

The Rational Male **ARCHIVE**

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Best Regards,

[/u/dream-hunter](#)

October 30, 2022

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A Fresh Start

August 20, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

After much hand wringing and urgings from friends and commenters on various forums and blogs in the “community” I’ve finally decided to give the blog thing a try. I’ve resisted for a very long time. The main reason for this has always been my preference for a ‘forum’ style interaction when it comes to sharing ideas. In all honesty, I prefer that kind of open discourse because I feel it’s more conducive to a free interchange of ideas, and particularly ideas I may emphatically disagree with. As abrasive as this can often be at times it helps me understand the thought process that people use to come to their conclusions. Forums are better learning experiences, even if you have to suffer the occasional troll.

It’s always been my impression that blogs are more than a bit self-serving for the writer. The open discourse a forum affords is kind of squelched in blog comment threads since the real purpose of a blog is to promote the solitary ideas of the author, and anyone else can chime in if they feel the need. As conceited as this sounds, I think I’ve got too much humility to believe my ideas should be shouted from a rooftop to the exception of the input of others. I believe in the first rule of the philosopher – all I know is that I know nothing. So it’s in the spirit of remaining the eternal student that I’m starting this.

Most of you will know me as a long time SoSuave forum moderator and contributor, but as I’ve branched off into other forums and contributed to the comments and conversations of various ‘community’ blogs I’ve been inundated with requests to compile my ideas in one place. And that’s the real purpose of this blog, to collect ideas and hopefully have others profit from them as they can.

That said, my initial plan is to repost sort of a ‘best of’ series of topics I’ve archived from sosuave.com interspersed with fresh topics as they hit me. After 8 plus years of contributing to SoSuave my hope is that others beyond that particular community can benefit the ideas that evolved there. I am now and will be for the foreseeable future still be a regular contributor and Mod there. I have no plans to abandon that forum, and in fact I’d encourage readers here to do their own searches of my user name Rollo Tomassi for any particular topic of interest I may have covered in the past: <http://www.sosuave.net/forum/index.php>

It’s my sincere hope that you can benefit from my ideas on intergender issues. Some of them may seem a bit foreign to the uninitiated. Others may be familiar, but the mechanics were still confusing, and still others may be something you’ve never considered. Always understand that nothing I state here or on any forum or comment thread is ever meant to be set in stone. In return, I would encourage all my readers to adopt the same ‘eternal student’ ideology and open your minds to critically understanding things that will at times be uncomfortable to consider.

Rollo Tomassi

The Cardinal Rule of Relationships

August 20, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

In any relationship, the person with the most power is the one who needs the other the least.

This is a foundation of *any* relationship, not just intersexual ones, but family, business, etc. relationships as well. It is a dynamic that is always in effect. For my own well being and that of my family's, I need my employer more than he needs me, ergo I get up for work in the morning and work for him. And while I am also a vital part for the uninterrupted continuance of his company and endeavours, he simply needs me less than I need him. Now I could win the lottery tomorrow or he may decide to cut my pay or limit my benefits, or I may complete my Masters Degree and decide that I can do better than to keep myself yoked to his cart indefinitely, thereby, through some condition either initiated by myself or not, I am put into a position of needing him less than he needs me. At this point he is forced into a position of deciding how much I am worth to his ambitions and either part ways with me or negotiate a furtherance of our relationship.

The same plays true for intersexual relationships. Whether you want to base your relationship on 'power' or not isn't the issue; it's already in play from your first point of attraction. You are acceptable to her for meeting any number of criteria and she meets your own as well. If this weren't the case you simply would not initiate a mutual relationship. This is the first comparison we make with another individual – call it 'sizing up' if you like – but we make innate (and often unconscious) comparisons about *everything* and in the case of initial attraction we decide if the other person is acceptable for our own intimacy. From this point it becomes a cooperative negotiation.

This principle isn't so much about 'power' as it is about control. This might sound like semantics, but it does make a difference. It's very easy to slip into binary arguments and think that what I mean by the cardinal rule of relationships is that one participant must absolutely rule over the other – a domineering dominant personality to a doormat submissive personality. Control in a healthy relationship passes back and forth as desire and need dictate for each partner. In an unhealthy relationship you have an unbalanced manipulation of this control by a partner.

Although control is never in complete balance, it becomes manipulation when one partner, in essence, blackmails the other with what would otherwise be a behavioral reinforcer for the manipulated partner under healthy circumstances. This happens for a variety of different reasons, but the condition comes about by two ways – the submissive participant becomes conditioned to allow the manipulation to occur and/or the dominant one initiates the manipulation. In either case the rule still holds true – the one who needs the other the least has the most control. Nowhere is this more evident than in interpersonal relationships.

Too many people who I counsel and read my posts (here and elsewhere) assume that this Rule means that I'm advocating the maintaining a position of dominance at the expense of their partners; far from it. I do however advocate that people – young men in particular – develop a better sense of self-worth and a better understanding of their true efficacy in their relationships (assuming you decide to become involved in one). Don't get me wrong, both sexes are guilty of manipulation; Battered women go back to their abusive boyfriends/husbands and pussy whipped men compromise themselves and their ambitions to better serve their girlfriend's insecurities. My intent in promoting this Rule is to open the eyes of young men who are already predisposed to devaluing themselves and placing women as the goal of their lives rather than seeing themselves as the PRIZE to be sought

after. Compromise is always going to be a part of any relationship, but what's key is realizing when that compromise becomes the result of manipulation, what is in effect, then developing the confidence to be uncompromising in those situations. This is where a firm understanding of the cardinal rule of relationships becomes essential.

There's nothing wrong with backing down from an argument you have with your girlfriend, but there is something wrong when you continually compromise yourself in order to 'keep the peace' with the understanding that she'll withhold intimacy as a result of you holding your ground. That is a power play, also known as a 'shit test'. She initiates it thus becoming the controlling party.

No woman's intimacy (i.e. sex) is *ever* worth that compromise because in doing so you devalue your own worth to her. Once this precedent is set, she will progressively have less respect for you – exactly opposite of the popular conception that she'll appreciate your compromising for her and reward you for your "sensitivity".

And really, what are you compromising in order to achieve? Set in this condition, her intimacy. That isn't genuine desire or real interest in you, it's a subtle psychological test (that all too many men are unaware of) meant to determine who needs the other more. There is no more a superior confidence for a man than one with the self-understanding that he will not compromise himself for the recognized manipulations of a woman, and the fortitude to walk away knowing he can and will find a better prospect than her. This is the man who passes the shit test. It's called 'enlightened self-interest' — I cannot help others until I can help myself — and a principle I wholly endorse.

Plate Theory

August 20, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



[Spin More](#)

Plates

Spin more plates.

A lot of people get confused when I use this analogy and I thought it prudent to write a post on just what I mean in this regard.

A Man needs to have a lot of simultaneous prospects spinning together. Think of each plate as a separate woman you are pursuing. Some fall off and break, others you may wish to stop spinning altogether and some may not spin as fast as you'd like, but the essence of plate theory is that **a man is as confident and valuable as his options**. This is the essence of the abundance mindset – confidence is derived from options.

This principle is the key to solving so many of the problems that dog the heels of beta AFCs and recovering AFCs. In fact I would say that this ideology should be the cornerstone to success for a man in many facets of life, not simply attracting and keeping women. **A man with options has power, and from these options and this sense of power, a natural sense of confidence will manifest itself.** A man without options becomes *necessitous* and this leads to a lack of confidence and a scarcity mentality. Necessitous men are never free.

The Cardinal Rule of Relationships

In any relationship, the person with the most power is the one who needs the other the least.

When a man spins more plates, when he has irons in the fire, when he is pursuing multiple women simultaneously, when he has options equally worth exploring, a man will have a natural, subconscious (but not exclusively) understanding that if one prospect does not expand, others very well may. This understanding has manifestations in a man's behavior that women key on covertly. There are mannerisms and attitudes that a man with options will subconsciously convey to prospective women that they interpret, and give this man a value as a commodity to be competed for with other females.

On various sites in the PUA community, men are taught to emulate this behavior since it is a key element in attraction and interest. Cocky-Funny is one such technique that trains a confidence behavior that (more often than not) essentially masks a deficit of options. In other words, C&F is a natural behavior for men with options that must be compensated for by those who don't have an aptitude for it. This is why the 'natural' Alpha male seems to exude C&F effortlessly while those

without the benefit of more plates spinning (or the confidence in the ability of spinning more) struggle with simple things like eye contact or initiating approaches. This is also a fundamental principle in the “I don’t give a fuck” mentality that pervades community technique – it’s much easier to actually not “give a fuck” if you have other prospects going simultaneously.

Shotgun Logic

One very important benefit that Plate Theory provides for a man is that it greatly curbs the propensity for ONEitis both in and out of an LTR.

Outside of an LTR, most guys subscribe to what I call the *Sniper* mentality. This is the AFC that applies all of his time, effort and resources to patiently waiting out his target, waiting for that perfect opportunity to summon enough courage in the most precise of conditions to take his one shot at the girl, who by then is the focus of his ONEitis. This process can take anywhere from a few weeks to a few years in extreme cases, but all the while he voluntarily sacrifices his most valuable of resource – potential opportunity. The man who subscribes to Plate Theory can more easily avoid this situation as he goes hunting for women with a *Shotgun*; scattering as much influence across the broadest area possible. While the AFC fishes with a single line and a single hook, the Plate Theorist fishes with a trolling net, selecting the fish worth keeping and tossing back those who aren’t.

Inside an LTR, Plate Theory becomes more specified. The AFC placates and identifies with his partner because the balance has shifted to her advantage since he reinforces her understanding that she is his only source of intimacy. I can’t think of a better recipe for ONEitis since he becomes progressively more dependent on her as his only source of intimacy. The man that maintains, at the very least, the covert perception of options, either professionally or on an intersexual level (i.e. social proof that other women will compete for him) maintains this power balance. Most successful men have an innate understanding of this and this explains their popular reservations for committing to marriage. In an LTR, Plate Theory becomes a subtle dance of perception and recognizing how your partner interprets understanding a particular man’s options, but regardless, it reduces a guy’s tendency to regress into ONEitis in an LTR from his own self-perception and the confidence it inspires.

Natural Selection

As I illustrated in the fishing net analogy, spinning more plates allows you more opportunity to select from the largest pool of prospective choices and date them or drop them as you see fit. This has two benefits. First, it serves as valuable, though non-committed, experience for learning what a man requires for his own personal satisfaction. Experience teaches harsh, but it teaches best and the breadth of experience serves a man well. Who’s insight is more beneficial, the man who’s sailed the world over or the man who’s never ventured beyond a lake? Secondly, **opportunity and options make a man the PRIZE**. Rock stars, professional athletes and movie stars aren’t irresistible to women because of their celebrity, but because they blatantly, and with the highest form of social proof, prove they have options that other women will jealously compete for as well as the confidence that this unconscious knowledge naturally manifests itself in them.

What Plate Theory is not

My critics will often take a binary stance in their arguments with this idea citing that “they could never be with more than one woman at a time out of respect for her” or “so I should just lie to her and see other girls on the side?” To which I’d argue that these are feminized social conventions that attempt to thwart a man’s options in order to establish women as the prime selectors in intersexual

relations. If it can be conditioned into a boy/man to 'feel bad' about seeing more than one woman at a time, it only better serves the female-as-chooser dynamic. To be sure, women are naturally the filters for their own intimacies, but it is essentially men who do the sexual selection. These convention's latent purpose are designed to put selection of intimacy on a conditional basis that favors women, and as long as men will internalize this women will have a pre-constructed social high-ground.

The way to circumvent this dynamic is brutal honesty and a commitment to truthful, non-exclusivity with the plates you're spinning. If you keep your options above board and are honest with any one girl and yourself about your choice to be non-exclusive, you not only remove the teeth from this convention, but you also reinforce yourself as a man with options (or at least perceived options). Further, critics will offer "well gee, if I did that with any woman she'd push off and dump me" to which I'll refute – not if you establish this honestly from the outset. Most guys who've swallowed the 'female power' convention are too afraid or too preconditioned to even consider this as an option for seeing women. Letting a woman know, or covertly perceive, that you won't be exclusive to her pushes your commodity level up and implies options and potential success she'll compete with other women to be associated with.

Plate Theory is also, most definitely not, a license to be indiscriminate with women. Just because you can spin a plate doesn't necessarily mean you should spin that plate. Some aren't worth spinning and a man with options should have no reservation about letting one go for a better one or two. In fact a man ought to be more discriminating in this regard since it affords him the best available from the largest selection.

Schedules of Mating

August 23, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

There are methods and social contrivances women have used for centuries to ensure that the best male's genes are selected and secured with the best male provisioning she's capable of attracting. Ideally the best Man should exemplify both, but **rarely do the two exist in the same male** (particularly these days) so in the interest of achieving her biological imperative, and prompted by an innate need for security, the feminine as a whole had to develop social conventions and methodologies (which change as her environment and personal conditions do) to effect this. Men are not only up against a female genetic imperative, but also centuries long feminine social conventions established and adapted from a time long before human beings could accurately determine genetic origins.

I've detailed in many prior threads that mate selection is a psycho-biological function that millennia of evolution has hardwired into both sexes. So internalized and socialized is this process into our collective psyches that we rarely recognize we're subject to these motivators even when we continually repeat the same behaviors manifested by them (such as having the *second* kid with the Alpha Bad Boy). So saying that we're not subject to conditions we're or are only vaguely aware of is a bit naive.

It's simple deductive logic to follow that for a species to survive it must provide its offspring with the best possible conditions to ensure its survival – either that or to reproduce in such quantity that it ensures survival. The obvious application of this for women is sharing parental investment with the best possible mate her own genetics allow her to attract and who can provide long term security for her and any potential offspring. Thus women are biologically, psychologically and sociologically the filters of their own reproduction, where as men's reproductive methodology is to scatter as much of his genetic material as humanly possible to the widest available quantity of sexually available females. He of course has his own criteria for mating selection and determining the best genetic pairing for his reproduction (i.e. she's gotta be hot), but his criteria is certainly less discriminating than that for women (i.e. no one's ugly after 2am). This is evidenced in our own hormonal biology; men possess between 12 and 17 times the amount of testosterone (the primary hormone in sexual arousal) women do and women produce substantially more estrogen (instrumental in sexual caution) and oxytocin (fostering feelings of security and nurturing) than men.

That stated, both of these methodologies conflict in practice. For a woman to best ensure the survival of her young, a man must necessarily abandon his method of reproduction in favor of her own. This then sets a contradictory imperative for him to pair with a woman who will satisfy his methodology. A male must sacrifice his reproductive schedule to satisfy that of the woman he pairs with. Thus, with so much genetic potential at stake on his part of the risk, he wants not only to ensure that she is the best possible candidate for breeding (and future breeding), but also to know that his progeny will benefit from both parent's investment.

Side note: One interesting outcome of this psycho-biological dynamic is men's ability to spot their own children in a crowd of other children more quickly and with greater acuity than even their mothers. Studies have shown that men have the ability to more quickly and accurately identify their own children in a room full of kids dressed in the same uniforms than the mothers of the child. Again, this stresses the subconscious importance of this genetic trade off.

These are the rudiments of human sexual selection and reproduction. There are many other social, emotional, psychological intricacies that are associated with these fundamentals, but they are the underlying motivations and considerations that subconsciously influence sexual selection.

Social Convention

To counter this subconscious dynamic to their own genetic advantage women initiate social conventions and psychological schemas to better facilitate their own breeding methodologies. This is why women always have the “prerogative to change her mind” and the most fickle of behaviors become socially excusable, while men’s behavior is constrained to a higher standard of responsibility to “do the right thing” which is invariably to the advantage of a woman’s reproductive scheme. This is why guys who are ‘Players’, and fathers who abandon mothers to pursue their innate reproduction method are villains, and fathers who selflessly sacrifice themselves financially, emotionally and life decision-wise, often to the benefit of children they didn’t father, are considered social heroes for complying with women’s genetic imperatives.

This is also the root motivation for female-specific social dynamics such as LJBf rejections, women’s propensity for victimhood (as they’ve learned that this engenders ‘savior’ mental schemas for men’s breeding schedules – Cap’n Save a Ho) and even marriage itself.

Good Dads vs Good Genes

The two greatest difficulties for women to overcome in their own methodology is that they are only at a sexually viable peak for a short window of time (generally their 20s) and the fact that the qualities that make a good long term partner (the Good Dad) and the qualities that make for good breeding stock (Good Genes) only rarely manifest themselves in the same male. Provisioning and security potential are fantastic motivators for pairing with a Good Dad, but the same characteristics that make him such are generally a disadvantage when compared with the man who better exemplifies genetic, physical attraction and the risk taking qualities that would imbue her child with a better capacity to adapt to its environment (i.e stronger, faster, more attractive than others to ensure the passing of her own genetic material to future generations). This is the Jerk vs. Nice Guy paradox writ large on an evolutionary scale.

Men and women innately (though unconsciously) understand this dynamic, so in order for a woman to have the best that the Good Dad has to offer while taking advantage of the best that the Good Genes man has, she must invent and constantly modify social conventions to keep the advantage in her biological favor.

Reproductive Schedules

This paradox then necessitates that women (and by default men) must subscribe to short term and long term schedules of mating. Short term schedules facilitate breeding with the Good Genes male, while long term breeding is reserved the Good Dad male. This convention and the psycho-social schemas that accompany it are precisely why women will marry the Nice Guy, stable, loyal, (preferably) doctor and still fuck the pool boy or the cute surfer she met on spring break. In our genetic past, a male with good genes implied an ability to be a good provider, but modern convention has thwarted this, so new social and mental schemas had to be developed for women.

Cheating

For this dynamic and the practicality of enjoying the best of both genetic worlds, women find it necessary to ‘cheat’. This cheating can be done proactively or reactively.

In the reactive model, a woman who has already paired with her long term partner choice, engages in

a extramarital or extra-pairing, sexual intercourse with a short term partner (i.e. the cheating wife or girlfriend). That's not to say this short term opportunity cannot develop into a 2nd, long term mate, but the action of infidelity itself is a method for securing better genetic stock than the committed male provider is capable of supplying.

Proactive cheating is the single Mommy dilemma. This form of 'cheating' relies on the woman breeding with a Good Genes male, bearing his children and then abandoning him, or having him abandon her, (again through invented social conventions) in order to find a Good Dad male to provide for her and the children of her Good Genes partner to ensure their security.

I want to stress again that (most) women do not have some consciously constructed and recognized master plan to enact this cycle and deliberately trap men into it. Rather, the motivations for this behavior and the accompanying social rationales invented to justify it are an unconscious process. For the most part, women are unaware of this dynamic, but are nonetheless subject to its influence. ***For a female of any species to facilitate a methodology for breeding with the best genetic partner she's able to attract AND to ensure her own and her offspring's survival with the best provisioning partner; this is an evolutionary jackpot.***

The Cuckold

On some level of consciousness, men innately sense something is wrong with this situation, though they may not be able to place why they feel it or misunderstand it in the confusion of women's justifications for it. Or they become frustrated by the social pressures to 'do the right thing', are shamed into martyrdom/savior-hood and committed to a feigned responsibility to these conventions. Nevertheless, some see it well enough to steer clear of single mothers, either by prior experience or observing other male cuckolds saddled with the responsibility of raising and providing for – no matter how involved or uninvolved – another man's successful reproduction efforts with this woman.

Men often fall into the role of the proactive or reactive Cuckold. He will never enjoy the same benefits as his mates short term partner(s) to the same degree, in the way of sexual desire or immediacy of it, while at the same time enduring the social pressures of having to provide for this Good Genes father's progeny. It could be argued that he may contribute minimally to their welfare, but on some level, whether emotional, physical, financial or educational he will contribute some effort for another man's genetic stock in exchange for a limited form of sexuality/intimacy from the mother. To some degree, (even if only by his presence) he is sharing the parental investment that should be borne by the short term partner. If nothing else, he contributes the time and effort to her he could be better invested in finding a sexual partner with which he could pursue his own genetic imperative by his own methodology.

However, needless to say, there is no shortage of men sexually deprived enough to 'see past' the long term disadvantages, and not only rewarding, but reinforcing a single mother's bad decisions (bad from his own interest's POV) with regard to her breeding selections and schedules in exchange for short term sexual gratification. Furthermore, by reinforcing her behavior thusly, he reinforces the social convention for both men and women. It's important to bear in mind that in this age women are ultimately, solely responsible for the men they choose to mate with (barring rape of course) AND giving birth to their children. Men do bear responsibility for their actions no doubt, but it is ultimately the decision of the female and her judgement that decides her and her children's fate

Meta-Game

August 24, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

In the starting of this blog I've recently been contemplating the last 6 or so years I've spent on SoSuave. Every time I consider the things I've written for the 'community' I always need to put them into the perspective of where I've come from and what I've learned in that time. I just reviewed a 'single-mommy' story in an other forum thread, one that I learned from almost 20 years ago. I also go into how things were before the advent of the internet occasionally.

I think it's really hard for a generation of young Men to fully appreciate the progress that guys in their mid-30s, mid-40s and even 50s have made in their respective times. It's hard for mid 20s and teenage guys to relate to a time before the level of communication we take for granted today. There was no term for an AFC, beta or "herb" in 1995. I didn't own a cell phone until 2002 and never texted anyone regularly until 2005. When guys in their 30s and 40s now were learning the lessons I relate here, there were no forums, no PUAs (formally anyway), and the phenomenon we call feminization and the 'Matrix' was at the peak of it's influence by virtue alone of no one questioning, let alone being aware of, its influence. We lacked the male-to-male social communication, certainly the global communication, to really bring common experiences together and form ideas from those observations. We were in the dark. Remember, no Tom Leykis, no internet, and the "how to pick up girls" books were what losers ordered by mail from an ad they saw in the back of a Hustler magazine. In fact porn was only accessible by renting it from the back room of a VHS rental store, by magazine or pirating the Spice channel from cable. Good times.

Now lets flash forward to 2011. I can't go a day without having viagra or porn solicited to me in my email. Porn is now part of the utilities; it's like hot and cold running water now, but moreover, so is the collected experience of literally a world of men considering the same nagging questions. Thanks to globalized, instant communications, a new generation of Men can collectively consider experiences and observations that were previously left unsaid. Where before there was a stigma of "not being man enough" just in asking questions and seeking relevant advice about women, now it's been replaced by the 'community'.

The internet is to Men what the sexual revolution was for women.

The genie is now out of the bottle, and for better or worse the information is liberating. This is the Meta-Game. Lets consider it for a moment: Just last week I added my voice to a chorus of other men from around the world to help out a young man struggling with his AFC problems. I joined guys from Britain, Australia, Spain, Canada, New York, Los Angeles, and anywhere in between. A global collective of Men advised this kid. That's pretty powerful stuff. This is one world of men advising a young man about his situation with a girl acculturated in a world influenced by women for five decades.

This is the Meta-Masculine pushing back against the Meta-Feminized. We're now aware that this Feminine Matrix is everywhere, and I think we all can appreciate how encompassing and pervasive it is. I know the LoveShack.orgs of the world are largely the antithesis of the Meta-Masculine. I didn't say the mountain looked easy to climb. However, just the collectivity of the global community gives me hope. Every time we unplug a guy from the Matrix it's a group effort. We are the collective fathers these sons never had.

Yes, there's differences of opinion. The community advocates, Game gurus, and theorists of the world are going to lock horns over priorities, but the bigger picture is making Men aware. The global collective waking them up is the first and best benefit. It is dirty, filthy, work unplugging Men from the Matrix, but that's the start.

If I'm optimistic about anything it's in the hope that the next generation of men will at least have the opportunity to be made aware of the "code" in the Matrix – that simply didn't exist when I was struggling to unplug myself. By that I mean that a younger generation of men will develop at least a capacity, or at least a sensitivity to acknowledge that certain feminine social conventions exist, and were the gender roles reversed they'd be accused of sexism. I've always felt that making these comparisons is the first real step in understanding what the Matrix is. I am far more attentive to the veiled, socially excusable, feminine sexism that we casually pass off in common culture today because I realize the latent function those conventions serve. Like G.I. Joe says, knowing is half the battle.

The main obstacle for the positive-masculine Meta Game is that a majority of the same men it would serve are the unwitting (or at least willfully ignorant) pawns of the feminized Meta Game. I think it's wrong to think of these men – the betas, the AFCs, the naive Alphas – as "recruits" for the feminine imperative. I come to that because it takes an entire feminized society to condition a young man over the course of a lifetime to psychologically ego-invest himself in the feminine Meta Game as a means to achieving his best interests. They need to be raised and trained before the ego-investment becomes self-propagating, at which point only extremely traumatic experiences will open his eyes to that conditioning.

I used the example of a typical rAFC or 'seeking' young man asking for advice from the collective at SoSuave. Almost universally the problems they want to solve are themes so tired and so thoroughly covered by the collective of men in the community that we'll defer them to well-worn advice or rephrase old posts on the same topic. I do this myself, but think about the profundity of that for a moment. Here we have a questioning guy dealing with a problem I dealt with, sometimes, over 20 years ago, and men my senior dealt with 30 or even 40 years ago. The memes haven't changed much in the past 60 years. I think a common misssive is to think that the only reason guys seek out the community is to "get laid more" or "find the secret to getting their dream girl". While that's a definite motivator, so many more want solutions to relational problems that have existed in their current form for over half a century now. How do I get her back? Why did I just get LJBFed? Why does she fuck the Jerk, but tell me I'm a such a great guy? Do looks matter? How do I get my LTR to bang me now that we moved in together? There are countless others. Our Meta Game does a great disservice to 'seekers' when we dismiss them as just wanting to get their lay numbers up. Of course that's only the recognizable motivator, but what they're really searching for, what they're unaware they're searching for, is a real, positive, confidence in a masculinity that can rise above the chatter of the invectives of feminized Meta Game.

When I see 5 pages of advice explaining to that noob the reasons he's in the situation he finds himself in, and instructing him how best to deal with it based on collective experiences while opening his perspective up to consider the greater landscape he's in, that is the masculine Meta Game pushing back. Think of that; a poor, isolated kid, frustrated by how to approach, how to deal with a LJBF, how to man-up, etc. pits the influence of a world-wide collective of men's experience against the behaviors and mindset of an individual girl who's been socialized and acculturated by the feminized imperative. That is the Meta Game.

The Desire Dynamic

August 25, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You cannot negotiate Desire.

This is a very simple principle that most Men and the vast majority of women are willfully ignorant of. One the most common personal problems I've been asked advice for in the past 10 years is some variation of "how do I get her back?" Usually this breaks down into men seeking some methodology to return his relationship to an earlier state where a previously passionate woman couldn't keep her hands off of him. Six months into a comfortable familiarity and the thrill is gone, but in truth it's the genuine desire that is gone.

It's often at this stage that a man will resort to negotiation. Sometimes this can be as subtle as him progressively doing things for her in the hopes that she'll reciprocate with the same sexual fervor they used to have. Other times a married couple may go to marriage counseling to "resolve their sex issues" and negotiate terms for her sexual compliance. He'll promise to do the dishes and a load of laundry more often in exchange for her feigned sexual interest in him. Yet, no matter what terms are offered, no matter how great an external effort he makes so deserving of reward, the genuine desire is not there for her. In fact, she feels worse for not having the desire after such efforts were made for her

compliance.

Negotiated desire only ever leads to obligated compliance.

This is why her post-negotiation sexual response is often so lackluster and the source of even further frustration on his part. She may be more sexually available to him, but the half-hearted experience is never the same as when they first met when there was no negotiation, just spontaneous desire for each other.

From a male perspective, and particularly that of an uninitiated beta male, negotiation of desire seems a rational solution to the problem. Men tend to innately rely on deductive reasoning; otherwise known as an “if then” logic stream. The code is often something like this:

I need sex + women have the sex I want + query women about their conditions for sex + meet prerequisites for sex = the sex I want.

Makes sense right? It's simple economics, but built on a foundation that relies on a woman's accurate self-evaluations. The genuine desire they used to experience at the outset of their relationship was predicated upon a completely unknown set of variables. Overtly communicating a desire for reciprocal desire creates obligation, and sometimes even ultimatums. Genuine desire is something a person must come to – or be led to – on their own volition. You can force a woman by threat to comply with behaving in a desired manner, but you cannot make her *want* to behave that way. A prostitute will fuck you for an exchange, it doesn't mean she wants to.

Whether LTR or a one night stand (ONS) strive for genuine desire in your relationships. Half of the battle is knowing you want to be with a woman who *wants* to please you, not one who feels obligated to. You will never draw this genuine desire from her by overt means, but you can covertly lead her to this genuine desire. The trick in provoking real desire is in keeping her ignorant of your intent to provoke it. Real desire is created by her thinking it's something she wants, not something she has to do.

Imagination

August 25, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

A woman's imagination is the single most useful tool in your Game arsenal. Every technique, every casual response, every gesture, intimation and subcommunication hinges on stimulating her imagination. Competition anxiety relies on it. DHV relies on it. Sexual tension (gina tingles) relies on it. Call it "Caffeinating the Hamster" if you will, but stimulating a woman's imaginings is the single most potent talent you can learn in any context of a relationship (LTR, STR, ONS, Plate Spinning.)

This is the single greatest failing of average frustrated chumps; they vomit out everything about themselves, divulging the full truth of themselves to women in the mistaken belief that women desire that truth as a basis for qualifying for their intimacy. Learn this now: **Women NEVER want full disclosure.** Nothing is more self-satisfying for a woman than to think she's figured a Man out based solely on her mythical feminine intuition (i.e. imagination).

When a man overtly confirms his character, his story, his value, etc. for a woman, the mystery is dispelled and the bio-chemical rush she enjoyed from her imaginings, her suspicions, her self-confirmations about you are GONE. AFCs classically do exactly this on the first date and wonder why they get LJBFD promptly after it – this is why. Familiarity is anti-seductive. Nothing kills Game, lust and libido like comfortable familiarity. Despite their common bleating filibuster tactics, women don't want to be comfortable with a potential (or proven) sex partner, they need their imaginations stoked to be excited, aroused and anxious to want sex with a potential partner.

In an LTR there's an even more critical need to keep prodding that imagination. I would go so far as to say it's imperative for a healthy relationship, but then you'll ask, how do you go about that when your LTR GF or wife already knows your story and the familiarity becomes cemented in?

The easy answer is never let it be from the outset – **the health of any LTR you might entertain depends and survives on the frame you enter into it with.** The foundations of a healthy LTR are laid while you're single and dating non-exclusively. I've yet to meet the guy who's told me he's getting more frequent, more intense sex *after* his LTR / Marriage / Live-in situation was established. The primary reason for this is the relaxation of the competition anxiety that made the urgency of fucking you with lustful abandon in your dating phase an imperative to get you to commit to her frame. And that's the crux of the matter that so many guys fail in, they surrender the frame BEFORE they commit to an LTR. They believe, (thanks to their Matrix conditioning) that commitment is synonymous with acquiescing to her frame control. Combine this with anti-seductive familiarity and the growing commonness of your own value because of it, and you can see exactly why her sexual interest wanes.

So what do you do to prevent that? First and foremost, understand that whose frame you enter into an LTR sets the foundation of that LTR. If you find yourself buying into an "it's women's world and we just live in it" mentality where your default presumption is that commitment means she wins, you lose and that's just how it is, don't even consider an LTR. She enters your world, not the other way around.

Secondly, you need to cultivate an element of unpredictability about yourself prior to, and into, an LTR. Always remember POOK's proverb, **Perfect is BORING.** Women will cry a river about wanting Mr. Dependable and then go off to fuck Mr. Exciting. In an LTR it's necessary to be both,

but not one at the expense of the other. Too many married men are TERRIFIED to rock the excitement boat with their wives because their sex lives hang in the balance of placating to her and her already preset frame. She must be reminded daily why you're fun, unpredictable and exciting, not only to her, but other women as well. This requires covertly implying that other women find you desirable. Women crave the chemical rush that comes from suspicion and indignation. If you don't provide it, they'll happily get it from tabloids, romance novels, The View, Tyra Banks or otherwise living vicariously through their single girlfriends.

By playfully staying her source of that rush you maintain the position of stimulating her imagination. Married men, who were defeated before they committed, don't think that elements of Game apply to marriage out of fear of upsetting their wives frame, when in fact C&F and Negs and many other aspects of Game work wonderfully. Just kicking her in the ass or busting her chops, playfully, is sometimes enough to send the message that you're fearless of her response. You can break her frame with cockiness and the imaginings that come with it.

Breaking from an established, predictable familiarity is often a great way to fire her imagination. Married guys will report how sexual their wives become after they get to the gym and start shaping up after a long layoff (or for the first time). It's easy to pass this off as looking better makes women more aroused (which is true), but underneath that is the breaking of a pattern. You're controllable and predictable so long as you're pudgy and listless – what other woman would want you? But start changing your patterns, get into shape, make more money, get a promotion, improve and demonstrate your higher value in some appreciable way and the imagination and competition anxiety returns.

Buffers

August 26, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rejection is better than Regret.

Sifting through some of my past posts on the SoSuave forum it hit me; over 90% of what I advocate there can be reduced to overcoming a fear of rejection. 90% of the dilemmas AFCs and rAFCs find

themselves in, and a majority of men's concerns, with the opposite sex find their roots in the methods and means they use to reduce their exposure to female rejection. These are buffers meant to reduce the potential for this rejection of intimacy. Men of course aren't the only ones who use buffers – women have their share as well – but I think it would be much more productive for guys to recognize this propensity in themselves and see the methods they use, and often ego-invest in their personal psychologies, to buffer themselves against rejection.

Virtually every common problem guys deal with finds its basis in these buffers:

LDRs – Long Distance Relationships. The AFC will entertain an LDR because it was based on a previous acceptance of intimacy and being no longer convenient (due to distance) the guy will cling to the “relationship” because it's a buffer against potential rejection from new women instead of accepting the relationship as being finished and maturely re-entering the dating pool. It's a perceived “sure thing”, even if only rarely rewarding.

Playing Friends – Usually after an LJBF rejection where the perception is the potential love interest “might” later become an intimate with time and qualification. No matter how misguided, the time and effort spent by an AFC in proving himself as the would-be “perfect boyfriend” is a buffer against further rejection by new potential females, which is then further compounded by a moralistic sense of duty to be an actual Friend to his LJBF girl. In essence, his buffer against further rejection is his misplaced dedication to the LJBF girl. Another variation of this is the Cap'n-Save-A-Ho dynamic.

Emails, IMs and Texts – I should also add lengthy phone conversations to this list as well, but really any technology that seemingly increases communication serves as a buffer (for both genders) the more it limits interpersonal communication. In the AFC case, the rationalization is that it keeps him in constant contact with his sex interest (which in and of itself is a mistake), but only serves as a buffer against her rejection. The latent perception being that it's easier to read a rejection (or hear one) than to potentially be rejected in person. A lot of guys will counter this with how Texts and IM's are just how this generation plies its Game. The difference I'd argue is that when digital communication becomes your *preferred* method of interacting with women, it's a buffer.

Facebook & Online Dating – This one should be fairly obvious for the same reasons as above – Online dating is perhaps the best buffer ever conceived – particularly for less than physically ideal women. In fact it's so effective that businesses can be built upon the common insecurities and fear of rejection of both sexes.

Objectification of Gender – This might be less obvious, but both sexes tend to objectify the other. Naturally when we think of this, the popularized notion is that men objectify women as sex objects, but women have a tendency to objectify men as “success objects” for the same reason. It is easier to accept rejection from an object than it is to take it from a living, breathing, human being. This is why we refer to intersexual communication as a “game.” We “score” or we get “shot down” not personally or emotionally rejected; the buffer is in the language and mental approach.

Idealization of Gender – This is the myth of the “Quality Woman.” The buffer operates in perceived self-limitations based on a search for an ideal mate. Thus a tendency to fixate on one woman (ONEitis) or one type of woman (a gender Archetype) develops. By limiting to, and/or fixating on one woman (or type) the potential for rejection decreases, while insuring that any real rejection will come only from what will later be deemed non-qualified women. Rejection = ‘Low Quality Woman’ and is thus disqualified. This works in a similar fashion to the objectification buffer in that the woman delivering the rejection is reduced to an object.

Scarcity Mentality – The “Take What I Can Get and Be Glad I Got It” mentality acts as a buffer in that it works opposite of the Idealization buffer. Deprivation is motivation, and by sticking with the “sure thing” as the “only thing”, the potential for new rejection is then eliminated.

Older Women, Younger Women – I should also include certain body types in this category as well, but the buffer is in certain types of women being less likely to reject a man due to their personal circumstances. The Cougar dynamic debate has been done into irrelevancy, but the buffer is that older women, acting in accordance with their conditions, will be more inclined to accept the advances of younger men. In the same vein, very young girls will be more apt to accept the advances of older men due to naiveté and fat women are easier to become intimate with due to sexual deprivation. This isn't rocket science, but an internalized preference for particular women develop by associating that particular type of woman with the minimization for potential rejection.

Leagues – This is the opposite of a “high standards” buffer which could be grouped with Scarcity. There is the woman some guys actually fear because she is perceived to be so much more socially valuable than the AFC. Think of the HB9+ corporate director who runs marathons, travels a lot, has good friends, dresses well, etc, etc, etc. The AFC tells himself “wow is she out of my league I would just get shot down because I would need to possess A, B & C to be her social status equal for her to even be interested”. Ergo, the idea of Leagues is a useful rationalization buffer against rejection.

Pornography I realize this will draw some fire from the masturbation / no-masturbation set, but porn (as men use it) is a Buffer against rejection. Porn doesn't talk back, porn doesn't need a few drinks to loosen up nor does porn require any social skills to produce rewards. It's convenient, immediate, sexual release that requires nothing more than a PC and an internet connection (or a magazine if you prefer the analog means). We can argue the obsessive-compulsive aspect of it, or the “my GF and I enjoy porn together” reasoning, but for the single guy the root reasoning is its facility as a Buffer. I should also add that it's this very facility that makes women hate it (when they do). Porn gives a guy his reward for free; a reward that should be her single best agency is rendered valueless when a man can get off to an infinite variety of sexual experience at the click of a mouse. It's unlimited access to unlimited sexual availability without the stress of learning methods to earn it as a reward.

These are really just a few notable examples, but once you become aware of how buffers manifest you'll begin to see how and why they are useful against rejection. Buffers are generally the paths of least rejection that become ego-invested “preferences.” Buffers aren't so much about those “preference” as they are about the motivations behind them.

At this point you might be thinking, “well, what the hell, I don't want to feel rejection, why not employ buffers against it?” The main reason for embracing rejection is that **rejection is better than regret**. Scan back through this short list of buffers; how many of these have become greater, longer term problems for you than a briefly painful rejection would've been? Buffers also have a tendency to compound upon themselves in that one tends to dovetail into another, or more, until you no longer realize that they were originally rejection prevention methodologies and gradually become associated with your genuine personality. After a long enough period, these buffer become “just how I am.”

Lastly, experience teaches harsh, but it teaches best. Rejection, real, raw, in your face rejection stings like a bitch. It must be something so intolerable that human beings will devise countless social and psychological constructs in order to avoid it. However, there is no better teacher than getting burned by the stove. As a Man, you are going to face rejection in far more facets of your life than just dealing with a woman. The buffers you learn in one aspect of your life will be just as encumbering when

they're transferred to another aspect of your life. All of these buffers listed, and many more, become indicators of how you confidently deal with adversity. Some make you look like a beta-herb pussy, others are subtle and nagging parts of an internalized personality, but dependence upon them incrementally reveals your real character to a woman. Are you Alpha enough to take a rejection on the chin, smile and confidently come back for more? Or will you run, will you block yourself, will you hide with convenient buffers?

The True Romantics

August 26, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

When watching this video, or any similar to it, notice how you feel physically before you hit play and then compare it to how you feel after viewing it. Is your heart rate elevated? Did you get a little fight-or-flight adrenal rush? We laugh to relieve the visceral anxiety we feel for this chump, but think of seeing this in terms of transferring this guy's stress level to yourself. We know the ship is going to sink before we watch, but we feel, by order of degrees, what this guy is feeling by association to the point that it prompts a chemical response in us. Why?

Is it that through some psychologically evolved mechanism we've learned to protect ourselves in similar situations in our primal past? Think about what a man would have to believe in order to overcome that mechanism and place himself in a position of public ridicule that ALL depended on the woman's response. This woman is mediocre at best – I'd rate her about an HB 5 – and this guy proposes to her in what he undoubtedly believes is a grand chivalric gesture. I'm sure he genuinely believed she'd appreciate his 'vulnerability' and create a cherished memory for them both as they gracefully age in their marriage. I doubt either of them will ever forget it now.

In some of the comments they were saying it was a set up, but what's the point of that? Who's benefiting from it?

And even if it was contrived, the real lesson being taught is from the 'audience' around them. People still want to believe that it was authentic. It's still a pretty useful illustration of a beta mindset. How many guys like this want to believe that a woman will appreciate his romanticism? **It is men who are the real romantics. It's men who are the imaginative ones when it comes to romance, and all in an effort to provide a woman with the romantic experiences she says she wants. Romance is what Men perceive it to be for women.**

Women do not appreciate planned, romantic gestures. I'm sure this guy thought he was being brilliant by noticing how she cuts a cupcake – "girls like it when guys pay attention to the little things, 'other guys' don't listen to women, I'll show her I'm unique,..." What most men and all women don't understand is that the things a woman finds romantic are rarely ever planned. Your sweaty t-shirt is more romantic to her than any candlelit evening. It's the things you don't think would ever be romantic that stick with her. In the same way you cannot negotiate genuine desire, likewise you cannot engineer genuine romance.

The problem with planned romanticism is that it's pregnant with an obligation to be appreciated. Men can be romantic, just not the way women say how they expect it. Like pretty much anything else women say, it's not what they really want, but a man can't be told what that is, he has to figure it out for himself, otherwise it isn't genuine. For the high value Man, romance is an effortless and unthinking gesture.

Female Dating Advice

August 29, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The prey does not teach the hunter how better to catch it.

Why women give bad dating advice.

This one is always a controversial topic on SoSuave. I find it ironic that the same guys who wholeheartedly agree with the idiom “believe what she does, not what she says”, are often the same men who really want to believe that, select, special women actually do give other men advice that has merit.

The problem is most guys simply parrot the words women have told them over the years when they asked them “What do women want in a guy?” and then think it works since they got it straight from the horse’s mouth. Unfortunately, too many guys, especially recently, have bought the same line women have been repeating for ages thinking it’s a way to put themselves at an advantage when all it does is disqualify not only them, but the poor suckers who hear ‘chick advice’ from another guy, repeat it, and the cycle continues.

My take is that the ‘chick advice’ phenomenon is a socio-evolutionary fail-safe mechanism meant to filter women’s selection process of less desirable men from more desirable (competition worthy) men. Think about this – women almost uniquely own “relationship advice” in popular media. There are a few notable feminized male exceptions (i.e. the Dr. Phils), but the ones who don’t align their opinions along a feminine-first priority are surreptitiously tagged as misogynists and marginalized or ridiculed.

On some level of consciousness women know they’re full of shit when they offer up the ‘standard’ chick advice. To greater or lesser degrees, they know they’re being less than genuine when they see this advice regularly contradicted by their own behaviors. Women (and now men) repeat in article after article how well developed the female capacity is for communication, so it follows that they must know to some, maybe subconscious, degree that they are being less than helpful if not deliberately misleading. Even the mothers with the best interests of their son’s at stake still parrot these responses. It’s like a female imperative. Why?

For the answer, all you have to do is look at the bios of single women on any online dating service. When asked to describe the characteristics they find desirable in a man, the single most common responses are confidence, decisiveness, independence. Traits that would require a man to be a Man and have the foresight and perseverance not to take things at face value. The guy with the capacity to call a woman’s bluff with a confidence that implies she is to be worthy of him rather than the other

way around is the Man to be competed for. Essentially the 'chick speak', 'chick advice' phenomenon is a shit test writ large on a social scale. And even your own mother and sisters are in on it, expecting you to 'get it'; to get the message and see the challenge for what it really is, without overtly telling you.

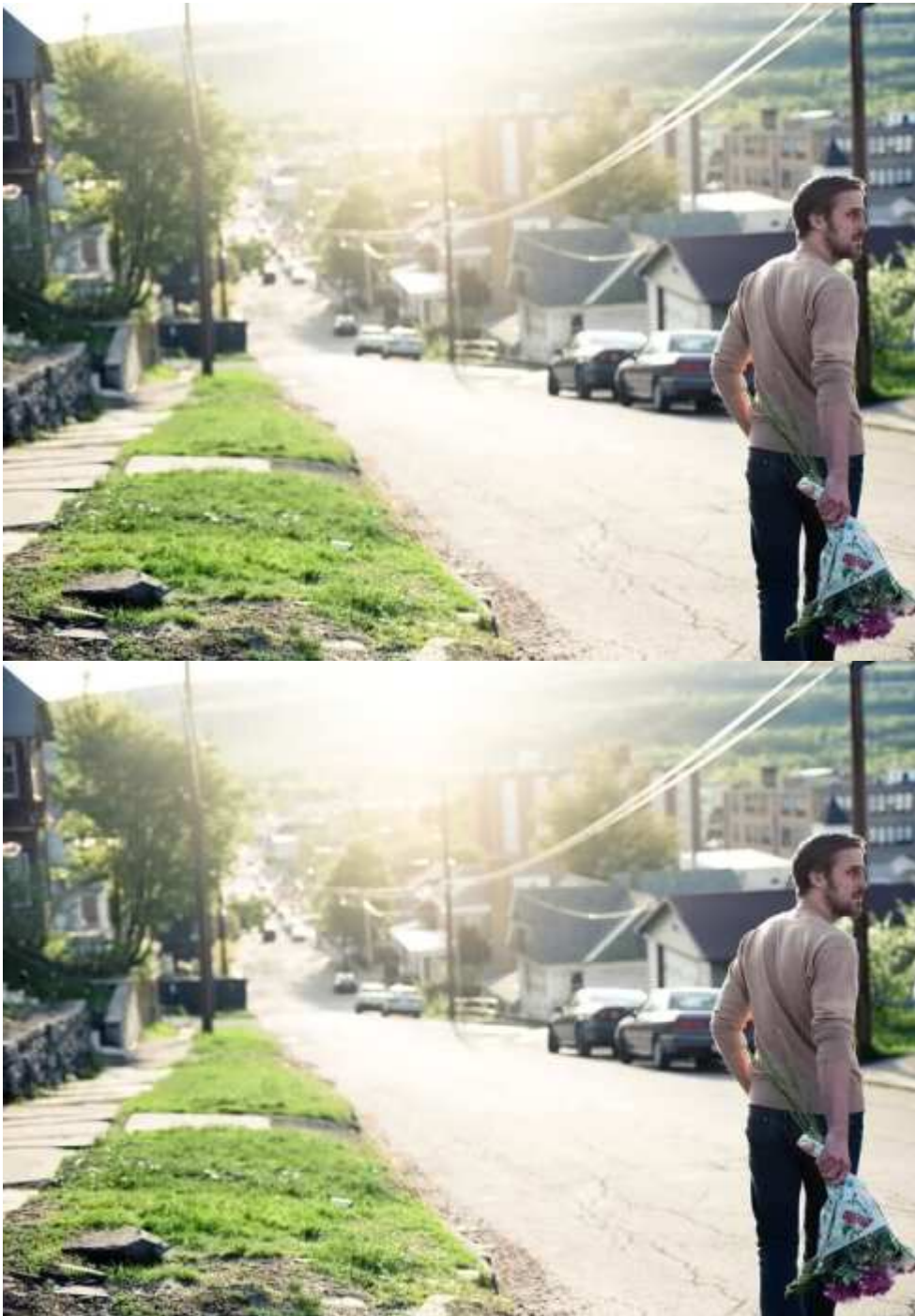
Most guys are natural pragmatists, we look for the shortest most efficient way between two points. The deductive reasoning that follows is that if we want sex, and women have the sex we want, we ought to ask them what conditions they require from us in order for us to get it. The problem is that women don't want to tell us this, because in doing so it makes us less independent and more compromising (and lazy) in our own identities in order to get at her sexuality. This is counter to the decisive, independent and masculine Man they really want and is evidenced in their behaviors. He should know what women want without asking because he's observed them often enough, been successful with them often enough, and taken the efforts to make decisions for himself based on their behaviors, especially in the face of a world full of women's conflicting words. This makes him the commodity in the face of a constant, overwhelming contradiction of her own and other women's motives, words and behaviors.

She wants you to 'get it' on your own, without having to be told how. That initiative and the experience needed to have had developed it makes you a Man worth competing for. Women despise a man who needs to be told to be dominant. Overtly relating this to a guy entirely defeats his credibility as a genuinely dominant male. The guy she wants to fuck is dominant because that's 'the way he is' instead of who she had to tell him to be.

Observing the process will change it. This is the root function of every shit test ever devised by a woman. If masculinity has to be explained to a man, he's not the man for her.

There is no One.

August 30, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



ONEitis is paralysis. You cease to mature, you cease to move, you cease to be you.

There is no ONE. This is the soulmate myth. There are some good Ones and some bad Ones, but **there is no ONE**. Anyone telling you anything else is selling you something. There are LOTS of ‘special someones’ out there for you, just ask the divorced/widowed person who’s remarried after their “soulmate” has died or moved on.

This is what trips people up about the soul-mate myth, it is this fantasy that we all at least in some way share an idealization of – that there is ONE perfect mate for each of us, and as soon as the planets align and fate takes it’s course we’ll know that we’re ‘intended’ for each other. And while this may make for a gratifying romantic comedy plot, it’s hardly a realistic way to plan your life. In

fact it's usually paralyzing.

What I find even more fascinating is how common the idea is (mostly for guys) that a nuts & bolts view of life should be trumped by this fantasy in the area of inter-sexual relationships. Guys who would otherwise recognize the value of understanding psychology, biology, sociology, evolution, business, engineering, etc. and the interplay we see these take place in our lives on a daily basis, are some of the first guys to become violently opposed to the idea that maybe there isn't 'someone for everyone' or that there are a lot more ONEs out there that could meet or exceed the criteria we subconsciously set for them to be the ONE. I think it comes off as nihilistic or this dread that maybe their ego investment in this belief is false- it's like saying God is dead to the deeply religious. It's just too terrible to contemplate that there maybe no ONE or there maybe several ONEs to spend their lives with. This western romanticized mythology is based on the premise that there is only ONE perfect mate for any single individual and as much as a lifetime can and should be spent in constant search of this 'soulmate.' So strong and so pervasive is this myth in our collective society that it has become akin to a religious statement and in fact has been integrated into many religious doctrines as feminization of western culture has spread.

I think there's been a mischaracterization of ONEitis. It's necessary to differentiate between a healthy relationship based on mutual respect and a lopsided ONEitis based relationship. I've had more than a few guys seeking my advice, or challenging my take on ONEitis, essentially ask me for permission to accept ONEitis as legitimate monogamy. In my estimation **ONEitis is an unhealthy psychological dependency that is the direct result of the continuous socialization of the soulmate myth in pop culture.** What's truly frightening is that ONEitis has become associated with being a healthy normative aspect of an LTR or marriage.

I come to the conclusion that ONEitis is based in sociological roots, not only due to it being a statement of personal belief, but by the degree to which this ideology is disseminated and mass marketed in popular culture through media, music, literature, movies, etc. Dating services like eHarmony shamelessly marketeer and exploit exactly the insecurities that this dynamic engenders in people desperately searching for the ONE "they were intended for." The idea that men possess a natural capacity for protection, provisioning and monogamy has merit from both a social and bio-psychological standpoint, but a ONEitis psychosis is not a byproduct of it. Rather, I would set it apart from this healthy protector/provider dynamic since ONEitis essentially sabotages what our natural propensities would otherwise filter.

ONEitis is insecurity run amok while a person is single, and potentially paralyzing when coupled with the object of that ONEitis in an LTR. The same neurotic desperation that drives a person to settle for their ONE whether healthy or unhealthy is the same insecurity that paralyzes them from abandoning a damaging relationship – This is their ONE and how could they ever live without them? Or, they're my ONE, but all I need is to fix myself or fix them to have my idealized relationship. And this idealization of a relationship is at the root of ONEitis. With such a limiting, all-or-nothing binary approach to searching for ONE needle in the haystack, and investing emotional effort over the course of a lifetime, how do we mature into a healthy understanding of what that relationship should really entail? The very pollyanna, idealized relationship – the "happily ever after" – that belief in a ONE promotes as an ultimate end, is thwarted and contradicted by the costs of the constant pursuit of the ONE for which they'll settle for. After the better part of a lifetime is invested in this ideology, how much more difficult will it be to come to the realization that the person they're with isn't their ONE? To what extents will a person go in order to protect a lifetime of this ego investment?

At some point in a ONEitis relationship one participant will establish dominance based on the powerlessness that this ONEitis necessitates. There is no greater agency for a woman than to know beyond doubt that she is the only source of a man's need for sex and intimacy. ONEitis only cements this into the understanding of both parties. For a man who believes that the emotionally and psychologically damaging relationship he has ego-invested himself in is with the only person in his lifetime he's ever going to be compatible with, there is nothing more paralyzing in his maturation. The same of course holds true for women, and this is why we shake our heads when the beautiful HB 9 goes chasing back to her abusive and indifferent Jerk boyfriend, because she believes he is her ONE and the only source of security available to her. Hypergamy may be her root imperative for sticking with him, but it's the soul-mate myth, the fear of the "ONE that got away" that makes for the emotional investment.

The definition of Power is not financial success, status or influence over others, but the degree to which we have control over our own lives. Subscribing to the soulmate mythology necessitates that we recognize powerlessness in this arena of our lives. Better I think it would be to foster a healthy understanding that there is no ONE. There are some good Ones and there are some bad Ones, but there is no ONE.

Learning to Play

August 31, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Guitar Zero

Because pretending you can play guitar still wont get you laid



Guitar Zero

Because pretending you can play guitar still wont get you laid

Think of the best musician you can think of now. I'm a guitarist myself so I'm going to throw out some old school shredder's names like EVH, George Lynch, Nuno Bettancourt, but you might think Jimmy Page or B.B. King, or maybe Andre Segovia really kick ass.

When you listen to a virtuoso – a guy so good he makes his talent seem effortless – you're not

listening to just him, you're listening to all the musicians who influenced him, who inspired him, to become the musician he is now. You're essentially listening to (or at least variations of) the riffs, licks, arpeggios, melodic stylings, etc. of all the musicians that came before him to which, out of passion, he was inspired to commit to memory.

It's important to remember, when you hear a great guitarist that his 'improvised' guitar licks are still built upon a solid base of a series of learned patterns that harmonize within a given key of music.

A good musician practices his scales, and learns the runs of the guys who influenced him, note for note until they're subconscious, then he can improvise with them. Likewise a good player caters his learned approaches to the tune of the woman and the environment.

Many critics of Game fail to understand what the 'A' stands for in PUA – "artist". If it seems like a forced script to you, that's because you haven't practiced it enough to become a fluent 'social artist'. Rote memorization of any subject is never conducive to actual internalized learning. All of the subroutines and "canned material" do in fact have a teaching purpose, but it will never seem 'real' for you until you understand that they are simply teaching tools to help a greater learning of an internalized Game.

This is why it's seemingly easy for critics outside the community sphere to ridicule Game; it all seems like laughable parlor tricks and 70's disco club pick up lines repackaged for the 21st century. All they see is the 'how to play guitar' book and the practice tablature intended to teach the skills needed to play the instrument. They don't (refuse to?) see the jump between the practice and the learning, to the internalized skill, that to everyone else seems like a natural, enviable, ability. Even the guitarists who never create an original piece of music, but play cover songs so well they can play professionally are still equated with have an effortless skill.

Sexual Fluidity

September 1, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As loathe as I am about doing so, I'm forced to refer today's post topic to Oprah.com's essays on [Sexual Fluidity](#). I won't do this often as Oprah is the crowned queen of feminine matrix-think. However, these articles outline a what I see as the nascent development of a new feminine social convention – sexual fluidity is the newly developing rationale for late-life sexual and gender dissatisfaction for post-wall 'New Women'. I've already touched on how feminine social conventions and their latent purposes effect inter-gender relations in a few prior posts, and I have forthcoming posts dedicated to better outlining established social conventions and their functions, but I think this newly developing convention may be a great starting point in understanding how they evolve.

The most recent post over at Heartiste / Roissy's (?) site enumerating the post-wall woes of [Sinead O'Conner](#) reminded me of an interesting phenomenon that has been gathering popular cultural awareness now for almost 4 years – the newly accepted convention of sexual fluidity. Quoting Sinead O'Conner here:

And further posts [from Sinead] brought more. Prospective lovers can be lesbian; may even, she conceded, be christened Brian or Nigel; but anal sex is non-negotiable.

As distracting as it is let's ignore the anal sex reference for now, we'll return to it later. Here we have an illustration of an otherwise heterosexual woman petitioning the general public for a sexual partner. Male or female, the gender is irrelevant to her, all that matters now is her sexual gratification. What we observe here is an example of what cognitive (see, touchy-feely) psychologists are terming sexual fluidity. This new concept revolves around the idea that a person's sexuality can turn on a dime; it is essentially fluid and can change throughout a person's lifetime and in accord with one's conditions.

I don't necessarily disagree with the psychology of this per se, only how popular, feminized, culture is conveniently turning this idea to the purposes of its own imperatives. Heterosexual male prison inmates can and often do resort to homosexuality during their incarceration and return to heterosexuality upon their release. This is in effect a sexually fluid response to solving a sexual

release imperative under the conditions of being sequestered in a same sex environment for a long period of time. The conditions dictate the response.

Feminized culture has embraced sexual fluidity, but has rejected the underlying reasons for it. As a new social convention, sexual fluidity becomes less about conditions and more about the individual for women. For the post-wall, aging spinster, the concept of sexual fluidity is a godsend. As a rationale for her lackluster personal life it becomes a salve for her ego – homosexuality becomes a realizable, socially acceptable option. The true reason for her long term unhappiness is that she was, in actuality, an unacknowledged lesbian for all these years. And naturally, for all women, there is a wide base of emotional support from the sisterhood ready to embrace and accept the ‘real’ her. The necessity of accepting homosexuality as her only, conditional, sexual option becomes a new virtue to be proud of in Oprah-world. Never is there a mention that the choices she’s made in life had any bearing on her present condition, nor is there any doubt that the measures she’s now forced to resort to were dictated by those choices.

Now, before I get too far along on the anti-femme-train I want to point out that much of the reasons for constructing a social convention such as this have a lot more to do with the conflict between social conditions and our innate biomechanics. If you read through the article [Why Women are Leaving Men for Other Women](#), you can’t help but notice the commonalities of the testimonies coming from otherwise feminine women being attracted to more dominant, masculine women. Often these come from long married-with-children women who’ve divorced their beta husbands in favor of a more dominant, butch, Alpha lesbian.

Ironically—or not, as some might argue—it is certain “masculine” qualities that draw many straight-labeled women to female partners; that, in combination with emotional connection, intimacy, and intensity.

“Men can’t understand why I want to be with Jack, a lesbian, when I could be with a biological man,” says Gomez-Barris. “And at first I thought it would be threatening, but I have a rebellious spirit. He’s powerful, accomplished, and appealing. And in some ways, the experience is better than in heterosexual sex.

So what are we seeing here? Heterosexual women, still crave the masculine dominance that men cannot or will not provide her. Thus, we see condition dictate response. Kind of explains Sinead O’Conner’s exceptionalism for lesbian anal sex now doesn’t it?

In 2004, after earning her master’s degree in counseling at Loyola University New Orleans, (Bridget) Falcon met April Villa, now 34, who works as a civil engineer for the U.S. Army Corps of Engineers. “April is a beautiful, feminine woman,” says Falcon, “yet she’s so much like a guy, analytical but not overly introspective, and, just like my dad, she likes to build things and can fix anything.”

What are the commonalities we see in each of these? Past-prime, mostly well educated women, each dissatisfied with an inability to attract and marry “powerful, accomplished, and appealing” men who attempted to ‘have it all’ by starting families with the only betas they could attract. Later in life they grow even more uncomfortable with the proposition of spending their remaining years with the herb they married and so opt out of the marriage for the growingly more accepted idea of “sexually flowing” into a homosexual relationship with a woman who qualifies as powerful, accomplished, and appealing, ergo traditionally masculine, that her former husband did not.

The advent of embracing sexual fluidity in women is an attempt by feminized culture to put a bandaid on a lingering problem. As western feminized culture progresses onward from the late 60s, more and more women are awakening to the disillusionment that the choice they made to participate as an 'equal' in a masculine world required sacrifices of her femininity. Sacrifices that most come to regret later in life. Between 35 and 45 women are increasingly feeling the repercussions of their attempts to 'have it all' or have HAD it all, yet are left wondering why they're not satisfied in sublimating their expectations – betraying their uniquely female biomechanics – to play the role of the New Woman. That consensus is growing, even in Oprah-world, so what to do? What feminism has always done, move the goalposts and redefine the game. Men, for any variety of shameful reasonings, are cast as incapable of living up to the standards of being powerful, accomplished, and appealing, but even if you regret having married one, and possibly brought children into the world, you can still have a second chance at 'having it all' thanks to sexual fluidity. It's not him, it's the undiscovered homosexual you that's been repressed all this time. Never mind that those infantile men are too preoccupied with youthful sexuality to appreciate your post-wall physique, there's a world of lesbian women out there ready to deliver on the promise of powerful, accomplished, and appealing masculinity that your man is incapable of. It's not that neo-feminism was wrong in promising you a satisfying life, it's just that you were really a lesbian all this time and either didn't know it, or were a victim of the Patriarchy and were repressed from it.

The newest feminine social convention, sexual fluidity, simply attempts to patch one of the many the holes that's sinking the New Woman's ship. Feminized culture needs a reason for the masculine disappointment it's systematically acculturated into society for the past 50 years.

Beta Game

September 2, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Before I launch into this proper, let me define a few terms in the fashion that I interpret them. With the popularity of Roissy's blog and a few notable others, there's been a new push with regards to using the terms Alpha and Beta (and sometimes Omega) when describing certain classifications of males in modern culture. Allow me to go on record as viewing these ideas as mindsets whereas terms such as AFC or DJ are really states of being. For instance, an Alpha can still be an AFC (called a 'paper alpha') with regards to women. A Beta male can still be as wealthy and astute in status as his conditions and fortune have placed him in (often by circumstance). Some states necessitate certain mindsets – a positive masculine state requires an Alpha mindset as a requirement – others do not. Also, don't make the mistake of associating success (personal and career) with an Alpha mindset. There are plenty of Alphas on hotchickswithdouchebags.com, however that doesn't necessarily make them well rounded individuals. I tend to think of the ideas Alpha and Beta as subconscious energies or attitudes that manifest themselves in our thoughts, beliefs and actions.

Beta Game

Alright now, with this in mind I'd like to propose the idea of Beta Game. Since we're using the Alpha and Beta terminology here, it's important to grasp where it comes from. Anyone with even a cursory understanding about animal social hierarchies knows the principal of Alpha and Beta individuals within a social collective. Alphas tend to be the males who exhibit the best genetic characteristics and behavioral skills that put them at the top of the potential breeding pool. In fact Betas are rarely mentioned as such in scientific studies; the Beta term, in PUA lingo is really something of a novelty. Relating these terms to human social interactions, while at times a subjective stretch, isn't too hard to find parallels in. We can see the similarity, and the applications in long term and short term breeding methodologies that mirror our own.

Like any other Beta animal, alternate methodologies had to be developed in order to facilitate human breeding under the harsh conditions of Alpha competition. In essence, and as found in the wild, Beta males have developed (evolved?) methods which attempt to 'poach' potential females from an Alpha's harem, or at least in this case his perceived, potential harem.

Identification

Beta male game focuses primarily on identifying and assimilating themselves to be more like the women they hope to connect with, but it goes further than this. The methodology dictates that the

Beta be perceived as being unique (or at least set apart) from the more “common” Alpha males whom his desired women naturally prefer. This is the beginning of the “not-like-other-guys” mental schema he hopes to evoke in his idealized woman.

Due to his inability to compete with an Alpha competitor in the physical, he must fight a psychological battle on his own terms. This involves convincing his target that her best parental investment should be with him (as per her stated requirements) as he more closely embodies her long term prerequisites. The Beta likens himself to her (and women in general) in an effort to maximize his compatibility and familiarity with her and the feminine.

This identification process is then further reinforced through the feminine social conventions he subscribes to. Feminine society (both beta men and women) rewards him for more closely assimilating its ideal – be more like an archetypal woman; sensitive, empathic, emotional, security-seeking, etc.. And not only this, but take de facto feminine offense when presented with anything to the contrary of a female-positive perspective. Lift women up, become less so they become more, and in reciprocation she’s more apt to breed with the Beta.

That’s the principle, not necessarily the reality. In some ways it’s a Cap’n Save a Ho mentality written on a grand scale. The fallacy in this of course is that like should attract like. They fail to understand that opposites attract, and most women don’t want to marry other women, least of all a carbon copy of herself.

Disqualification

When presented with a competitor of superior status, both sex’s innate, subconscious reaction is to disqualify that competitor from breeding in as expedient a method as possible. For animals this usually involves some kind of courtship performance or outright competitive hostility. And while the same could be said for human beings, our natural social impulse requires we take a bit more tact. “Look at that girl, she must be a slut to wear / act like that”, or “Yeah, he’s pretty good looking, but guys like that are usually fags” are an example of the standard social weapons people use to disqualify their respective sex. Disqualify the competitor on the most base level – question their sexuality. Literally cast doubt on competitor’s sexual fitness to breed with potential mates.

While most men (Alpha or Beta) will make similar attempts to disqualify, the Beta’s methodology ties back into his need for feminine identification in his disqualifying a competitor. Essentially he relies on feminine ways of disqualification by drawing upon his likeness to the women he hopes to emulate (thus furthering potential attraction as he thinks). The competitor may not be gay, but he must be cast as inferior to himself due to his competitor’s inability (or lessened ability) to identify and empathize with his desired female.

With Alpha competitors, the field has already been plowed for him by feminine social conventions, all he need do is plant the seeds. The fact that the Alpha tends to embody the masculine opposite of what he’s embraced also feeds this drive. Women aren’t attracted to the macho tough guy, they want a man who’s kind and thoughtful; a good listener. So the natural recourse is to amplify this disparity – he’s a 1950’s neanderthal throwback, he’s “bitter”, he’s a misogynist, he’s a child in a man’s body with a fragile ego only interested in fucking women and moving on. He’s unlike anything on women’s collective stated list of prerequisites for an acceptable male. He must be ridiculed – as all women ridicule – for his selfish hyper-masculinity.

Furthermore, the Beta needs to make the Alpha seem common, while making himself seem unique. In order to effectively AMOG an Alpha, the Beta has to show his empathy for the feminine, and she

must appreciate it or it's been all for nothing (which it usually is). Not only is this an ego preservation mechanism, but it's also perceived as a tool for achieving the desired sexual reciprocation / appreciation he desires.

Interpretation

All of this really just scratches the surface of how Beta game has evolved. I'm sure there'll be more input as to different methods that Betas use to facilitate breeding – sexual fetishes / preferences come to mind. I will add though that all of these methods come back to a common root; the need to breed under the duress of competition. Most of what I've gone into here, and primarily the feminine identity association, become ego-invested and internalized over the course of a lifetime. It gets to the point that under the auspices of relative anonymity (like the internet) that the Beta will still cling to his mental model, even in the face of very rational, empirical evidence to the contrary, for no other reason than that a woman, a potential mate with whom he could identify, might read his post and may become attracted to him. The Game is never dropped for him, even in light of proving his errors. Beta game is like the boy who decides to play on the girls team when a boys vs. girls kick ball game is started. He thinks it will endear himself to them, when all it really does is make him another girlfriend to giggle with.

Everyone has a Game in some respect. We don't live in a vacuum, our ideas about seduction (in whatever form) is influenced and / or learned externally. The validity of that Game may be more or less effective, but at some point a man is going to adapt to a methodology of seduction as per his conditions and environment warrant. Even mPUAs still need to adapt their Game for differing environments – different clubs, types of women, socio-economic levels, countries, etc. – there needs to be adaptation and improvisation. The same applies for Betas, but the disparity is that the Beta tends to think of a one size fits all approach. For all the complaints of worry about the Game community turning into scripted 'social robots', it's actually the Beta who adopts a far more embedded script and is less likely to variate from it. Betas tend to stick with what worked for them, what was reinforced for them, in the past.

Identity Crisis

September 4, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Below is a response I gave to a guy I was counseling and I thought it sufficiently insightful to post here in regards to a pretty common topic that comes up here. I think you'll agree.

| Rollo, *is it possible to identify with women without compromising yourself?*

If it is a conscious effort on the guy's part, no.

You bring up a good topic though, obviously when I refer to 'identifying' with a woman, this could use some explanation. What exactly is 'identifying' with a woman? The root of this word is 'identity', meaning who you are and what characteristics, traits and interests constitute your individual personality. 'Identity', in a way, is a pretty subjective and esoteric term – kind of like trying to define what art is – it can be argued that 'identity' is what you make of it. While at university, my field of specialization in behavioral psychology was personality studies, and I can tell you there are a lot of theories and interpretations of what constitutes identity. However, one article that is agreed upon almost universally is that identity and personality are never static and are malleable and changeable by influencing variables and conditions. A very pronounced illustration of this would

be soldiers retuning from combat with post traumatic stress disorder, a very identifiable and verifiable form of psychosis. These men are changed individuals and their identities are altered from the time they were subject to the psychological rigors of warfare to returning back to a normalized life. Some have the resiliencne to adjust their personalities back to a somewhat norlamized state, others sadly do not. Yet in each case the change was influenced by conditions and environment.

Likewise, most young men are subject to their own set of personal conditions and environments, and their personalities and identities reflect this accordingly. The guy who's naturally "lucky with the ladies" is going to reflect this in his identity. The young man who doesn't receive regular female attention for whatever reasons is going to manifest this condition in his identity. The guy who is focused on his own ambitions is going to reflect this in his own personality as well, but for all, when conditions are such that they feel deprived of certain experiences in their own life, this creates a conflict between a former identity and the altering of, or forming of a new one to meet the need for this experience. Couple this with the natural chemical/hormonal deisire for sexual experience and you can see how powerful an influence deprivation becomes.

Far too many young men maintain the notion that for them to receive the female intimacy they desire they should necessarily become more like the target of their affection in their own personality. In essence, to mold their own identify to better match the girl they think will best satisfy this need. So we see examples of men compromising their self-interests to better accomodate the interests of the woman they desire to facilitate this need for intimacy (i.e. sex). We all know the old adage women are all too aware of, "Guys will do anything to get laid" and this is certainly not limited to altering their individual identities and even conditions to better facilitate this. It's all too common an example to see men select a college based on the available women at that college rather than academic merit to fit their own ambitions or even choose a college to better maintain a pre-existing relationship that a woman has chosen and the young man follows. In order to justify these choices he will alter his identity and personality by creating rationales and new mental schema to validate this 'decision' for himself. It becomes an ego protection for a decision he, on some level, knows was made for him.

This is just one glaring example of this identification, but thousands more subtle ones exist that men (and women) pass off as social mores and contrivances. The guy stuck in the 'Friend Zone' who got the LJBF ("lets just be freinds") line when he attempted to become intimate with his target, will happily listen to her drone on for hours on the phone in order to find out how better to alter himself to fit her conditions for intimate acceptability. He will readily "change his mind" about even his own personal beliefs if it will better fit what he perceives as her criteria for compatibility with her. **This is the compromise of identity – to fundamentally and voluntarily alter one's own personality to achieve the acceptability of another.** When we are directly and overtly faced with this sort of challenge to our beliefs we naturally recoil – you are your own person and would resist were your employer or parents to tell you how you should vote (political belief), but when it comes to personality and sexual/intimacy interests, and done voluntarily it's suprising to see the limits of what men (and to an extent women) will do. Men will entertain the idea that a long distance relationship (LDR) is a desirable arrangement even if intimacy has never occured because the potential of that intimacy is perceived. These same guys will espouse every reasoning they can conceive as to why

their “relationship is different” and that they ‘believe’ that “love conquers all” only to come full circle when he or she ‘cheats’ or breaks off the relation and the man comes back to his prior (though he thinks new) understanding that LDRs are in fact a bad prospect. His identity changed and then changed again to accommodate his conditions.

However, it’s not that he never truly changed or had the belief in the first place. Were these guys to take a polygraph test at the time they would indeed pass when asked if this was what they actually accepted as truth. Men will do what most deductively solves a problem and in this he is only following the tenants of pragmatism. “I need sex + women have the sex I want + I must discover what women want to give me sex + ask women + women want X = I will do X to get sex and alter my own identity in order to better facilitate X.” It should be this easy, but that’s rarely the case since more often than not women are unaware of what X really is, or X is subject to constant change depending on her own conditions.

Now, after all of this, is it possible that a man and a woman may in fact share genuine common interests? Of course. You may indeed find a perfectly beautiful woman that enjoys Nascar or Hockey as much as you. You may find a woman you’re attracted to who genuinely shares your passion for deep sea fishing. It’s not uncommon to share common interests, it’s when you alter your interest to better facilitate a connection that you force it. Making this determination of genuine interests and created interests is the hair that needs splitting. I’ve personally counseled guys who have literally changed careers to be in a better place to proposition a girl they fancied. I know men who’ve moved thousands of miles to live closer to women who’ve never reciprocated their interest in them, yet they continued to attempt to identify themselves with her. I know 65 year old men in 40 year marriages, who even after intimacy was resolved years ago with the woman, are still attempting to identify with their wives because they’ve internalized this identity compromise as a standard means to getting sex from her. Her expectations of him have become his identity and at 65 this mental schema has become so ego-invested that no amount of shedding light on his conditions will ever convince him anything to the opposite.

The most ironic thing about this ‘Identity Crisis’ is that the least attractive thing to most women is a man who is willing to compromise any part of his identity to placate to her, much less a wholesale sell out of it. Women are naturally attracted to that masculine independence as it represents a very strong cue of security and the potential to provide that security to her (and any children she may have). Women don’t want a man who’ll “do everything she says” because this sends the message that this man can be bought with even the prospect of a sexual encounter. Why would that indicate anything more than insecurity and a lack of confidence? Women want to be told “No”, and constantly test a man’s resolve to say this to her (i.e. shit testing) in order to affirm that she’s made the right choice (even in marriage) of a guy who’ll put his sexual impulse (knowing full-well how powerful it is with men) on hold to hold fast to his own self-interest, beliefs and ambitions. It covertly communicates to a woman that his goals and determination trump her one power over him – her sexuality. That is the man who is the PRIZE, the ‘great catch’, the male to be competed for with other women.

The Medium is the Message

September 6, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I hate the term ‘Mixed Signals’ or ‘Mixed Messages’. “I dunno man, she sending me mixed messages” is a common refrain among many a Blue Pill man.

More often than not there’s nothing ‘Mixed’ being communicated, rather it’s a failure (willful or not) to read what a woman is communicating to a man. The average guy tends to ‘*get*’ exactly what a woman has implied with her words, but it takes practice to read her behavior and then more practice in self-control to apply it to his own interpretation.

When a woman goes from hot to cold and back again, **THIS IS** the message—she’s got buyers remorse, you’re not her first priority, she’s deliberating between you and what she perceives is a better Hypergamous prospect, you were better looking when she was drunk, etc.—the message isn’t the ‘*what ifs*’, the message **IS** her own hesitation and how her behavior manifests it. 10 dates before sex? This **IS** the message. Canceling dates? Flaking? strong interest to weak interest? This **IS** the message.

Women with high interest level (IL) won’t confuse you. When a woman wants to fuck you she’ll find a way to fuck you. If she’s fluctuating between being into you and then not, put her away for a while and spin other plates. If she sorts it out for herself and pursues you, then you are still playing in your frame and you maintain the value of your attention to her. It’s when you patiently while away your time wondering what the magic formula is that’ll bring her around, that’s when you lean over into her frame. You need her more than she needs you and she will dictate the terms of her attentions.

What most guys think are ‘mixed messages’ or confusing behavior coming from a woman is simply due to their inability (or refusal) to make an accurate interpretation of why she’s behaving in such a manner. Usually this boils down to a guy getting so wrapped up in a girl that he’d rather make concessions for her behavior than see it for what it really is. In other words, it’s far easier to call it ‘mixed messages’ or fall back on the old chestnut of how fickle and random women are, when in fact it’s simply a rationale to keep themselves on the hook, so to speak, because they lack any real, viable, options with other women in their lives. A woman that has a high IL in a guy has no need (and less motivation) to engage in behaviors that would compromise her status with him. Women of all ILs will test a man’s fitness (i.e. shit test), and men will pass or fail accordingly, but a test is more easily recognizable when you consider the context in which they’re delivered.

More often than not women tell the complete truth with their mannerisms and behaviors, they just communicate it in a fashion that men can’t or won’t understand. As a behaviorist, I’m a firm believer in the psychological principal that the only way to determine genuine motivation and/or intent is to observe the behavior of an individual. All one need do is compare behavior and the results of it to correlate intent.

A woman will communicate vast wealths of information and truths to a man if he’s only willing to accept her behavior, not exclusively her words, as the benchmark. He must also understand that the truth she betrays in her behavior is often not what he wants to accept.

We get frustrated because women communicate differently than we do. Women communicate covertly, men communicate overtly. Men convey information, women convey feeling. Men prioritize content and information, women prioritize context and feeling when they communicate. One of the great obfuscations fostered by feminization in the last quarter-century is this expectation that women are every bit as rational and inclined to analytical problem solving as men. It’s the result of an equalist mentality that misguides men into believing that women communicate no differently than men. That’s not to discount women learning to be problem solvers in their own right, but it flies in the face how women set about a specifically feminine form of communication. Scientific study after study illustrating the natural capacity women have for exceptionally complex forms of communication (to the point of proving their neural pathways are wired differently) are proudly waved in by a feminized media as proof of women’s innate merits. Yet as men, we’re expected to accept that she “means what she says, and she says what she means.”

More than a few women like to wear this as a badge of some kind of superiority, however it doesn’t

necessarily mean that what they communicate is more important, or how they communicate it is more efficient, just that they have a greater capacity to understand nuances of communication better than do men. One of the easiest illustrations of this generational gender switch is to observe the communication methods of the “strong” women the media portray in popular fiction today. How do we know she’s a strong woman? The first cue is she communicates in an overt, information centered, masculine manner.

You don’t need to be psychic to understand women’s covert communication, you need to be observant. This often requires a patience that most men simply don’t have, so they write women off as duplicitous, fickle or conniving if the name fits. Even to the Men that are observant enough, and take the needed mental notes to really see it going on around them, it seems very inefficient and irrational. And why wouldn’t it? We’re Men. Our communications are (generally) information based, deductive and rational, that’s Men’s overt communication. Blunt, to the point, solve the problem and move on to the next. Feminine communication seems insane, it is a highly dysfunctional form of communication....,to be more specific, it’s a childish form of communication. This is what children do! They say one thing and do another. they throw temper tantrums. They react emotionally to everything. Yes, they do. And more often than not, they get what they’re really after—attention. Women are crazy, but it’s a calculated crazy.

Covert communication frustrates us every bit as much as overt communication frustrates women. Our language has no art to it for them, that’s why we seem dumb or simple at best to women. We filter for information to work from, not the subtle details that make communication enjoyable for women. This is the same reason we think of feminine communication as being obfuscating, confusing, even random. The difference is that our confusion and frustration is put to their ultimate use. So long as women remain unknowable, random, irrational creatures that men can’t hope to understand (but can always excuse), they can operate unhindered towards their goals. “Silly boy, you’ll never understand women, just give up” is exactly the M.O. Once you accept this, she’s earned a lifetime of get-out-of-jail-free cards. The myth of the *‘Feminine Mystique’* and a woman’s prerogative (to change her mind) is entirely dependent upon this covert communication.

Now as Men we’ll say, “Evil, immoral, manipulative woman! Shape up and do the right thing, saying one thing then doing another makes you a hypocrite!” and of course this is our rational nature overtly making itself heard and exposing a woman’s covert communication. An appeal to morality, that’ll get her, but,..it doesn’t.

This is because women instinctively know that their sexuality is their first, best agency, and covert communication is the best method to utilize it. Appeals to morality only work in her favor, because all she need do is agree with a Man’s overt assessment of her and suddenly he thinks he’s ‘getting through to her’. As Men, we have become so conditioned by the Feminine Mystique to expect a woman to be duplicitous with us that when she suddenly leans into masculine communication forms and resorts to our own, overt communication method and agrees with us, it seems she’s had an epiphany, or a moment of clarity. “Wow, this one’s really special, *‘high quality’*, and seems to get it.” That is, so long as it suits her conditions to do so. When it doesn’t, the Feminine Mystique is there to explain it all away.

Have you ever been in a social setting, maybe a party or something, with a girlfriend or even a woman you may be dating and seemingly out of the blue she says to you privately, “ooh, did you see the dirty look that bitch just gave me?!” You were right there in her physical presence, saw the girl she was talking about, yet didn’t register a thing. Women’s natural preference for covert

communication is recognizable by as early as five years old. They prefer to fight in the psychological, whereas boys fight in the physical.

Within their own peer group, little girls fight for dominance with the threat of ostracization from the group. “I won’t be your friend anymore if,..” is just as much a threat to a girl as “I’m gonna punch you in the face if,..” is to a boy. This dynamic becomes much more complex as girls enter puberty, adolescence and adulthood, yet they still use the same psychological mode of combat as adults. Their covert way of communicating this using innuendo, body language, appearance, sub-communications, gestures, etc. conveys far more information than our overt, all on the table, way of communicating does. It may seem more efficient to us as Men, but our method doesn’t satisfy the same purpose.

Women enjoy the communication **more** than the information being transferred. It’s not a problem to be solved, it’s the communication that’s primary. When a chump supplies her with everything all at once we think, yeah, the mystery is gone, he’s not a challenge anymore, why would she be interested? This is true, but the reason that intrigue is gone is because there’s no more potential for stimulating that need for communication or her imagination. Too many men buy into the lie that ‘open communication’ is the key to a good relationship and do an ‘information dump’ believing their wives or girlfriends will appreciate it. In doing so a man denies his woman the satisfaction of communicating in teasing out the information.

Nothing is more self-satisfying for a woman than for her to believe she’s figured a man out by using her mythical ‘feminine intuition’. This intuition is really just a name given to her preferred form of communication.

Lastly, I should add that women are not above using overt communication when it serves their purposes. When a woman comes out and says something in such a fashion so as to leave no margin for misinterpretation, you can bet she’s been pushed to that point out of either fear or sheer exasperation when her covert methods won’t work.

“Can’t we just be friends?” is a covert rejection, “Get away from me you creep!!” is an overt rejection. When a woman opts for the overt, rest assured, she’s out of covert ideas and knows she must use men’s form of communication. This is an easy example of this, but when a woman cries on you, screams at you, or issues an ultimatum to you she is self-acknowledging that she is powerless to the point of having to come over to your way of communicating.

Likewise, men can and do master the art of covert communications as well. Great politicians, military generals, businessmen, salesmen to be sure, and of course master pickup artists all use covert communications to achieve their goals. It’s incorrect to think of covert communication as inherently dishonest or amoral, or even in a moral context. It’s a means to an end, just as overt communication is a means to an end, and that end whether decided by men or women is what’s ethical or unethical. The medium is the message.

The Feminine Mystique

September 7, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Perhaps the single most useful tool women have possessed for centuries is their unknowability. I made that word up, but it's applicable; women of all generations for hundreds of years have cultivated this sense of being unknowable, random or in worse case fickle or ambiguous. This is the feminine mystique and it goes hand in hand with the feminine prerogative – a woman always reserves the right to change her mind – and the (mythical) feminine intuition – “a woman just knows.” While a Man can never be respected for anything less than being forthright and resolute – say what you mean, mean what you say – women are rewarded and reinforced by society for being elusive and, dare I say, seemingly irrational. In fact, if done with the right art, it's exactly this elusiveness that makes her both desirable and intolerably frustrating. However, to pull this off she must be (or seem to be) unknowable, and encourage all of male society to believe so.

The feminine mystique appeals to the feminine psyche for the same reasons ‘chick crack’ works so well in PUA technique. It appeals to the same ‘secret power’ dynamic that makes meta-physical associations so attractive (religion, superstition, intuition, etc.) One need look no further than women's innate love of gossip to understand; There's power in secrets for women. It's hardly a surprise that connections with witchcraft have been associated with the feminine for so long. In an historically male dominated culture it follows that the power of secrecy and mysticism would need to be cultivated into the feminine as a resource for influencing the men in control of it. Sometimes that may have ended with a woman burned at the stake, but more often it was a means to becoming the ‘power behind the throne’ by degrees, and depending upon the status of the man she could enchant. Combine that mysticism with sexuality, and you've got the feminine mystique – the most useful tool the feminine imperative possesses in it's quest for optimal hypergamy.

The feminine mystique permeates inter-gender communication. On every forum response, on every blog comment, on every facebook post and in any article ever written by women with a personal, feminine investment in the subject, there is a residue of recognizing the feminine mystique. When a woman retorts to an observation of female behavior that betrays female intent, the standard misdirection is ALWAYS saturated in the unknowable, unpredictably capricious, feminine

mystique. The first (and second) rule of Fight Club for the feminine imperative is to protect the mystery of the female – and the sisterhood has no mercy for those who would betray that. To quote Roissy, the closer you get to truth the louder women screech.

For years I've striven to breakdown confusion and common problems by observing behavior. Women are human beings with the same basic motivations that men are subject to with some greater or lesser variation in their reasoning and methodologies. The point being is that women are every bit as subject to being as mundane or as extraordinary as men are, but the difference is that men don't enjoy a masculine mystique. With rare exceptions, we don't generally cultivate this sense of mystery because we're not rewarded for it to the degree women are – and honestly, we haven't needed to. But for a woman, if she can cultivate this mystique, her attentions become a reward unto themselves for the guy who is '**lucky**' enough to tame her. Rest assured, when you think a woman is crazy, she's crazy like a fox; she's crazy with a reason. Women are every bit as calculating as men, in fact more so I'd argue because they have the mystique to hide a multitude of sins behind. They're not irrational, they're calculated – you just have to develop an ability to read a woman's actions and behaviors and see the latent purpose behind them.

In contemporary times, men are far too ready to write off women as irrational agents. Even Freud was fooled by the hysterics of women's responses and wrote them off as largely incapable, random and duplicitous to their own interests. I can't begin to tell you how frustrating it is to hear an elderly man say "women, I guess we'll never really understand them, huh?" How many times have you been asked by a friend, "so, did ya get lucky with Kristy last night?" We don't think much of this passing question, but it's framed in such a way that men autonomously perpetuate the myth of this mystique. It's not *luck* that gets you laid. I understand that circumstance and being the right guy at the right time most certainly plays a part, but that's not the operative here. However, if we feel as though we got lucky, we won the lottery, or walked away with a rare and valuable PRIZE, it doesn't help us to understand what it is we did correctly in a given instance. Not only that, it perpetuates women as the mysterious prize-givers and ensures they maintain an indirectly primary power role in embodying the prize that is feared to be lost. You were lucky to have gotten sex with this mysterious woman so it must be something rare and valuable indeed.

The feminine mystique discourages questioning the process or the motives involved in inter-gender relations; men are just happy to have had the *chance* of experiencing the unknowable woman they scarcely understand. When mixed with sexual deprivation, the lucky fate element makes the sex that much more absorbing. It's this luck precognition for men and fostered by women that leads to the scarcity mentality and often (but not exclusively) ONEitis in men. It serve the feminine if men willingly adopt the feminine mystique mindset with regards to their intimacy. Sexuality is a woman's first, best agency and any social mechanism that contributes to the value of it will always be encouraged.

Rooting through garbage

September 8, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



HELP! I fucked up big time and I want her back! How do I get her back?

Easily one of the most common questions I've fielded at SoSuave over the past 7 years has been some variation of "how do I get her back?" It's common for a reason; at some stage of life every guy believes that rejection is worse than regret. Lord knows I tried to recover an old lover or two in my own past. Whether due to infidelity on her part, your own or a regression back beta after initiating an LTR, there is one Iron Rule you should always refer back to:

Iron Rule of Tomassi #7

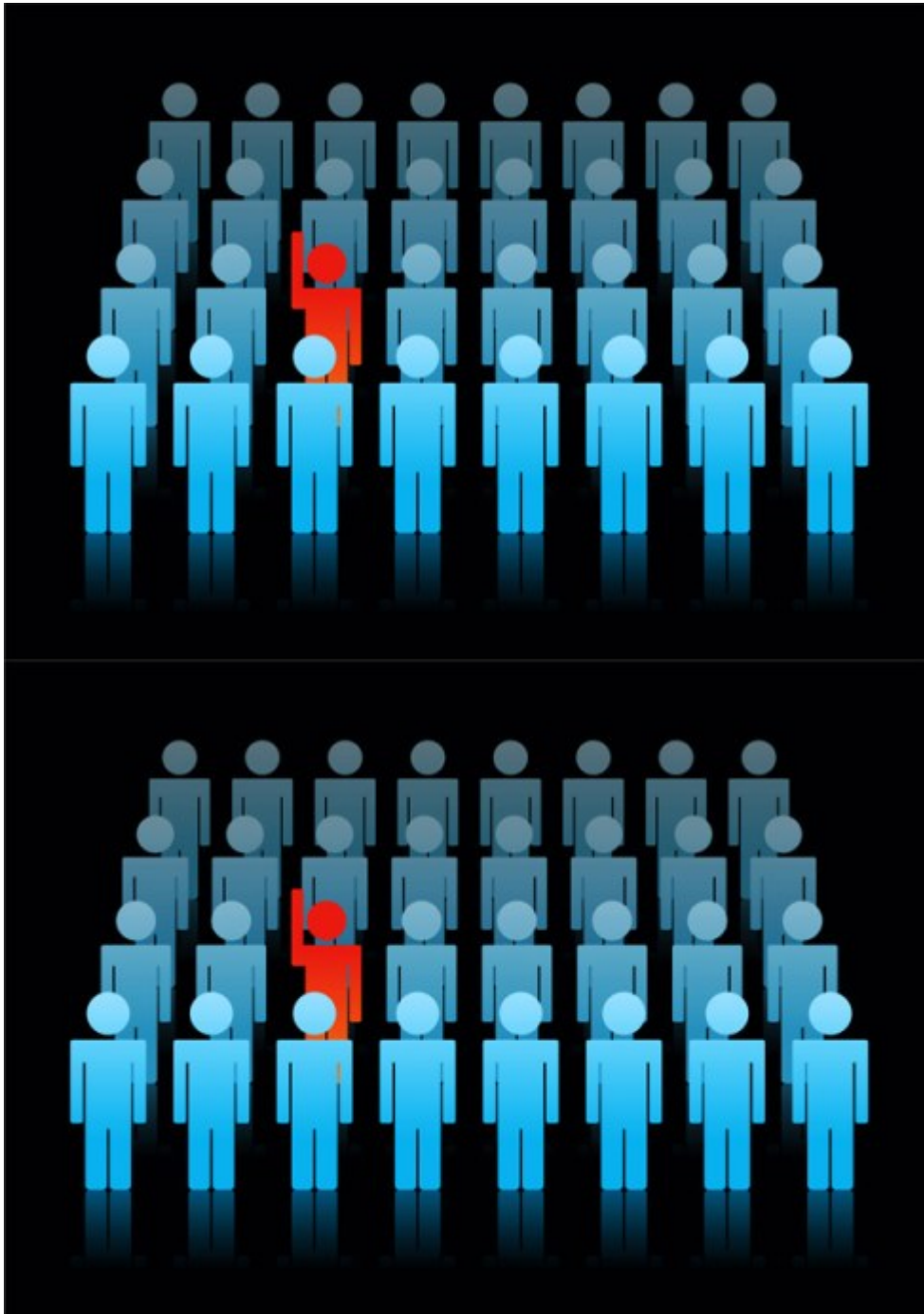
It is always time and effort better spent developing new, fresh, prospective women than it will ever be in attempting to reconstruct a failed relationship. Never root through the trash once the garbage has been dragged to the curb. You get messy, your neighbors see you do it, and what you thought was worth digging for is never as valuable as you thought it was.

Even if you could go back to where you were, any relationship you might have with an ex will be colored by all of the issues that led up to the breakup. In other words, you know what the end result of those issues has been. It will always be the 800 pound gorilla in the room in any future relationship. As I elaborated in the Desire Dynamic, healthy relationships are founded on genuine mutual desire, not a list of negotiated terms and obligations, and this is, by definition, exactly what any post-breakup relationship necessitates. You or she may promise to never do something again, you may promise to “rebuild the trust”, you may promise to be someone else, but you cannot promise to accept that the issues leading up to the breakup don’t have the potential to dissolve it again. The doubt is there. You may be married for 30 years, but there will always be that one time when you two broke up, or she fucked that other guy, and everything you think you’ve built with her over the years will always be compromised by that doubt of her desire.

You will never escape her impression that you were so optionless you had to beg her to rekindle her intimacy with you.

Operative Social Conventions

September 9, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Often I'll be in the middle of some socio-psychological tear on a particular topic when I'll come to a dead halt because I play my own devil's advocate while I'm typing and reasoning aloud, and have to review and edit the paragraphs I've spent the last 2 hours constructing because I'd failed to consider how others might interpret my intent, or I'd overlooked some element and had to go back and address that issue, or at the very least have a source ready to cite for the most predictable rebuttals. Needless to say it's an arduous process, however I've found that starting topics in regards to certain theories and ideas I have to see what their intent will be read as helps me greatly. So with this in mind I'm presenting a particular section of my work here to see what the consensus is on what I've come to call Operative Social Conventions. I had originally titled the section Feminine Operative Social

Conventions, and I may still go back to that, but after you read this you'll see how these conventions (or contrivances) need Men to play along with them for them to exist in the first place, or so I've reasoned.

Operative Social Conventions

In the 'community' we've become all too familiar with a standard set of problems that are commonly asked of us for advice – “Should I date younger/older women with/without children?” “what about women with money/career?” etc. for example. So often are we petitioned for our take on these dilemmas that we have a tendency to repeat back a standard reply for them. I count myself among those who do this as well. I'm very prone to see the forest for the trees so to speak and fire back with my stand by reply of Spin More Plates, or NEXT. And while these response are novel to those reading them for the first time (and hopefully having their eyes opened for the first time too), I'd come to realize that I was guilty of not seeing the forest with regards to why certain topics are more frequently reoccurring problems for the Beta-AFC and the aspiring Game student alike. For the most part, Plate Theory covers a multitude of AFC sins, but my concern was with understanding *why* these questions come up so often and what their root cause is. To this effect I've attempted to 'distill' down the symptoms (i.e. the commonly related problems) to the motivation behind them (i.e. the disease rather than the symptoms). This led me to a new theory of Operative Social Conventions.

I've posted on this blog and in more forum threads than I care to recall about these conventions before, but never really explored the idea in depth. Essentially all of the symptoms of these conventions are manifested as the frequent problems guys come up with, but the disease is the latent purpose of these conventions. For every guy asking if it's a good idea to date a single mother or an older woman, there's a single mother or older woman perpetuating the convention in order to best ensure her capacity to secure a man capable of provisioning for her. I won't ramble off into the bio-psychological aspect of why this is such an all important drive for women (and men in some cases), instead I'll focus on certain conventions, the way they operate and their latent operative function.

Shame

Perhaps the easiest and most recognizable form of social convention is shame. Not only this, but it is also the most easily employable and the most widely accepted – not just by women of all ages and descriptions, but also by popular culture and the media.

Examples:

“Men should date women their own age.”

“Men shouldn't be so ‘shallow’ as to put off single mothers as viable long term mates.”

“Men have ‘fragile egos’ that need constant affirmation in an almost infantile respect.”

“Men feel threatened by ‘successful’ women.”

As well as being popularized myths, all of these are subtle (and not so subtle) manipulations of shame. Each is an operative social convention that places a man into a position of having to live up to an idealized standard that simultaneously raises the standard for a woman, thus placing her into a better position of sexual selection and in some instances, leveling the perceived playing-field with regard to the feminine competition dynamic (i.e single moms, older and professional women ought to be just as sexually marketable as the younger women men biologically prefer).

The ‘Shallow’ effect – The useful myth of superficiality.

I'm mentioning this as an aside to the Shame methodology since it appears to me to be the root of the Shame operative. In all of the above examples (or symptoms) the burden of expectation that is placed

on a man comes with the threat of being perceived as “Shallow” or superficial. In other words, the very questioning of whether or not a man ought to date a single mother comes with the veiled threat of having women (mothers or not) tar the questioning man with being ‘superficial’. This ‘Shallow’ effect is so pervasive in so many AFCs, young and old, that I’ve counseled that it becomes an automatic default defense. Even under conditions of complete anonymity, the Shallow Effect becomes so ego-invested in their personality that even the potential of being perceived as “shallow” is subconsciously avoided. This is a major obstacle in transitioning from AFC to positive masculinity. AFCs all initially laugh at PUA technique (C&F, Peacocking, Neg Hits, etc.) because they carry the potential of being perceived as ‘shallow’. The truth of the matter is that individually we are only as superficial as our own self-perceptions allow, but the Shallow Effect is a useful convention so long as it keeps men doubting their ingenuousness and self-validity as a trade for women’s intimacy.

Selection Position Insurance

Examples:

Women are ‘allowed’ to understand men, but women must necessarily ALWAYS be a mystery to men.

Getting “lucky” with a woman when referring to sex.

Selection position insuring methodologies revolve around fomenting the **Scarcity Mentality** in men. If the value can be inflated, the value can be increased, thus ensuring a controlling frame. This convention holds fast to the Feminine Mystique or Female Intuition mythology. So long as women remain ‘unknowable’ there becomes less motivation to try to understand them. In fact this convention actively discourages any attempt to understand the feminine to the point that men have adopted it and parrot it back without being cognizant of it. This is exactly the reason why guys will ridicule men seeking understanding of women when they search it out in “how to get girls” books, DVDs, PUA seminars or on the internet. It’s also why men who profess to ‘know’ how women operate are ridiculed; it’s a perfect paradox – to attempt to understand the feminine OR to profess to know the feminine is not only laughable, but it places a man into the Shallow Effect in either case.

Social Escape Clauses – A woman’s prerogative

Examples:

Women always have the prerogative to change their minds. Men must be resolute.

Proactive and Reactive Pseudo-Friendship Rejections:

LJBF rejections – “I already have a boyfriend” or “I’m not interested in a relationship right now” rejections.

Default female victimhood

Escape clause conventions always offer an OUT to a woman and absolve her of, or dramatically reduce her responsibility for personal accountability by means of social reinforcement. A stripper can complain of her self-degradation by men, but be completely blameless for her decisions to do so by virtue of her social conditions, that are, again, the perceived result of a male controlled society. The Feminine Prerogative has been an accepted social norm since the early Renaissance and the advent of ‘courtly love’. Like the Position Insurance convention, this serves to ensure that the ‘mysterious woman’ is validated in her arbitrariness by socially plausible reinforcement. The opposite of this convention is enforced for men, they must be resolute while accepting that a woman “has the right to change her mind.” This, and the cart-carrot of a woman’s intimacy as a reward, is exactly why it is socially acceptable for a man to wait hours for a woman to prepare/show for a date and the kiss of death for a man to be more than 5-10 minutes late. He must be punctual, she is afforded leniency.

I don't think I need to go into too much detail regarding the LJBF ("lets just be friends") escape clause as it's been done to death, and I have plans for a future post on it, but I will add that the LJBF escape is perhaps the single most useful convention ever conceived by women. The LJBF rejection has classically ensured that a woman can reject a man yet still maintain his previous attention. It also puts the responsibility for the rejection back on his shoulders since, should he decline the 'offer of friendship', he is then responsible for entertaining this friendship. This of course has the potential to backfire on women these days since the standard AFC will accept an LJBF rejection in the mistaken hopes of 'proving' himself worthy of her intimacy by being the perfect 'surrogate boyfriend' – fulfilling all her attention and loyalty prerequisites with no expectation of reciprocating her own intimacy. The LJBF rejection also serves as an ego preservation for her in that having offered the false olive branch of 'friendship' to him in her rejection she also can sleep that night knowing that she (and any of her peers) won't think any less of herself. After all, she offered to be friends, right? She is excused from any feelings of personal guilt or any responsibilities for his feelings if she still wants to remain amiable with him.

Sexual Competition Sabotage

Examples:

"She's a 'slut' – he's a 'fag'" and the sub-communications in the terminology.

Catty remarks, gossip, feminine communication methodologies

This convention is the reputation destroyer and it's easy to observe this in the field. Since it also serves a woman attention needs, it is among the most socially acceptable and widely flaunted, however the foundations and latent purpose of this convention takes some consideration to understand. When women employ gossip it comes natural since it is an emotional form of communication (men have a far lower propensity to use gossip), but the purpose of it is meant to disqualify a potential sexual competitor. In terms of female to female gossip this satisfies the attention need, but when men are brought into the salaciousness it becomes a qualification tool. By saying a woman is a "slut", the sub-communication is, "she sleeps with a lot of guys and is therefore ineligible as a candidate deserving of a man's long term provisioning capacity, due to her obvious inability to remain loyal to any one, individual male." This then becomes the ultimate weapon in influencing a man's (long term) sexual selection.

I'll also add that this breeding sabotage isn't limited to just women though. What's the first thing most men are apt to say about another, anonymous, extremely attractive male? "He's probably a fag." Men have learned this convention from women, they sexually disqualify a man in the most complete way possible; "this guy might be as attractive as a GQ model, but he would never breed with a woman and is therefore disqualified as a suitor for your intimacy."

Gender Role Redefinition

Examples:

Masculinity is ridiculous and/or negative with the potential for violent extremes.

"Men should get in touch with their feminine sides." – Identification as false attraction.

Although I have a few more conventions in mind, I'll finish this post with this, the most obvious and most discussed convention. There's no shortage of articles dedicated to this convention, so I won't rehash what's been stated. Instead, I should point out the latent purpose behind the popularity and mass cultural acceptance of this, the most damaging convention. The function behind this convention could be androgyny as an idealized state, or a power struggle to redefine masculine and feminine

attributes, or even to ensure women as the primary selectors in mating. All of those can be argued and are valid, especially considering how prone to accepting and perpetuating this convention is among men today, but I think the deeper purpose, the real latent function is a sexual selection process.

It's the man who remains in touch with his masculine side, the guy who, despite all of pop-culture denigrating and ridiculing his gender and the very aspects that make it a necessary, positive strength of human society, will endure and steadfastly resist the influences that want to turn it into something it was never intended; it's this guy and his confidence that women all over the world find irresistible. He embodies the masculine arousal that their feminine has been seeking and they can't explain it. This is the ultimate meta-shit test in sexual selection – to discover or learn what it is to be positively masculine and remain so in a world that constantly berates his gender, that tells him he's poisoned by his testosterone while confirming the same masculine attributes as a positive for women. It's the guy who understands that it's gender differences, not androgynous similarities, that make us strong. It's the Man who can see that the sexes were meant to be complimentary, not adversarial, who passes this shit test. Gender redefinition, as a social convention, serves as an Alpha filtering mechanism.

“We’ll do it Live!”

September 9, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Just letting everyone here know that (against my better judgement) I will be on [SoSuave's](#) first ever live internet broadcast, Saturday, September 10th at 3pm EST.

We'll be discussing the most popular topics from that forum as well as taking live video calls and text questions from whoever wants to join in. We want as much participation from you guys as possible so don't be afraid to make your voices heard and hopefully bring the community a little closer.

Check out the link and don't forget to click on the “RSVP” button at the bottom of the page because I think you have to be a registered user of VOLKE to join in the discussion. If you guys have any question you can ask me in the comments section of this thread or hit up [Thundermaverick](#) at

SoSuave since he's the show's host.

<http://www.vokle.com/series/15038-sosuave-dot-net-live>

PS: Questions about my relation to Brett Favre will be summarily dismissed.

The Myth of the Lonely Old Man

September 12, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Is loneliness a disease that necessitates a cure? If men could be made to believe so, think of the potential profit to be made from, and the potential for manipulation of, men. **The real test for a man is how he lives with himself, alone. Precious few men ever truly allow themselves to be alone and learn real independence and self-reliance.** The vast majority of guys (see Betas), particularly in western culture, tend to transition from mother to wife with little or no intermission between. For the most part they subscribe to the feminine imperative, becoming serial monogamists going from LTR to LTR until they ‘settle’ without ever having learned and matured into how to interact as an adult.

The fear of loneliness is entirely too exaggerated in modern western romanticism. The popularized fear-mythology of becoming the “lonely old man who never loved” is the new ‘old maid’ myth made

popular in an era when a woman's worth was dependent upon her marital status and (at least now) equally as false a premise. But in our brave new 'Generation AFC', men (who've become women) are repackaged and shamed into believing this horse-shit as part & parcel of feminized gender role reversal. And thus we get Speed Dating and eHarmony and a host of other "conveniences" to pacify the insecurities that this reversal instills.

I'm going to suggest that most AFCs, most feminized, conditioned males, LIKE and embrace the lonely old man myth because it is a Buffer against potential rejection. Does that sound like a stretch? It shouldn't. When used from a feminized perspective this myth is most certainly a 'shaming' social convention with the latent function of getting men to commit to a feminine frame – "you better change yourself soon, or your soulmate might pass you by and you'll be lonely and desolate in your old age". That's the feminized use of the myth, however, the internalized AFC use of the myth is a Buffer. This then becomes his rationale for settling for a substandard LTR or marriage.

It's really a triple whammy. There is the feminine reinforced fear of solitude. Then, the self-reinforced expectation of maturity or "doing the right thing". And finally the use of it as a convenient retreat from rejection or potential rejection; and this is what I'm getting at when I refer to it as a Buffer.

Case example: I have a friend who is trapped in a passionless marriage with a woman, who's set the frame from day one. He'd like to come off as dominant with his male friends, but it's clear to most of our friends that his wife runs the marriage framing. Prior to meeting this girl our friend was a serial monogamist branch swinger. The LTR girl he'd been with prior to her ran the show in much the same way for almost 5 years. When he was finally freeing himself from her (with a bit of my own help), he started to see the value of being single and independent and began dating non-exclusively for about a 3 month period. After meeting his now wife he gradually tried to find suitable ways to withdraw and become exclusive. Knowing what our reaction would be, he began searching for all kinds of rationale to effect this – and settled on the myth of the lonely old man.

His story was the classic one where a guy shakes off his old ways of thinking about women and dating, and almost unplugs from the Matrix, but fails to kill his inner AFC and slides back into his old Beta mentality once he'd secured another 'soulmate'. Here was a guy who'd spent more than half of his 20s in a miserable LTR who managed to briefly unplug for about 3 months before latching onto another ONEitis. Yet his reasoning was "I'm tired of the dating games. I need to settle down. I don't want to be lonely when I'm 60." This from a guy who'd only ever been single for 3 months of his life. It was his Buffer. Of course now he's resentful and pensive about his marriage and lives life vicariously through his single friends, while at the same time self-righteously scolds them for still being single.

The Myth of the Lonely Old Man is a Buffer against rejection. It's hiding in (settling for) relationships they're told they must constantly work to perfect, because of the fear of potential rejection. In fact, they're pre-set in this idea while still single – they see it as a valid reason and a desirable goal; get married quick, before it's too late. What's worse is that the rationale is unassailable. The foundation of the myth is associated with maturity, and who's going to tell you not to be more mature? This is how we get the Peter Pan social convention women like to trot out; "He'll never grow up!" The problem is that this lack of maturity is only paired with a Man's willingness to commit or not to commit to their long term provisioning goals.

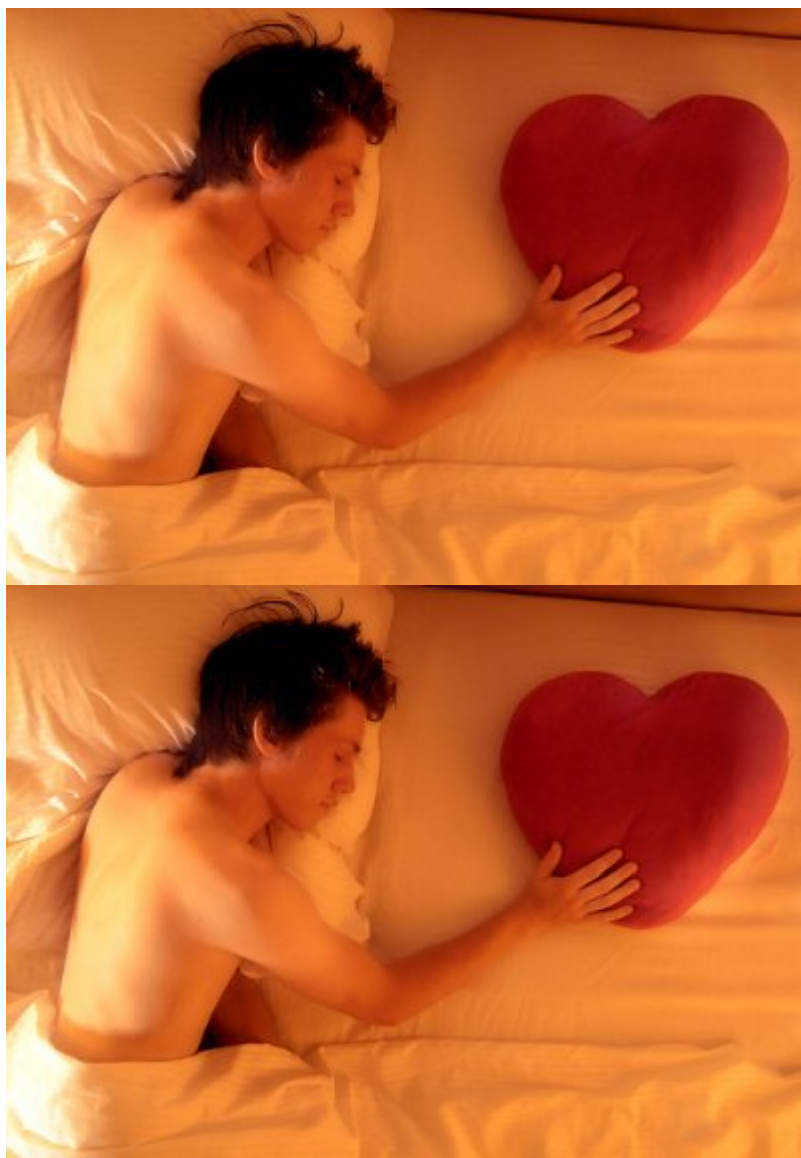
Don't buy into the powder-puff idea that if you don't find your mythological soulmate ONE by the

time you're 30 and ASAP you'll tempt fate and risk a life of quiet desperation. This contrivance only serves the interests of women who's imperative it is to enjoy their party years in their 20's with as many Alphas as they can attract and have a stable Nice Guy who's petrified he'll live a life of loneliness and desperation waiting for them at 28-30 to marry and ensure their long term security.

Don't buy this lie. The man who is comfortable with himself and confident in his true independence is the one that women will want to be associated with and to share in it. How you handle being alone and what you do with the opportunities that freedom allows is the real measure of a man. If you're single and 50 you STILL have options if you're only brave enough to explore them. I know divorced men in their 50s who're dating mid 30s women right now and I know men in their 60s who've been trapped and emotionally blackmailed by their wives for 30 years. Marriage is no insulation from the sexual marketplace.

Average Frustrated Chump

September 13, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the “community” there’s a lot of want for better terms. One of the major obstacles in the average guy’s path to unplugging is really coming to terms with the ‘terms’ we use. Somewhere on the net I’m sure there’s a glossary of the common acronyms used in the “manosphere” (I hate that term too) outlining the various shorthand we use. Some of these terms have gone mainstream and I’m beginning to see even “legitimate” online journalists use LTR (long term relationship) or ONS (one night stand) somewhat regularly, meaning there’s a common perception that others will already know what they mean.

The reason this is a hurdle for a lot of plugged-in guys is because it seems almost juvenile, like a treehouse club for preteen boys. For me to draw comparisons of an acculturated, feminine social paradigm to the central plot of the Matrix movies, admittedly, on the surface that seems kind of silly. It’s an apt comparison and a useful allegory when you understand the concepts behind it, but for a guy just coming to grasp it while being immersed in a feminine-primary socialization for his whole life, it doesn’t click. And predictably, women invested in that same socialization see the terminology as little more than little boys holed up in their treehouse, throwing rocks at the girls below.

However, like any new developing science or art or technology there is always going to be a need to codify abstract concepts. We lack better terms so we're forced to create new ones to represent new concepts.

The AFC – average frustrated chump – was coined almost a decade ago with Mystery method. It's seen a lot of modification over the years, becoming almost synonymous the use of the term Beta (beta male) or Herb (herbivorous male). In fact, although I use it often, I rarely read AFC in PUA blogs, forums or the 'community' at large. Regardless of the terminology, the concept is really the crux of the term. Most AFCs, most guys looking in from the outside, can relate to the *idea* of what an average frustrated chump is – they can identify with it. Once they begin unplugging, the AFC idea comes into better focus and, usually with some discomfort, they realize how that term applies to themselves:

Qualities of an AFC

- ONEitis – First and foremost.
- Subscribes to feminine idealizations.
- Supplication is supportive. To comply with gender equalism she must increase, so he must decrease, regardless of how subtly this is realized.
- The Savior Schema –reciprocation of intimacy for problems solved.
- The Martyr Schema – the more you sacrifice the more it shows devotion.
- The 'Friends' Debt – LJBF and the pseudo-friendship as a means to prospective intimacy.
- Primarily relies on dating and social skills (or lack thereof) developed during adolescence and early adulthood
- A behavioral history that illustrates a mental attitude of 'serial monogamy' and the related insecurities that accompany it.
- A belief that women infallibly and consciously recognize what they want, and honestly convey this to them, irrespective of behaviors that contradict this. Uses deductive reasoning in determining intent and bases female motivations on statements rather than objectively observing behavior. Believes women's natural propensity is for rational rather than emotional thought.
- An over-reliance on rejection Buffers.
- Believes in the Identification Myth. The more alike he is, or can make himself, with his idealized female the better able he will be to attract and secure her intimacy. Believes that shared common interests are the ONLY key to attraction and enduring intimacy.
- Believes and practices the "not like other guys" doctrine of self-perceived uniqueness, even under the condition of anonymity.
- Considers LDRs (long distance relationships) a viable option for prolonged intimacy.
- Maintains an internalized belief in the qualifications and characterizations of women that coincide with his ability (or inability) to attract them. Ergo, he self-confirms the "she's out of my league" and the "she's a loose slut" mentalities on-the-fly to reinforce his position for his given conditions.
- Harbors irrational (often socially reinforced) fears of long term solitude and alters his mind-set to accommodate or settle for a less than optimal short term relationship – often with life long consequences.
- The AFC will confirm a belief in egalitarian equality between the genders without

consideration for variance between the genders. Ergo, men make perfectly acceptable feminine models and women make perfectly acceptable masculine models. Due to societal pressures he unconsciously self-confirms androgyny as his goal state.

This is anything but a comprehensive list. There are far more, but my intent here isn't to provide you with a list of criteria that qualifies an AFC ("you might be a chump if,.."), rather it's to give you some basic understanding to clarify the term, and round out the idea of what an AFC is. Needless to say these mental schema are some of the impediments to unplugging, or helping another man unplug, from his old way of thinking. As I'm fond of repeating, unplugging chumps from the Matrix is dirty work. Expect to be met with a LOT of resistance, but understanding what dynamics you may harbor yourself or those that a friend might cling to will help you in moving past the years of social conditioning. It's thankless work, and more often than not you'll also be facing a constant barrage of shit tests (from both women and feminized men) and ridicule in your efforts. Be prepared for it. Unplugging chumps is triage – save those you can, read last rites to the dying.

Rewriting the Rules

September 13, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Women would rather share a successful Man than be attached to a faithful loser – Pook

One of the most common things I'm asked on SS is "how do you keep a marriage fresh Rollo?" Among my responses to this is usually how, contrary to the advice column Oprah-standard answer, a good relationship should be effortless. All of this "marriage is a constant work" is bullshit meant to keep a husband in a constant state of qualifying for his wife's intimacy intended for her long term frame retention. Women in marriage and LTRs want to push past that nagging competition anxiety, they want security, not just financial, but emotional, and the security that comes from a locked in commitment in knowing they are the only source of sex & intimacy for their spouse/partner.

Pre-Commitment to Commitment

One of the reasons sexual frequency declines for women after a romantic commitment is that the *urgency* of sex that was necessary prior to the commitment is replaced with the *agency* of sex being a reward / reinforcer within that LTR. In single, uncommitted, non-exclusive life, sex, while being very enjoyable, becomes a proving ground for most women. In essence, it's the free samples before the buy, and its urgency is fueled not only by (hopefully) genuine attraction, but also the at least subconscious knowing that she is in a sexual marketplace of competition. It's one of the few times in life when a woman must qualify for a man's approval. And admittedly, most men are so sex-deprived or so inexperienced early on in life that the sell is usually not a tough one for her. However, on some level of consciousness, even when the sell is virtually assured, she is aware that she could be replaced by a better competitor.

This then is the contrast for committed sexual interaction. The dynamic now shifts from *qualification* sex to *utility* sex. Now before anyone jumps to conclusions, yes, sex is still enjoyable, it can still be passionate, and she can definitely want it, but the impetus shifts. Sex is now a tool. In her uncommitted sex life it was a tool for qualification; in her LTR life it's a tool for compliance. This is pretty obvious, and it may be more or less extreme depending upon the woman's disposition or how important a particular issue is to her, but make no mistake, there isn't a woman on the planet who doesn't take her sexual agency into account when dealing with her LTR / husband. That agency may

be more or less valuable – dependent upon her looks, demeanor, sexual availability, etc. – in comparison to the sexual market value of the man she’s paired with.

And this is where the Cardinal Rule of Relationships plays in. This is the constant interplay of vying for who is more dependent upon the other. Women have for the past 50+ years made a concerted effort, and using social conventions, to establish their sexuality as the end-all for men in power. Vagina = Authority and this is what all too many men parrot back and self-reinforce. “Change, do it, sublimate your desires, or there won’t be any nookie for you tonight mister!” And on the surface it seems intuitive to ‘keep the peace’ and finish all the things on her honey-do list in the hopes that she’ll recover even a fraction of the desire she had when you were single, childless and getting blow jobs in the car after a date because she couldn’t wait to get home to fuck you.

The Upper Hand

Well LTR gentlemen, I’m here to tell you that, yes, you do in fact have an intrinsic upper hand in this regard if you’re fearless and willing to exercise your power. What I described in the last paragraph seems to be the most intuitive – do what she says = get sex – so it should come as no shock that the answer to it is counterintuitive. You must find ways to, **subtly**, return back to the state of competition anxiety she had in the beginning. I emphasize subtly, because, as with most everything else female, doing so overtly will be met with hostility, resentment and at best, obligated compliance. To get more (any?) sex, to retain the frame, to inspire more respect in her, you must disengage from her. That doesn’t mean becoming arrogantly aloof, or sulking like a child, or becoming an instant asshole; those are OVERT signs and methods. What is needed is incremental reassertion of yourself as the primary AND that her sexual agency, while still welcomed, is not a motivator for your own decisions.

I’m fond of saying no vagina is worth years of regret, yet this is exactly where most men find themselves, because they are either unwilling or unable to rock the vagina boat. They fail to understand that a woman’s imagination is the most powerful tool in the Don Juan toolbox. Now, the deductive and obvious way of stimulating that imagination would be to blurt out and say “look bitch, your pussy’s not made of gold and there are plenty of other girls ready to polish my nob if you don’t straighten up, see?” And this of course is met with either resistance or shame from her. What serves a Man better is to make incremental changes in himself that she will perceive as attractive to other women. **Women want to be with Men who other women want to fuck, and other men want to be**, but this cuts both ways. The more empowered he becomes, the better physical shape he attains, the more professional achievements he gathers, the more social proof and status he accrues, the more valuable he makes himself, the more anxiety is produced – and this is anxiety she can’t argue with.

One of the first things I tell men trapped in a ‘her-frame’ relationship is to get to the gym, train hard, look better. This has two effects; first it makes her interest in fucking increase, and second it fires up that imagination. “Why is he doing this? He’s really looking better these days, I see it, other women must see it too. Maybe I need to start working out? Gosh those girls at the gym look so much better than me.” She can’t argue with a healthy desire to look better, feel better, and be concerned with your health. Getting in better shape is the easiest, most immediate change you can effect. You may have little influence in getting a promotion at work, but you CAN change your body habitus right now. Women, being the calculating gender, know all too well to hit the gym months prior to a break up – she’s not getting in shape for you, she’s getting ready to hit the ground running with the next guy she’ll be fucking. They know this, so your manifesting the same behavior ‘caffeinate the hamster’ since it hits home for them.

Vagina is not authority

Don't accept that her sexuality is the authority of the relationship. The better you make yourself the more authority you command, the more you abdicate to her the less authority (and respect) you command. Women need to be told "NO", in fact they want you to tell them "NO", especially in light of the 800 pound gorilla in the room – her sexual agency. When a woman controls the LTR frame with her vagina, it's always going to color your dealings with her. THIS IS NO WAY TO GO THROUGH LIFE. It becomes this ever-present, unspoken understanding that she can ultimately play the pussy card and you'll comply. And while this may gratify her in the short term, you will lose her respect in the long term. She wants to be told "NO" in spite of you knowing she's going to hold out on you. This is the ultimate repudiation of her sexual agency – "if he says "NO" with the foreknowledge that you know you won't be getting any, her sexual powers are devalued." If her sexual agency is called into question it leaves room for doubt and opens the door once again for competition anxiety to creep back in.

As I've said before, marriage is no insulation against the sexual marketplace, and no one knows this better than women who can rely on a society that rewards them for recognizing it. Use that to YOUR benefit now. Nothing is as simultaneously fear inspiring and arousing for women as a Man she suspects is self-aware of his own value. This is precisely why a feminized culture must continually confuse him, continually inspire doubt and humiliate him; feminization can't afford men knowing their true value and potential.

In the end, who cares if you don't get laid for a week? It's well worth the price for increasing her respect for you as a commodity, and increasingly, an authority. If you want to maintain that anxiety, you must perpetuate yourself as being a commodity women will compete for, even in the confines of commitment.

AFC Social Conventions

September 14, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





After detailing the Qualities of the AFC, I feel it's necessary to illustrate that social conventions aren't the exclusive realm of the feminine imperative . AFC have their own set of social conventions – those which are commonly practiced and self-reinforced by the Beta mindset. I realize that more than a few of these conventions are going to get under the skin of some readers, however, as you read this, please try to do so objectively. I'm writing this as an observation; it's not intended to be a personal affront to anyone.

You could simply call AFC Social Conventions AFC 'rationalizations', but I think this ignores the socially reinforcing element of these conventions. When I wrote the Qualities of the AFC I outlined the characteristic traits, behaviors and core mental schemas of what are commonly believed to be AFC qualities. This was a brief list to sum up a few root elements in identifying and dealing with a Beta mindset and aid in unplugging an AFC. **Social conventions are different in that they are socially reinforced (usually by both genders) rationalizations for behavior.** Technically some of the AFC qualities I outlined previously could be considered social conventions as well, but I was attempting to address the symptoms rather than the disease.

I'm going to define a few more examples of what I'm most commonly noticing as AFC mental schemas that are reinforced socially. A strong part of the internalization process of these conventions is that the reason they are socially reinforced is because they're socially unassailable (or at the very least foolish to do so). In other words the common response to them would be to reinforce them more, rather than challenge them, and this then becomes an integral part of the internalization process.

The Myth of the “Quality” Woman

It seems like all I read about on SoSuave is a never ending quest for a “**Quality Woman.**” There’s always been plenty of threads asking for clear definitions of what constitutes a “Quality” woman and most conveniently set women up into 2 camps – “Quality Women” and Whores, as if there could be no middle ground or grey area. How easy it becomes to qualify a woman based on her indiscretions (as heinous as they’re perceived to be) for either of these categories. This is binary thinking at its best – on or off, black or white, Quality woman or Whore.

I think the term ‘Quality’ woman is a misnomer. Guys tend to apply this term at their leisure not so much to define what they’d like in a woman (which is actually an idealization), but rather to exclude women with whom they’d really had no chance with in the first place, or mistakenly applied too much effort and too much focus only to be rebuffed. This isn’t to say that there aren’t women who will behave maliciously or indiscriminately, nor am I implying that they ought to be excused out of hand for such. What I am saying is that it’s a very AFC predilection to hold women up to preconceived idealizations and conveniently discount them as being less than “Quality” when you’re unable to predict, much less control their behaviors.

The dangers inherent in this convention is that the AFC (or the even the ‘enlightened man’ subscribing to the convention) then limits himself to only what he perceives as a Quality woman, based on a sour-grapes conditioning. Ergo, they’ll end up with a “Quality” woman by default because she’s the only candidate who would accept him for her intimacy. It becomes a self-fulfilling prophecy by process of elimination. Taken to its logical conclusion, they shoot the arrow, paint the target around it and call it a bullseye, and after which they feel good for having held to a (misguided) conviction.

So why is this a social convention then? Because it is socially unassailable. Since this convention is rooted to a binary premise, no one would likely challenge it. It would be foolish for me to say “Yes Mr. Chump I think you ought to avoid what you think of as Quality women.” Not only this, but we all get a certain satisfaction from the affirmation that comes from other men confirming our assessment of what category a woman should fit into. Thus it becomes socially reinforced.

Beware of making your necessity a virtue in making a **Quality** woman your substitute for a ONEitis idealization.

The Myth of the Dodged Bullet

In my lifetime I’ve had sex with over 40 women and I never once caught a venereal disease, nor did I get anyone pregnant. I can also point to men I know who contracted Herpes from the only women they’d ever had sex with. **The fact of the matter is that you can equally be a rock star and tap hundreds of women without any consequence and you can be a virgin saint and contract a disease on your wedding night.** The myth of the dodged bullet is a social convention that’s rooted in the rationalization that monogamy serves the purpose for controlling sexually transmitted diseases and thus fewer partners are more desirable than many. From a statistical standpoint this may seem logical on the surface. Fewer opportunities for sexual intercourse would indeed decrease the risk from a single individual, but unfortunately this isn’t a practical estimate. You’ll also have to base the numbers not only on how many sex partners you and your monogamous partner have had, but also how many prior partners they’ve had and how many those partners had as well and so on exponentially. Despite of all this, the odds that you’ll die from a form of cancer, heart disease, smoking or obesity related diseases, or even an alcohol related traffic fatality far outweigh any risk of

dying from a venereal disease in western society. The mortality rate for contracting gonorrhea, syphilis, chlamydia, herpes and even HIV pale in comparison to many – in some cases more easily preventable – diseases.

Of course, since this is a social convention, I would be grossly negligent and severely lambasted by the public at large for even implying that I'm condoning, much less advocating, that a man explore his options and open his experience up to having sex with multiple partners. Again, this social convention is unassailable. But it sounds like it makes good sense, "boy, am I sure glad I got married/shacked up and didn't catch a disease, pffew!" It sounds like conviction, when in fact it's a rationalization for a lack of other realistic options with women or an inability to deal with a fear of rejection from multiple sources. Again, necessity becomes virtue.

Location, Location, Location

Another common contrivance is the presumption that less than desirable (low quality) women will necessarily be found in bars & clubs (or other places of "ill repute"). Thus the chump will only too eagerly avoid these places. This is, yet again, another example of the binary logic of an AFC and completely ignores that A.) women with whom they might make a successful connection with do in fact frequent clubs and B.) less than desirable women can also be met in "alternative" meeting places too (coffee house, university campus, library, Bible study or any number of other "safe places"). However, making approaches in a club are difficult for the inexperienced Game adherent and AFC alike. There's a lot of competition and a LOT of potential for 'real time' rejection for the unprepared. By masking this deficit in game with condemning such places, the AFC thinks he's killing two birds with one stone – he's protecting his ego from very real rejection and he's lauded by "proper" society (see people who go to clubs anyway) for being an upstanding individual for avoid those "dens of iniquity."

The Myth of 'Other Guys'

This is perhaps the most dangerous AFC social convention.

We'd all like to think we're unique and special individuals. It's a comforting thought, but our uniqueness means nothing if it isn't appreciated. We'd all like to be beautiful, talented, intelligent and extraordinary in some way to some degree and have others notice these qualities unequivocally. This is the root for the Not Like Other Guys convention. **The idea is that the AFC can and will be appreciated in a greater degree for his personal convictions and/or his greater ability to identify with women's stated prerequisites of a man by comparing himself to the nebulous Other Guys who are perceived not to abide by her stated conditions.** The intent is to, in essence, self-generate social proof for attraction while substituting a real social element with perceived or reported social evidence. The fallacy in this schema is that it's always better to demonstrate social proof than to explicate it, but this is lost on the AFC subscribing to this convention. This only becomes more compounded by the reinforcement he receives from other AFCs (and really society at large) sharing his desire to outshine the phantom Other Guys. He's patted on the back and praised by men and women alike for voluntarily molding his personality to better fit a woman's perceived ideal and told in so many words "oh AFC,..I'm so glad you're not like Other Guys." You can't fault the guy. He genuinely believes his Nice Guy personal conviction and everyone applauds him for it.

In closing I'd argue that 95% of men aren't even aware that they're repeating / reinforcing a social convention at all because the convention is so embedded into social consciousness it's taken for granted. The most effective social conventions are ones in which the subject willingly sublimates his

own interests, discourages questioning it, and predisposes that person to encourage and reinforce the convention with others. This is the essence of the Matrix; anything can become normal.

I encounter AFC mentalities all day long in my line of work, and I don't encounter them strictly from men either. More often than not I find myself in some social/work environment where it's women fomenting an AFC attitude and it's men who jokingly play along with them in an attempt to identify with these women in order to qualify for female intimacy. It's this pop-culture 'agreeability' factor that is taken as an unquestioned norm. It's expected that female-centric social conventions should simply be a matter of fact without any need for critical thought.

For a positively masculine Man there is no better opportunity to set yourself apart and start to plant the seeds of critical thought into AFCs than when you're presented with these social situation. I think most men lack the balls to be a firestarter at the risk of being perceived as some caveman, but it's a good opportunity to truly set yourself apart from 'other guys' when you do.

Women's Physical Standards

September 15, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





"Your charming personality and bulletproof Game won't make you look any better when your shirt comes off."

This may come as a shock to the "men have impossibly high beauty standards" gnashing of feminist teeth, but it is in fact women who have a much higher standard for an idealized male physique. For all the endless kvetching from women about men wanting "living barbie dolls", it's men who've historically displayed much broader interests in female body habitus than women ever have.

You see, men will very readily cater their physical sexual "preferences" in accordance with what has proven sexually successful for them in past experiences. In other words, men tend to return to the same watering hole they found to be plentiful in the past. These preferences of convenience manifest themselves as 'fetishes' for men. And you don't even need all that extensive research to prove this.

All one need do is search the vast variety of porn available catering to the physical attributes that men will fetishize. Big boobs, small boobs, big ass, small ass, every hair color of the rainbow, shaved snatch, hairy snatch, teen girls to MILFs and older, tan, pale, ultra-thin to the ubiquitous BBWs (Big Beautiful women). Ladies, name the physical attribute(s), and there's a fan-group just waiting to bang you. Rule 34 was never more provable than in men's willingness to fuck damn near any physical demographic of women – just ask the female midgets catering to that fetish of porn.

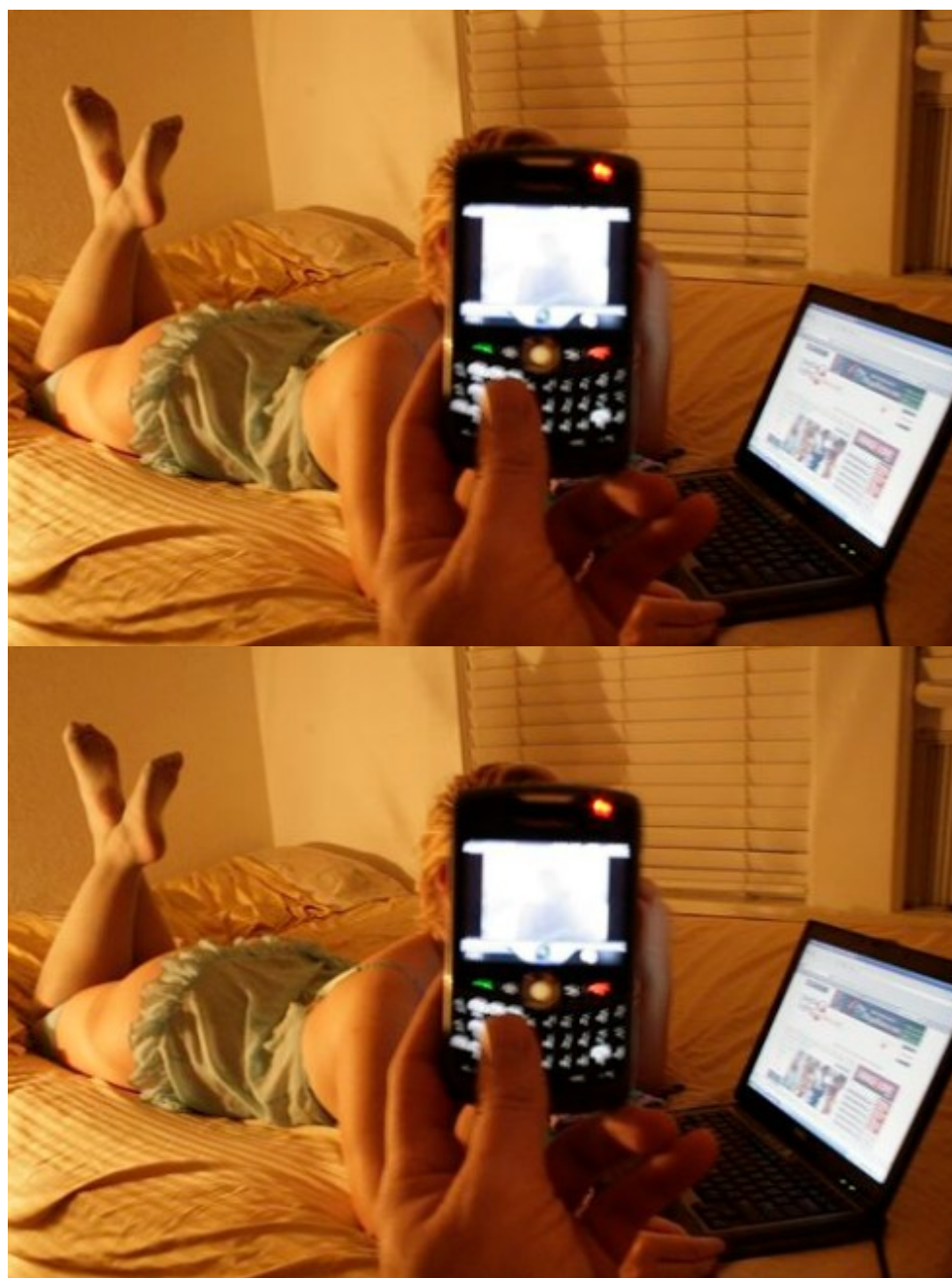
On the other hand, from a purely physical perspective, it's women's idealized masculine form that

hasn't changed in millennia. While there may have been a rubenesque period when men loved the fatties of the 1600's, no such era ever existed for women's physical preferences. The classic broad chest, wide shoulders, six-pack abs and squared jaws of greco-roman athleticism are still the idealized male form that has graced EVERY romance novel cover in existence. I'm still waiting for someone to post me a link for a dating site that caters exclusively to women's fetish of BBMs – average to good looking, fit women specifically looking overweight men. Executive Introductions caters to women seeking affluent, influential men, but women just looking for overweight men, that site doesn't exist.

Now, with this, don't think for a moment I'm refuting the prevailing bio-mechanical wisdom that prompts the vast majority of men towards the sexual want of a slender and archetypically sexy woman. That's hardwired for us, but ladies, stop your bitching about men's perception of beauty and how unfair it is to be subjectively compared in the physical as a basis for your personal worth. By historical comparison, women've got it easy when it comes to physicality. Unless you are an extreme outlier of physical deformity, there's probably a niche of porn that specifically caters to your body habitus. And in terms of effort, it takes far more sweat and determination for men to build a man's body into a masculine physical ideal than it will EVER be for women to achieve a form that men won't find sexually appealing to some degree. Try to keep that in mind when you're complaining about the stress you're experiencing in contemplating the social implications of getting a boob job or how expensive your next botox injection will be.

A Billion Wicked Thoughts

September 16, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've recently finished reading "[A Billion Wicked Thoughts](#)" by Ogi Ogas PhD. and Sai Gaddam PhD. and I'd have to place it next to *The 48 Laws of Power* as a seminal work for the Game community. It statistically confirms a lot of Game principles, but at the same time it will challenge more than a few. Highly recommended.

As expected it appears that yesterday's [Women's Physical Standards](#) post drew a bit of consternation from both sides of the aisle. Women predictably want to cling to what's always been a useful canard for their victimhood psychology (i.e. men fixate on specific physical perfection) and 'community' men, predictably, want to point out that it's not JUST looks that gets a guy laid. One of the most sacred cows of the Game community is the 'Game trumps Looks' debate. Nothing inspires a more heated discourse than when making physical comparisons and drawing conclusions from observable events and behaviors in this regard. But that's not what I was getting at in yesterday's post.

Oh, I'll get to that in time, but what I was driving at in that topic was dispelling the popularized notion (as lamented by the Body Shop's and many more positive body image ad campaigns) that men have some twisted, media-fueled physical ideal that women can't possibly attain and that, statistically, it's really women who have a far more rigid standard for male beauty than they'll ever publicly admit. Understandably this makes guys squirm for the same reason it makes women squirm; trying to live up to a rigid physical standard.

On the flip side of that coin, I'm fully aware that there are a host of other factors that influence a woman's overall attraction for a man, (the classics of status, power, affluence, Game, and Alpha dominance come to mind) but I was comparing the isolated *physical* standards for both genders. I also understand that attraction doesn't happen in a vacuum, however, raw physical arousal – the precursor to a more protracted degree of attraction – often does. George Clooney and Johnny Depp are sex symbols, but Bill Gates (younger, richer and more powerful than either of them) is not. Women's chances of marrying any of them is infinitesimal, however, when women fantasize about sex, it's with the good looking guys, because all they're thinking about is sex from an arousal perspective.

Now, all that makes for a good response in the comments thread, but I wouldn't have composed any of this into a fresh post had it not been for another related issue I've been recently debating. And this is the issue of how easy-access contemporary pornography has become the greatest catalyst in changing the inter-gender landscape since birth-control and the sexual revolution.

Has high quality ubiquitous porn changed Generation Y men? This may seem like a stretch, but in the same way that women want to cling to the idea that men harbor impossibly high physical standards, the comparative argument holds that women also apply this template to the influence of pornography on men's sexual appetites. Feminine-centric porn complaints generally lump all porn into the same stereotypical profile. By ignoring the overwhelming variety of porn that any given man may "consume", the sympathetic reader (mostly concerned women and their white knight sycophantic men) are left to presume "porn" means the unattainable, blonde hair, blue eyed, perky-boobed, perfect bodied girl in nothing but high heels and ready to take the money shot in her mouth. Porn hating women love this caricature of porn because, in this characterization, it's just as unattainable for them to live up to as it is for most men to actually experience. Needless to say the latent purpose of maintaining this opinion is ensuring a position of sexual selection based on feminine-centric criteria. Biomechanics are a bitch, and reducing the threat of sexual competitors provably outperforming them by example (in porn) is increasingly more imperative as access to the "performances" become more easily available. The logic is one of ignorance is bliss; the less exposure a man has to sexual variety the more valuable her sexual agency becomes to him.

All one need do is look at the sex category sections of any free video porn site (Pornhub, Red Tube, Tube 8, etc.) to see what a parody this really is. Porn's not just the 80's standard blonde and brunette in a threesome with some random guy rented from the VHS store. It's amateurs, asians, lesbians, interracial, orgy, fatties, skinnys, matures, teens, etc. Just name the body type, sex act, racial profile, age, hair color, etc. and there is a pornographic niche for it (Rule 34). Considering the sheer amount of sexual variety available for a myriad of preferences, women bemoaning their inability to "live up to" porn star requirements is ludicrous and indicative of their complete lack of understanding the male sex dynamic. As I stated in yesterday's post, name the niche and there's a fan-group ready to bang you.

For the past several decades it's been a very easy sell for women to characterize porn as degrading

women, or setting an impossibly idealized standard of sexual expectation; that is until the rise of digital media and the capacity to empirically track the access to it. A Billion Wicked Thoughts admirably compiles the statistic ‘evidence’, the hard web-trend data of more than a decade, that disproves the idea that porn is ‘one-size-fits-all’. All the self-reporting and biased corollary studies on porn’s influences of the 80’s and 90’s are wiped away in one stroke with the statistically verifiable data of online porn consumption habits – leaving all of us with the question of what were they trying to prove then?

I’ll save the debate on whether porn’s influence is retarding men’s overall maturity by too easily satiating their libido for another thread, but I can’t end this without also pointing out that a great many statistics revealed in this book also contradict more than a few presumed tenets of Game theory. Among those is the same one I’ve just pointed out for women; men have a plethora of sexual tastes and fetishes, not just the “perfect 10”. You simply can’t ignore the statistical variances in men’s appetites for MILFs, Matures, Asians, Big Asses, Chubbys, etc. and come to the conclusion that there is a one-size-fits-all sexual type preference for men. You can argue as to why men opt for these variances, but you can’t argue they don’t opt for them.

Difference of Purpose

September 19, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Have a look at these videos.

Very interesting. First, I have to acknowledge that the CFM (cosmo for men) video was funded by the magazine, and the ass-cam was funded by Levis as part of a viral marketing effort, but look at the difference in approach to both of these. They're essentially experimenting for the same purpose, but look where each gender places the emphasis and the methodology each uses to collect data. Yes, I know this is for entertainment purposes, but it's really fascinating to see the differences "in the wild" so to speak.

For the women it was all about "busting" (i.e. shaming) men checking out their ass, while still enjoying the attention, all set to some club music(something bigger something better). It almost wasn't worth the effort considering that women have a much more pronounced peripheral awareness than men and they're only confirming what they already know; guys like a nice ass. As a rule, women love the chemical rush that accompanies experiencing indignation, so it's no surprise that the overall production is one that prompts this – and this is especially true of the clips where a guy who is obviously 'with' another girl takes a moment to check out an ass in her presence. "Men are pigs and here's the proof."

Compare this to the much more elaborate men's video, complete with an 'onboard' video unit backpack to support 4 different camera angles. The approach here is to gather covert information, not to shame women. While entertaining, the purpose is to empirically educate men in one of the prime tenets of Game, which also happens to be one of the prime tenets of behavioral psychology:

Behavior is the only reliable proof of motivation or intent. Believe what a woman does, not what she says.

The approach is one of deductive reasoning. What parts of a man's body are reported by women to be the most attractive? And here we have it; how often do we read that women are first attracted to a man's face or eyes? To be cute they might also mention how they like a nice butt on a man. Yet neither of these regions were targeted by women very often or at all in the case of eyes. The majority also report that they're less attracted to "overly muscular men" yet if this experiment is accurate, it was this guy's biceps that attracted the most attention for women, followed only by crotch gazing in frequency – another body part women would rarely admit to 'checking out' on a guy.

Take these videos with a grain of salt. As I started with, both of these were sponsored by business ventures with a vested interest in generating attention and sales. However, I can't help but see the code in the Matrix here with regard to how each gender process the same idea. It's the purpose behind the video that betrays the interest. I find this idea infinitely more educational than contrived PUA street demonstrations.

Playing Friends

September 19, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Women have boyfriends and girlfriends. If you're not fucking her, you're her girlfriend.

“Rollo, how do I get out of the Friend-Zone?” Never allow yourself to get into it.

Women have used the LJBF (“let just be friends”) rejection for a hundred years because it serves an ego preservation function for her. To a greater or lesser degree, women require attention and the more they have of it the more affirmation they experience, both personally and socially. The LJBF rejection is a Social Convention that has classically ensured a woman can reject a man yet still maintain his previous attention. It also puts the responsibility for the rejection back on his shoulders since, should he decline the ‘offer of friendship’, he is then responsible for entertaining this ‘friendship’.

This of course has the potential to backfire on women these days since the standard AFC response will be to accept an LJBF rejection in the mistaken hope of ‘proving’ himself worthy of her intimacy by being the perfect ‘surrogate boyfriend’ – fulfilling all her attention and loyalty prerequisites with no expectation of reciprocating her own intimacy. I should also point out that this situation is analogous to men using women as “fuck buddies” – fulfilling all his sexual availability needs with no expectations of reciprocating commitment. Needless to say this merely positions the new “friend” into being the ‘emotionally supportive’ Beta counterpart to the indifferent Alpha she’ll consistently bang and then complain about – also popularly known as the Emotional Tampon.

The LJBF rejection also serves as an ego preservation for her in that having offered the false olive branch of ‘friendship’ to him in her rejection she can also sleep that night knowing that she (and any of her peers) won’t think any less of herself. After all, she offered to be friends, right? She is absolved of any feelings of personal guilt or any responsibilities for his feelings if she still wants to remain amiable with him.

Men get a LJBF rejection because of a process. These are the “friends first” mindset guys; the guys

who put far too much emphasis on a solitary woman and wait her out until the perfect moment to attempt to escalate to intimacy, at which point her most comfortable rejection (Buffer) is to LJBF. This is made all the more easy for her because of the process the guy used to get to that point.

Virtually all guys who get to the point of a LJBF rejection come to it because they fall in line with some variation of what I call a *Sniper Mentality*. They patiently wait for their one target, to the exception of all others, constantly attempting to prove their quality in doing so – meaning they emphasize a comfort level and try to be friends before lovers. In essence they believe that desexualizing themselves will make them more attractive (by virtue of not being like “other guys”) because they’ve bought into the idea that a woman must be comfortable with them first before they initiate intimacy. Once the AFC gets to a point where he’s mustered enough courage to initiate, and he feels she ‘should’ be comfortable enough to appreciate him as boyfriend material, the Sniper takes his shot.

The problem with this process is that it bypasses essential stages of attraction and the necessary discomfort and sexual tension necessary for intimacy and proceeds directly to a warm familiar, comfortable, (and ultimately anti-seductive) rapport, the exact opposite of arousal. If you think about this in terms of sex, this is the stage right after climax when she wants to cuddle, spoon and be wrapped up in her nice, secure oxytocin induced comfort. This is the opposite of the testosterone fueled, sweaty, anxious and uncomfortable stage of arousal and intercourse before that release. So in terms of “friendship” and the Sniper mentality, you’ve skipped arousal and gone straight to comfort. You’re perceived as a stuffed animal she can hug and then put back on the bed. Thus, when that previously platonic stuffed animal uncharacteristically gets a hard-on and says “I think we ought to be intimate” her reaction is to think that everything you’ve done for her up to that point has been a grand ruse. “My God, all you wanted was sex this whole time?”

Her most predictable response is then the LJBF rejection. The field has already been tilled by you, it’s only one, very easy step for her to stay in that suspended comfort – “can’t we just be friends?” And then the cycle repeats. The AFC believes the LJBF is a genuine offer (not a rejection) and then falls back into the Sniper mentality. He mustn’t have been convincing enough to prove his worth to her and therefore returns to further proving himself as the perfect boyfriend until he once again presses his intent of intimacy after another period. All this goes on apace until she becomes intimate with a ‘real’ boyfriend and/or he acquires a new target after realizing his efforts with the LJBF girl aren’t bearing fruit.

The problem with a lot of the ‘friend-zone’ advice women tend to offer is that they cast doubt on whether a LJBF rejection is in fact a rejection and not a genuine offer of friendship. To which I’ll say, the only reason the ‘friend-zone’ is such a common issue among men & women for so long is *because* it’s been repeated so regularly and the outcome so predictable as a rejection. A woman’s behavior is always the only gauge of her intent, and thus when a rejection like LJBF has been so consistently met with the same outcome and behavior (as evidenced by thousands of identical stories from men) it’s only prudent for a Man to behave in kind.

A man’s default response should always be to excuse him from the LJBF situation. The reason for this is because it serves his best interest whether she is testing him or is rejecting him. If he is confident enough in himself to walk away from the sexually tense environment, he proves himself as decisive enough to put himself above being ‘played’ like this. Ergo, he leaves her with the impression that he is the PRIZE, possibly has contacts with better prospective women and is confident enough to take away his attentions from her and thus passes any shit test she might have implied, while placing

the responsibility of a re-connection on her (where it should be anyway). If she has in fact had a change of heart (her prerogative, remember?) and is using the LJBF as a means to reject him, he still benefits from all of the above and plants the ‘seed of doubt’ in her about her initial estimation of his acceptability for her intimacy. And even if she is truly not interested in the guy, **he walks away on his feet and not his knees**, by playing “friend” with her and wasting still more time that could be far better spent with more productive prospects.

It is really one of the few win-win Game situations for a guy to make a wholesale withdrawal of his attentions when he is confronted with an LJBF. Women know all too well how an LJBF places social pressure on a guy to accept what basically amounts to an ultimatum of negative social proof, and that’s a hell of a shit test no matter what her real intent is. If the guy turns down her offer of friendship, he’s the dickhead, not her. But the guy that can do what common sense and gut instinct points out to him will be the one to succeed, with her, other women and himself.

Human being’s natural inclination is to avoid confrontation. When a man makes an approach to intimacy with a woman this becomes confrontational. If she is unsure of a man’s sexual acceptability for her intimacy she must resort to psycho-social, learned behaviors to diffuse this confrontation. Preferably these techniques should be reinforced beforehand and proven to diffuse just such a confrontation, thus the LJBF response is acted out through generations of women across many different cultures – quite simply it works more often than not. **You can also apply this to the Boyfriend Disclaimer; women who not-so-nonchalantly weave into their casual conversation that they have a boyfriend in a preemptive effort to diffuse a potential suitor’s interests. It’s basically a proactive LJBF rejection.**

It’s the guy who is unwilling to accept these conventions that makes the most lasting impressions of confidence with women. It goes against what our common human heritage dictates for us – avoid conflict, don’t make waves, be her friend, etc. By not accepting a LJBF you emphatically make known that you are good at confrontation, you have an understanding of her motives and you’re confident enough in yourself to make it known. Not only does this impress her with potential for security provision it also implies future confidence. The problem for most guys is enacting this and making it a default behavior when our biology would have us move away from conflict rather than engage in an unacceptable social dynamic that is subtly damaging to his own interests.

Letting Go of Invisible Friends

September 20, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm sorry to break this to you, but there is no such thing as a long distance relationship. That's correct, you have no relationship. An LDR simply does not meet the criteria necessary for it to be considered a legitimate relationship. There is no reciprocity of anything more than words passing over a phone line or an IM text. Understand me here – you have no relationship. You have self-assumed accountability, self-assumed liability and internalized responsibilities to be loyal to this person. You are entertaining a commitment to fidelity with an idealization, and ignoring what everyone outside of your LDR will regularly tell you is insanity. LDRs are one of the more insidious forms of ONEitis.

LDRs are the most easily identifiable form of ONEitis, and it would be laughable if it weren't so damaging to a guy's life progression. The LDR man generally sacrifices years of his life in this pitiable effort to pursue his 'soulmate' across the planet or even a hundred miles away. The very

thought of refuting the idea that an LDR can work is equatable to denying his belief this fantasized ONEitis fueled idealization that he's swallowed for the better part of his life. It's easy to criticize an LDR in the terms of questioning either party's earnestness and fidelity in entertaining an LDR and this is usually the tact that most people giving advice on LDRs follow. One or both parties are or will 'cheat' on the other over the course of time, its true, but LDRs are far more telling of a mentality that results in much more damaging consequences as a result of deeply conditioned self-expectations and fears.

I can't begin to list the number of otherwise intelligent and ambitious men I've known who've drastically altered the course of their lives to follow their ONE. Men who've changed their majors in college, who've selected or switched universities, men who've applied for jobs in states they would never have considered, accepted jobs that are sub-standard to their ambitions or qualifications, men who've renounced former religions and men who've moved across the planet all in an effort to better accommodate an idealized woman with whom they've played pseudo-boyfriend with over the course of an LDR; only to find that she wasn't the person they thought she was and were depressive over the gravity that their decisions played in their lives.

An LDR is akin to a LJBF, but writ large and festering in a man's life. You play surrogate boyfriend, voluntarily accepting and internalizing all of the responsibilities and accountabilities of being a woman's exclusive, monogamous partner with no expectation of reciprocating intimacy or sexuality in the immediate future. However an LDR is worse than a LJBF arrangement since it pervasively locks a man into a success or failure mentality with regards to the relationship actually being legitimate. After all, she's agreed to remain his girlfriend (from miles away) and if he's the one to falter it's his lack of perseverance in this ONEitis ego-investment that dooms them. Once the LDR inevitably ends he's the one left with the self-doubt, he's the one beating himself up over wasting time, money and effort and he's the one feeling guilty whether he or she is the true 'cheater'.

An LDR is like having an invisible friend with whom you're constantly considering the course of your actions with. Consider the personal, romantic, familial, educational, career, personal maturity and growth opportunities that you've limited yourself from or never had a chance to experience because of this invisible friend. When you finally divorce yourself from this invisible friend, will it have all been worth it? Guys cling to LDRs because they've yet to learn that **Rejection is better than Regret**. AFCs will nurse along an LDR for years because it seems the better option when compared with actually going out and meeting new women who represent a potential for real rejection. They think its better to stick with the 'sure thing', but it's the long term regret that is the inevitable result of an LDR that is life damaging. Nothing reeks of desperation or verifies a lack of confidence more than a guy who self-righteously proclaims he's in an LDR. Women see you coming a mile off, because you are a guy without options, clinging to his one previously realized option. In fact the only reason a man entertains an LDR is due to a lack of options. If you had more plates spinning an LDR would never look like a good idea.

And finally, it's not uncommon to see the "*not in my case*" defense offered about how you actually DO see your invisible friend once every 4 or six months. To this I'll say again, what opportunities are you censoring yourself from experiencing by playing house with a woman you only see this often? Do you honestly think you're the exception to the rule? The truth is you're molding your lifestyle around what you hope your relationship will be in the future – that's no way to live.

Enter White Knight

September 20, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The following was a timely question by SoSuave member “OnTheWayUp”;

Just wanted to find out: who do you talk to about aspects of game with off this site? I’m talking here about “game” in the broadest sense of the term, so pick-up, but also self-

esteem, how to keep a relationship healthy, the roles of men and women in society etc.

My experience with voicing the views advocated on here in public has nearly always been negative. I have 3 – 4 good male friends who are interested in pick-up (one has read the Mystery Method, for example), and they love it. But these friends are the exception rather than the rule. My parents (beta dad, controlling mum) think my attitude towards women is sexist and my opinion of ONSs “disgusting.” Just about everybody I know subscribes to the Disney/ soulmate view of relationships, and some of my contemporaries (I’m 21) are even starting to settle down and get married. God help them. Talking to girls in bed about what they find attractive in a man is interesting, if only to see the extent to which they delude themselves, but ultimately counter-productive, since a woman (tacitly) expects a man to know how to express his sexuality.

Can we as men ever talk about these things in public? What are your experiences?

Before I begin, let me say that I think it’s encouraging to see such an insightful question posed by so young a Man.

|Morpheus: The Matrix is a system, Neo. That system is our enemy. But when you’re inside, you look around, what do you see? Businessmen, teachers, lawyers, carpenters. The very minds of the people we are trying to save. But until we do, these people are still a part of that system and that makes them our enemy. You have to understand, most of these people are not ready to be unplugged. **And many of them are so inured, so hopelessly dependent on the system, that they will fight to protect it.**

Every random chump within earshot of your conversation about Game, about your ‘changed’ way of seeing inter-gender relations, about your most objective critical observations of how women ‘are’, etc. – understand, that chump waits everyday for an opportunity to “correct” you in as public a way as he’s able to muster. That AFC who’s been fed on a steady diet of noble intent, with ambitions of endearing a woman’s intimacy through his unique form of chivalry; that guy, he’s aching for an opportunity to prove his quality by publicly redressing a “villain” like you for your chauvinism. Even under the conditions of relative anonymity (like the internet), he’ll still cling to that want of proving his uniqueness just on the off chance that a woman might read his rebuff and be fatefully attracted to him.

This is the bread and butter of the White Knight beta. It’s best to assume that most guys who pick up on just your Game vibe, to say nothing of overtly talking about it, are going to side with the feminine imperative by default. For practitioners of Beta Game (which is to say the better part of 90% of guys) this is an organic opportunity to identify with women and engage in the same shaming conventions women use without the fear of having it seem contrived.

Now this is the mechanics of it, but the rabbit hole goes deeper than that. For the Beta Game that our noble white knight is so invested in to work, he depends on an assumed system. He depends upon reaffirming his assumed understanding of how to best achieve a woman’s intimacy (sex). He must reaffirm that presumption BY defending it and looking for opportunities to show he adheres to the feminine imperative (or the version of the imperative he’s been taught to believe). His Game, his ego-invested identity IS literally dependent upon that system. So not only is he defending his Game and his ego, be he’s also defending the social architecture that makes his Beta Game even possible.

You see, when an AFC clings to the mental schemas that make up an AFC mindset it requires a constant need for affirmation and reinforcement, particularly in light of a glaring lack of verifiable

success with women while clinging to, and behaving in accordance with the mindset. AFCs are like crabs in a barrel – once one gets to the top to climb out another drags him back in. The AFC needs other AFCs to affirm his blatantly obvious lack of success. He needs other AFCs to tell him, “don’t worry just be yourself” or “she’s just not a quality woman because she can’t see how great a guy you are.”

So when an AFC finally does get a second date and then finally does get laid it becomes the ultimate validation for his mindset. “See, you just have to be a patient nice guy and the right ONE really does come along.” This is when the self-righteous phase begins and he can begin telling his PUA friends that Beta Game does work, and he’s “getting some” now without all the Positive Masculinity claptrap. In actuality he rationalizes away all of the conditions that lead up to him getting the girlfriend and the fundamental flaw that he’s settling for a woman “who’d fuck him”, but this doesn’t stop him from claiming a moral high ground. His long wait is over and he’s finally hit White Knight pay-dirt.

Your Attention Please.

September 21, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



On many a Game forum you'll find at least one thread per week decrying the evils of the much maligned Attention Whore. In the time I've spent exploring Game mechanics I've yet to read a treatise that really analyzed the fundamentals of why men and women alike make distinctions between one woman as an Attention Whore and another simply a garden variety woman who seeks attention.

Your mother, your sister, the girl at the bar and the wife you've been married to for 20 years are all attention seeking. Some to a greater and some to a lesser degree, but it is an integral part of the feminine gender to seek various means to grab and hold attention.

Yes I understand that all people, men and women, enjoy attention for various reasons, but as a gender women seek and use attention very differently from men. From a very early age attention is a primary reinforcer for girls. As I've mentioned on occasion, part of my psychology education included child psych and my favorite (and most convenient) subject has always been my ever-present 7 y.o. (at the time) daughter when doing case studies. To understand the feminine attention dynamic you have to go back into female childhood socialization. There are countless case studies that focus on attention-as-reinforcer being a psychological construct for women. I should also add that, from a scientific

perspective, there really is no absolute nature, or absolute nurture attributed to personality or gender differences, so a definite amount of socialization and learned behavior intrinsically reinforces attention as rewarding, but the root reward of attention seeking behavior begins in female biology.

A few things to start with

In the same respect that men possess testosterone as their primary, gender-defining hormone, women's bodies produce estrogen and oxytocin in larger volume. Studies have shown both these hormones foster feelings of nurturing as a primary feminine trait for parental caring and oxytocin is a precursor for feelings of trust and comfort. Studies have also shown that girl babies are picked up and given affection 4 times as often as are boy infants and toddlers. This bears evidence to the biological and socialization associations of female attention reinforcement. In addition, studies of *pre-adolescent* and adolescent degrees of attention to both genders by parents always favors the female child. Correlation of this would indicate the rewarding benefit of attention to the female as well as a behavioral modeling influence directed towards masculine independence by socializing boys to not be dependent upon the reinforcing aspect of attention.

Female Socialization

Little girls fight in an entirely different realm than do boys. Where boys fight in the physical realm, girls fight in the psychological. That's not to exclude girls from actually coming to blows, but far more common is the occurrence of psychological combat, and in no realm is this more effective than the denial of reinforcing attention within a female social collective.

Little girls have a predictable tendency to form small, girl-only collectives or 'peer clutches' from the time they are introduced into kindergarten. This social collective progressively becomes a rewarding and reinforcing social unit, locking out those not included, and nurturing those who are. This dynamic can last through high school (i.e. Cliques, etc.), into college and into mature adulthood, but the commonality within all variations of this clutch is the qualifying influence of the affirming power of attention. Should one member of the clutch offend another, it is the hierarchy of an individual member's ability to maintain the most attention that generally determines the victor in the dispute. The worst consequence of such a dispute being ostracization from the group – thus the absolute denial of this reaffirming attention-as-reinforcement. The clutch develops a hierarchy of influence depending upon each girl's ability to attract and maintain reinforcing attention. This attention can be from any source; within the group, outside the group, and opposite sex attention becomes the most valuable after puberty.

Attention attraction capacity denotes social rank within the peer clutch. The more attractive the girl, the more popular she becomes and the more influence she wields. This isn't to say that any particular female cognitively realizes this. However, when ostracized from the collective, this capacity for attracting attention in a high degree makes her despised. The attention can still be beneficial for affirmation (i.e. realized jealousy), it's just that the intent that has changed.

Thus, women use attention not only for their own affirmation, individually and collectively, but also to do combat with each other. Far more damaging than physical fighting is the long term psychological impact of denying this reinforcement, or better still, delegitimizing or disqualifying a girl/woman's capacity to attract this attention. Combine this with a woman's natural, and innately higher agency to communicate both verbally and non-verbally (i.e. covert communications) and you can see the potential this has in damaging a rival. This might explain a woman's natural propensity to gossip. When a woman attacks the respectability and character of another ("she's such a slut"), in

essence, she is assualting the woman's agency for garnering attention by delegitimizing it.

The ticking clock

Now lets add to this complex attention need to the female understanding that, as a woman ages her sexual marketability decreases. Bear in mind that a woman's **primary** agency for attracting attention is her her sexuality and physical beauty as rewarded by men. This then fosters a drive for this attention-combat to intensify as a woman ages toward her 'expiration date'. In the last 30 years there has been a definite push through feminization to de-emphasize this natural push and/or to divert this affirmation to be pulled from other sources (i.e. career, independence, internal rewards, etc.). However it has yet to be fully (if ever) realized within western female-centric culture. All one needs do is look at the countless number of beauty products and the methods used to advertise them in popular media. 90% of advertising specific to 'career minded' women is still for beauty products. Irrespective of popular socialization, this attention dynamic will not be ignored.

The Attention Whore

So what exactly separates this attention-as-currency dynamic that women use in their social pecking order from the blatant Attention Whore with dozens of male orbiters and FaceBook "friends" numbering in the thousands? The answer to this is found in the methods and lengths to which an individual woman will go to maintain a degree of attention she's comfortable with. It's very easy to speculate about the psychological reasons why some women 'need' more attention than others – daddy issues, female clutch outcast issues, self-esteem issues, personality disorders, etc. – what's not is the means by which they achieve this attention and the gender specific reactions others have to it.

What separates the behavior of the attention whore is her overtness in grabbing that attention.

Consider that women's preferred means of communicating is to be covert. There's no subtlety in the attention whore's methods and maintenance. Granted, women will see this as an attack in the AW stealing her 'entitled' portion of attention, but on a larger scale the AW is betraying the covert attention needs of the sisterhood. By seeking attention in the overt, the AW is essentially crossing over into Men's preferred communication means to get attention. There's no (or certainly less) art to attention whoring, so it comes off as classless and trashy.

Positive Masculinity vs. Equalism

September 21, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





If you type the word “equalism” in a blog’s text box you get that annoying little red line underneath it indicating that you misspelled something. In other words, the English language doesn’t officially recognize that word in any dictionary. I suppose this is apt since for the last 50+ years the effort to feminize society has always used the abstract concept of gender equalism as something ambient in the background of the agenda. It doesn’t have an official definition because, collectively, were supposed to take it as a given; something that should just be considered “common sense”. To be sure, feminization’s plea for a more humane restructuring of society has always been couched in terms like “equality”, which sounds comforting when spoken, even if the intent is distracting.

However, that’s not the “equalism” my computer won’t recognize. I read this term in Roissy’s writings. I sometimes see it creeping in from the edges on blogs decrying some nebulous, neo-liberal social agenda, or I see it written as some corrupting element keeping conservatism from realizing it’s ‘true’ potential, but what I don’t see is a very good accounting of it. Equalism needs to be brought out of the shadows – if at least so I don’t have to see that damn red line anymore.

New Gender Definitions

I’ll admit, I was motivated to type all this because of a link that a reader, Sam, posted in yesterday’s White Knight post:

<http://mariashriver.com/blog/2011/09/governor-s-spouse-s-story-6-lessons-love-and-learning-dual-ca>

Granted, this brief article is little more than an apologetic directed toward the author himself, but this pretty much sums up the entirety of the problem – masculinity has been redefined by people (men and women) who have no concept of what its original definition is. The behaviors and characteristics that constitute what is uniquely masculine aren't being challenged, they've been redefined to fit the purposes of an agenda.

In 1905 no one wrote articles on how to “be a man” or bothered to analyze the fundamentals of masculinity. Men knew from their socialization what was masculine and women responded to it. Traditionally, women define what is masculine and men define what is feminine. The characteristics that made a man desirable were ones that presented the opposite to what men similarly found desirable in femininity. Men and their biology defines what in the feminine that arouses them, women react to this and behave accordingly (knowingly or not).

The root of the male-equalist endemic lies in the fact that as recently as 50 years ago there has been a concerted effort to “de-masculinize” society, not only in mass media, but down to how we educate and condition our youth to assume masculine and feminine roles. What is being challenged is the predisposition of males in predominantly western culture to even consider what masculinity is.

A rugged, stoic, heroic definition of masculinity is losing ground, but is that a good thing? The equalist certainly believes so. When men become feminized, are we leveling any playing fields or are we progressing towards androgeny and homogenization of gender? The equalist hails this as a triumph of a new gender paradigm. Why should masculine traits be of lower value than feminine traits?

The very characteristics that define traditional masculinity – independence, self-confidence, rugged individualism, physical strength, risk taking, problem solving and innovation – we are now to believe are (or should be) the aspirations of women to the point that ridicule of the singularly feminine female is the order. In expecting women to be just as masculine as men, while simultaneously expecting them to still embody a feminine ideal, not only does this puts undue, unrealistic, ideals upon them, but also devalues the merits of their own femininity.

That's not to say, given this new gender dynamic, that women are discouraged from claiming their femininity in addition to their masculinity. On the contrary they're encouraged to “handle their business as well as any man” and “still be a sexy, vivacious woman” every man should want. Yet in opposition to this post-modern gender dynamic, men are not encouraged to embrace their masculine side. We are told to “man up” for sure, and yet our masculinity (as we define it) is a flaw; we're poisoned by our testosterone. Our higher aspiration ought to be becoming more feminized, sensitive, emotional, empathetic, nurturing, etc.,.. We should “feel comfortable waxing our legs” stripping away the hair that is the result of our poisoning testosterone. Interestingly enough there are few cries in society to have women cultivate their leg or armpit hair. Yet the ‘masculine’ that the Matrix would have us strive for doesn't encourage anything resembling traditionally masculine traits in a male's personality. In fact it's ridiculed to such a degree in mass media and larger society that it's literally akin to a disease.

While women are congratulated for embodying masculine traits with an acceptance of her feminine character, men are conditioned to believe that feminine traits *are* masculine traits and any traditionally masculine characteristics that manifest themselves in us are the unfortunate byproducts of our ‘flawed’ biology. And the true crime of this gender redefining is the real “double standard” that men should be so feminized as to loathe their innate masculinity, yet still be held liable for

uniquely male, traditionally masculine responsibilities and accountabilities by virtue of them being male. It's a gender Catch 22; hate your masculinity, but be held responsible for not "being man enough" to solve uniquely male problems, then to be shamed when a masculinized woman steps in to do so and he's then ridiculed for not being as masculine as she is. That's the cycle. This is self-perpetuating negative masculinity that has led to generations of AFCs.

Needless to say, all of this convolutes what masculinity was, is and is intended to be. Before you can set out a plan to live out what I call Positive Masculinity you first have to take into consideration why masculinity has value and should be encouraged as well as cultivated in yourself, your sons and society as a whole. I'm an adherent of the 'build it and they will come' school of thought in this regard, but understanding how traditional masculinity has been redefined by social contrivance and distilling it back down to it's core fundamentals is imperative in getting back to masculinity as a positive.

So where do you start?

With yourself. You must change your mind about yourself as a "m"an and begin thinking of yourself as a "M"an. The first step is to unlearn what feminized conditioning has taught you to the point of it becoming an ego-investment in your personality. You need to become impervious to convenient accusations of "misogyny" or 1950's caveman thinking whenever you assert yourself. The truly positive masculine Man sets himself apart from the Matrix in spite of a world set against him – this unconscious meta-acknowledgment is what makes a woman (and other men) attracted to you as a vibrant, responsible, but firmly confident masculine Man. You have to genuinely live it in order to set an example of it. That doesn't mean you're an uncaring, tunnel vision robot, unwilling to learn from anyone or anything, it means that in spite of a world calling you "egotistical", "caveman", "fragile ego", "macho", "infantile", "Jerk", etc., you unwaveringly, provably, live out and exemplify the positive merits of being masculine.

Musings at the Gym

September 22, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Why is the assumption always that if a person is exceptionally good looking, fit, and prides themselves on the personal dedication and discipline needed for being so, that they are necessarily compensating for a lack of “depth”, personal, or emotional intelligence? Why should outer beauty necessarily imply inner ‘brokenness’? Can’t a person be both physically and emotionally healthy?

I find it fascinating that it’s often the same people who tell you “you can’t judge a book by it’s cover” in regards to a less than physical ideal (being polite) and personal merit, are usually the first people to tell you how “shallow” a person must be if they devote what they “see” as too much time to improving their appearance. I’ve been a bodybuilder for over 20 years now, my brother competed on the amateur circuit when we were younger, I’ve met a lot of fitness competitors and just average men and women who pride themselves on their physique, and I have to say the majority of them were very positive, intelligent and psychologically healthy people.

People who look good, generally, exemplify the hard work and conviction that’s necessary in staying that way. It’s not just the physical that makes them attractive; it’s the subconscious understanding of the dedication necessary to be so that’s attractive too. When you look better than the norm, especially in an era and culture where 66% of the population is clinically overweight, there’s an ambient understanding that it takes a mind for dedication and conviction to be so. That’s not to deny that some people don’t hit the genetic lottery jackpot, but largely, maintaining a great physique is the result of a focused effort.

The gym is the perfect environment for sexual equalization from a physical standpoint. In a club or at a party or any other social gathering our masks are on; we can hide deficits more easily with clothing, the lighting and sounds is conducive to giving us more appeal, our inhibitions may be altered due to alcohol, etc. But in the gym all of that is out the window. Oh, women attempt to hide their fat butts with sweat shirts tied around their waists, but everyone is sober – in fact we’re in a better than normal state of awareness from the exercise – both sex’s physical deficits and assets are out in the open.

It’s Darwinism at its finest and both sexes strive for attention in some form or another. Guys can only rely on their physical presence & prowess, and whatever Game they possess to impress since there’s generally no way to judge a man’s socioeconomic status in the gym. Women are stripped to a primal physical competition where they’re judged on their physical form which is men’s primary criteria for mate selection. This is why you commonly hear women complain about ‘hating’ going to

the gym and why female specific gyms are profitable; it has less to do with the actual exercise and more to do with an inability to cope with the intense competition present on a level that most are unacustomed to in other social environments. This is why there is such a market for ‘women’ only health clubs such as Curves and Planet Fitness (yes PF gyms are for women), in fact I’ve yet to encounter a men’s only gym and I’d speculate that this is due to men experiencing far less intimidation in a gym setting.

I really wish I could type away here and tell you about all the hotties I see at my gym everyday, but that’s simply not the case. I can tell you I’ve seen a drastic change in the women who populate the “fitness clubs” now, and it’s not for the better. I’m sure I’ll read someone in the comments relate how they have gorgeous attention whores at their local gym, but that’s simply not my experience these days. The women at the gym NEED to be in the gym. Mostly overweight, mostly self-conscious, I can tell by the effort each post-Wall woman exerts as to whether they’re recently divorced (or planning to be). Just on observation, I see far more men in MUCH better shape than the sample of women present. I’d guess it at 80% – 20%, and that’s here in Florida, I can just imagine what it might be in other regions. Even the cardio and zumba classes are overwhelmingly filled with thick soccer moms, “doing it for fun”.

Dream Girls and Children with Dynamite

September 22, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





“Self-love is not so great a sin as self-neglect. – Henry V

Pride is one thing that people get very confused about. It’s a healthy thing to have pride of oneself, to be proud of our accomplishments; it’s a very real source of self-confidence. Humility is an admirable quality, don’t get me wrong, but humility is only genuine when you’re confident of your own abilities. It takes a humble Man to walk away from a fight that he knows he could win, but chooses not to engage in. Generally humility is only self-gratifying, because only rarely will others appreciate it as humility (those familiar with your abilities) and not view it as cowardice, or at best a lack of confidence. Pride often appears arrogant because people of lesser accomplishments become envious, and people of better accomplishments think less of them than you do. It’s very important not to appear too perfect, but it’s equally important not to seem spineless.

It’s quite another thing to be “prideful” and this is where the disconnect comes for a lot of AFCs, particularly ones with strong ego-investments in morality, chivalry, honor, etc. My old AFC self used to struggle with this as well. The AFC sublimates himself; he self-deprecates because he believes, erroneously, that this ideology will separate him from the herd, make him “not-like-other-guys”. He mistakenly believes that he’s unique in this when actually he’s in the majority. Why? For the answer

all you need do is look at the most common threads from guys just recently discovering the community.

I have no doubt that there are some guys who go from zero to PUA and then parley that into some kind of seducer-hood. I would also argue that they are the rare exceptions. Guys don't search out community forums or blogs like this because they're getting too much pussy. They search it out because what they've been doing isn't producing the results they want. When you think about this, they've been doing exactly what others criticize Game for – they're working from a script. We like to point out the flaws in autonomously adhering to a script with regards to PUA techniques; you become a social robot, not “yourself”. But from an opposite side, what you're doing now, or have done, as an AFC (Beta Game) is equally as scripted. The only difference, and far more insidious, is that they've internalized these AFC “scripts” that society on whole has conditioned into them as personal investments over the course of a lifetime.

After dropping your AFC mindset for a one based on self-interest, what happened? You probably began to see results. You can hook up with women the calibre of which were previously unavailable to you before, and all it took was replacing your chump behavior and mentality with one of self-concern and self-priority. You might've felt like an asshole, people may have said you've changed or become bitter, or you're being someone you're not, but you couldn't argue with the results.

One of the biggest dangers of the PUA ideal is that it does nothing to address the root problem of AFCism (for lack of a better term). **AFCs don't want to stop being AFCs.** Largely, they just want their ONEitis (or their “dream girl”) to hook up with them long term and then drift back into a comfortable ‘just being themselves’. According to *The Game* even Mystery, with all his PUA prowess, degenerates into a simpering, borderline suicidal chump when he realizes that his PUA scripts do nothing in an LTR with Katya (his ONEitis). The most notorious PUA in modern history was still an AFC, because he hadn't killed that mentality, that AFC internalization – he hadn't killed his inner AFC.

Another very common occurrence is the “reformed” AFC who makes progress toward becoming more Game savvy, and as a result gets his “dream girl”, only to lose her after reverting back into an AFC frame once he's in an LTR with her. I'm not a big Ross Jefferies fan, but he did say something very profound once, he said “teaching PUA skills to these chumps is like giving dynamite to children.” This is probably truer than he realized, because the potential for disaster is much higher. Most guys want that silver bullet, the magic formula that will get them the girl, but it does nothing to prepare them for the idyllic LTR their beta nature has fantasized about for so very long. They don't become Men, they become children with dynamite. So are we really surprised when the guy who finally gets his Dream Girl as a result of learning Game becomes despondent and suicidal when he loses the “best thing he'll ever have” when she leaves him? Are we shocked when his ONEitis turns out to be a BPD girl and his life's ambitions fall into a death-spiral because he was unprepared to deal with a post-Game LTR?

The problem with just employing PUA skills to get any woman is that sometimes it actually gets you ANY woman. There's no vetting process, no discernment, taught as part of technique. AFCs get so impressed with their new found PUA confidence and getting hotter women, getting their old friend-zone girl interested, or getting women at all, that they have no motivation to think about who they should get involved with. They're unprepared for emotionally manipulative women, and particularly when they're more attractive than anything they'd ever had before. They obsess. They predictably get ONEitis, but they develop a ONEitis and in such an extreme case they can be suicidal about a woman

they'd previously never been able to attain.

PUA skills are tools, and valuable ones at that, but adopting a positive masculine mindset prepares an AFC for more. An AFC needs to divorce himself from deep set social and psychological schemas – he needs to unlearn the self-delusions that a lifetime has conditioned him to internalize into his personality. Giving an AFC Game skills before this transition will only condemn him to disappointment and despair in an LTR. The more important lesson is learned in the discarding of that old, beta, way of thinking, while understanding the tools and techniques to apply the new, confident, positive masculine mindset.

Wait for it?

September 23, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Iron Rule of Tomassi #3

Any woman who makes you wait for sex, or by her actions implies she is making you wait for sex; the sex is NEVER worth the wait.

When a woman makes you wait for sex you are not her highest priority. Sexuality is spontaneous chemical reaction between two parties, not a process of negotiation. It's sex first, then relationship, not the other way around. A woman who *wants* to fuck you will find a way to fuck you. She will fly across the country, crawl under barbed wire, climb in through your second story bedroom window, fuck the shit out of you and wait patiently inside your closet if your wife comes home early from work – women who want to fuck will find a way to fuck. The girl who tells you she needs to be comfortable and wants a relationship first is the same girl who fucked the hot guy in the foam cannon party in Cancun on spring break just half an hour after meeting him.

If a girl is that into you she'll have sex with you regardless of ASD or having her friends in the room videotaping it at a frat party. All women can be sluts, you just have to be the right guy to bring it out in them, and this happens before you go back to her place. If you have to plead your case cuddling and spooning on the bed or getting the occasional peck on the cheek at the end of the night, you need to go back to square one and start fresh.

I'm probably going to ruffle a few PUA feathers here, but I've never been a proponent of breaking down LMR (last minute resistance) with a woman. Maybe it's a result of experiences in my rock star 20's, but at some point I came to the conclusion that sex with a woman who's turned on by me is always a far better than one where I had to sell her on the idea of sex with me before the act. Now don't take this to the binary extreme and assume I mean the only good sex you'll ever have is a first night lay (FNL) with some tart who can't keep her legs closed. What I mean is that if you're still trying to figure out what the magic words are to convince some girl that she ought fuck you after 3 dates – or longer – you're in desire negotiation hearings counselor. You are wasting your time and limiting your opportunity with better prospective women in waiting out a woman who would defer less than 100% of her real desire to have sex with you. The sex will NEVER be worth the wait. A prostitute would be a better alternative.

Genuine desire cannot be negotiated. Once you get past a certain point in the waiting game, what once had the chance to be an organic, sexual desire becomes mitigated negotiation of a physical act.

Just the fact that you're having to make a case for yourself (even covertly) is evidence that there are other factors inhibiting her capacity to be sexual with you. As I stated, barring a physical inability, this is almost always because of an unmentioned agenda on her part. It may be due to a concurrent boyfriend, it may be a natural internal caution, it may be that your process is telegraphing 'beta' to her, or it may be that she's filibustering you while waiting to see if another, more preferable guy pans out for her, however, none of these are insurmountable if she has a genuine desire to bang you. Many a cheated on boyfriend knows this is true. In any circumstance, sex with you is not an urgency for her. If she's perceiving your value as as high as it should be, she won't hesitate longer than a few dates to become sexual – and she certainly won't tell you she's making you wait. Hypergamy doesn't afford a woman much waiting time with a Man she sees as superior stock.

One of the more frustrating situations I often encounter comes from guys who've been OVERTLY told that they're being made to wait for sex until some circumstance or criteria is met for the woman. The standard filibuster (or loss-leader as the case may be) usually comes with the reasoning that she "needs to feel comfortable" before she has sex with a guy. Even more distressing is the guy who was getting laid, only to be told the same thing by an existing girlfriend. If you find yourself in either of these situations there are a couple of things to bear in mind.

First and foremost, sex, by its nature is *uncomfortable*. Sex that is motivated by mutual, genuine desire is a tense affair, fueled by testosterone, anxiety and urgency. When two people get together for a first dance (a precursor to copulation), it's rarely if ever an intimate slow dance. It's salsa, it's grinding, it's pumping, it's heat and it's sweat. What it's not is comforting and familiar. It's not a nice warm bathrobe fresh out of the dryer. Don't take this the wrong way, but sex is threatening. It needs to be, and you need to be considered a sexualized player in her personal sphere. Overtly agreeing to wait for her to become sexual is anti-seductive. It confirms for her that you aren't a sexualized player to her; an Alpha wouldn't wait for sex and she knows this. Worse still, it devalues her SMV as being worth less than of your utmost urgency.

Secondly, always remember why women resort to OVERT communications (the language of men) – so there is no, or less, margin that her message will be misunderstood. If a woman, point blank says, "I'm not having sex with you until X,Y, and Z happens", what is her MEDIUM telling you? That there is a precondition that's more important to her than fucking you with genuine, uncontrollable passion. You want her to be so into you that she's willing to break the rules. The ideal situation is for her genuine passion to be so uncontrollable for you that she'd renounce her religion and throw her convictions to the wind to be with you. That might seem a bit dramatic, but you get the idea. The good news now is that she's being overt, which means she's exhausted her reserves to be covert and, assuming you're not so desperate as to delude yourself, you can NEXT her and move on.

Rapport ≠ Comfort

A lot of "waiters" find all that a tough road to hoe. They want to stick it out and see if things "might develop", and NEXTing their 'waiting girl' seems a lot like throwing the baby out with the bath water after all the time they've invested in building what they think is rapport. Usually this is due to the guy not spinning (enough) other plates that would bear more fruit. However, keep this in mind; **waiting for sex isn't building rapport**. There's a lot of confusion about rapport, most of which is due to well meaning PUAs conflating rapport with comfort. It's a pretty esoteric term, but rapport is a connection; it's an implied trust between two acting agents who previously had never met or only have limited knowledge of each other. You can have rapport with an animal – that's the connection,

it's instinctual.

Comfort comes from familiarity and predictability; all decidedly anti-seductive influences. And while comfort has it's own merits in interpersonal relationships, it is not the basis for genuine, passionate sexual desire. For people (myself included) involved in a marriage or LTR, it's serves our long-term best interest to convince ourselves that sex is better when your comfortable with your partner, however, the reality of it sings a different tune. Here's an easy illustration: As reported by both men and women alike, which of these circumstances provokes the most intense, memorable sexual experiences ? When a couple plans and arranges a romantic "date night" to 'keep it fresh' and reconnect? Or is it the 'make-up sex' after a horrible breakup, or narrowly averted breakup, where long dormant competition anxiety is brought back into being a very real possibility again? If you said the breakup, you're correct! One scenario is comfortable, the other uncomfortable. One has the element of predictable certainty, the other is chaotic and uncertain, however in both situations there is definitely a working mutually connective rapport operating.

The Ballad of Clark Kent

September 26, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When Lois Lane met Superman he was fighting crime, could bend steel in his bare hands, stop locomotives, leap over tall buildings in a single bound; shit, Superman could fly! Then one day he met Lois and swept her away, rocked her world in the sack and fell in love with her because thats what Super-Men do. After a year of this whirlwind Lois starts to feel her relationship with Superman was lacking something, “Why does he have to always be out there fighting crime, huh? Why does he always have to prove he’s so Macho? Does it threaten his Ego? He really needs to get in touch with

his feminine side. What about MY needs and why can't he just grow up and get a real job? I'm not getting any younger you know, he's got some responsibilities to live up to. When am I gonna see a ring?"

So eventually this wears down on Superman and he submits to Lois' requests (demands?). After all he 'should' really 'grow up' anyway, right? It's the right thing to do. So Superman changes his name to Clark Kent (Super-'MAN' was so male self-aggrandizing anyway) and lands a job as a reporter at a great metropolitan newspaper. Clark begins wearing glasses – even though he can see X-Rays, and shoot lasers out his eyes, he wears them because Lois says it makes him look distinguished, intellectual and SHE likes them.

Time goes on and Lois and Clark marry. 5 years into the marriage Lois gets bored. Same old, same old. Clark is so mundane and unassuming. She longs for the days he would fly and do that funny steel bending trick he used to do when they were dating. He hasn't done any of that for so long; not because he can't, but because he's afraid she'll get upset with him and not put out that evening if he gets 'cocky' with her. In fact she's not putting out even half as much as she used to these days. Clark just doesn't arouse her as much as he once did and she just can't seem to put her finger on the reason for it.

Then one night Lois ran into a wealthy fellow named Bruce Wayne at a charity mixer. Bruce was dark, mysterious and in great shape! He couldn't fly, but he made up for that in so many other ways. He fought crime! He wore a mask and spoke in short, purposeful sentences, never mincing words. He didn't wear glasses (that was so retro!) and he came and went at the time of his pleasing, not hers. He sent tingles down Lois' spine (and other places that hadn't felt tingles in a while) when he began seeing her.

The weeks went by until, after a 60 hour work week at the Daily Planet (swanky apartments don't rent cheap), Clark made his way home on the subway (since flying had been out of the question for a while now) and picked up a dozen roses to surprise Lois with (he thought she tended to put out when he showed his 'feminine side') when he got back to the apartment. However it was poor Clark who got the surprise upon discovering Bruce Wayne bending Lois over the kitchen table when he opened the door. Bruce promptly towed off while Clark, slack-jawed with horror, watched speechless.

"How could you? After all we've meant to each other!" Clark began to cry as Bruce excused himself from the now estranged couple. Clark was used to crying a lot now to show his sensitivity.

"What could you have possibly seen in a guy like that?!" He shrieked like a school girl.

"Well,..I couldn't help myself" Lois said indifferently, "Batman is a Superhero."

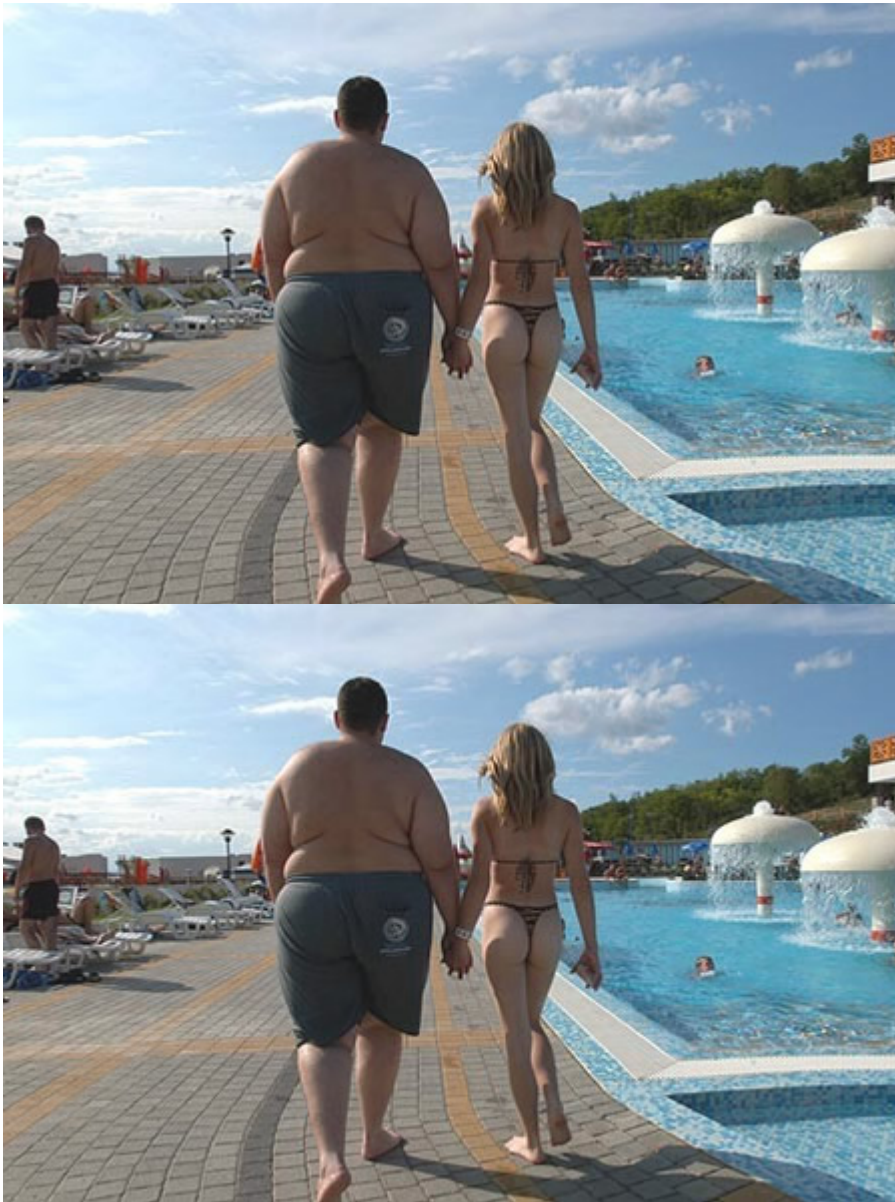
And that's the danger, where do you end and she begins? The reason I wrote Identity Crisis (almost 5 years ago) was exactly this: Men tend to adopt a position of constantly qualifying for a woman's intimacy, and understandably women reinforce this because to puts them in control of the frame and aids in their sexual selection. Most guys willingly make fundamental changes if they believe it will increase their chances of qualifying for a woman's intimacy. Are they genuinely inspired, or are they deductively reasoned changes meant to qualify for her acceptance – A+B= sex?

The real insidious part is that the more deprived a man is of that intimacy, the more he's likely to convince himself that the change is genuine. Whenever I hear a guy or a woman say "we're working on our relationship" or "relationships are a lot of work and compromise", it translates to the man changing or compromising to better fit the woman's ideal. He's being 'fixed', he's broken and he needs to change. It often gets to the point where the guy will believe that there IS something

genuinely wrong with him – it's her reality he must conform to because the feminine reality is the 'proper' reality. The rude awakening comes when she discovers that the man she's fixed her husband to be is the polar opposite of the Man she was attracted to at the start.

Social Matching Theory

September 27, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



How to spot a rich guy

We laugh our asses off at this joke, but why is it funny? It is funny because human beings, like many other higher order animals, have the innate ability to make cognitive comparisons on a subconscious level. The reason it's humorous is because we see an imbalance in a system and make deductive conclusions with regard to individual conditions. This is the basis of the Social Matching Theory.

Social Matching Theory, in essence, is defined as follows: *All things being equal, an individual will tend to be attracted to, and are more likely to pair off with, another individual who is of the same or like degree of physical attractiveness as themselves.*

Just as an aside, this is a well recognized social psychology theory, not something manufactured by Game theorists. However, in a nutshell it outlines the sexual marketplace dynamic, before adding variables like Game, status, provisioning, etc.

This is a naturally occurring commonality among many specific aculturations and societies. The trick to this theory is of course that 'All Things' are rarely equal. However, my point to this isn't to naively

assume that attraction and sexual pairing happen in a vacuum – far from it. It is to illustrate an underlying psycho-biological principle that operates beneath our consciousness that prompts other psychological schemas from an intimately personal (micro) level to the social psychology of an entire (macro) culture.

As I've posted in several forum threads with regard to "Why Women Cheat" or why men are so compelled toward sex with archetypically attractive women, the root of this desire is a psychologically evolved opportunism that is founded on our ability to make and assess these natural comparisons in order to better facilitate our own survival and the survival of our offspring. It has served our species so well over millennia that this natural comparison making capacity has become an autonomous and subconscious aspect of experiencing our environment. We understand that eating a large apple is preferable, from a survival standpoint, to eating the small one. We have a tendency to want what our biologies compel us towards and develop idealizations based on what we think would best satisfy these ends.

As I stated, I understand that attraction and intersexual relations do not happen in a vacuum and there are many (generally predictable) variables that influence this, but Social Matching Theory isn't about the process of attraction or pairing so much as the motivations for selection. I'm often asked about the importance placed on physical appearance, prowess, etc. bearing influence on attraction, and I can speak from my own experience saying yes, it absolutely does. A fat guy is simply not going to attract a Fitness America competitor without some very unique circumstances influencing this attraction. Neither would I support this attraction being based in a qualitative, genuine physical desire for the fat male. It is an imbalance in a system.

All things being equal; socio-economic, intellectual, emotional levels etc. you will have a tendency to attract and be attracted to people of similar physical presence as yourself. This is the root of the psychological schema many men and women apply when they follow the "He/She's out of my league" mentality. They are manifesting this subconscious understanding that the prospects of another person of a more idealized physical presence being attracted to them or pairing with them would be an unlikely match. They self-perceive this imbalance and thus limit themselves to opportunities that have a better likelihood of success in gratifying their need – in this case sex.

Look at the 'Rich Guy' picture again. The woman in this imbalance we might presume is a 'Golddigger'. This too is inspired by an innate understanding of the Social Matching Theory. Why else would an (arguably) attractive woman in comparatively good shape, wearing a thong (indicating sexual availability), be with a morbidly obese male if he didn't possess some other redeeming variable to inspire the match? We see a picture and laugh, and women make the internalized rationalization that she's not genuinely interested in the guy, but is 'in love' with his provisioning means. Superficial? Perhaps, but it still illustrates this comparative instinct we have, particularly when we know nothing about individual circumstance. The possibility does exist that this woman genuinely loves the guy, or is attracted to him, but this isn't our first impression. In fact it takes significant, trained, mental effort to consider the possibility because the Social Matching comparison IS our natural default.

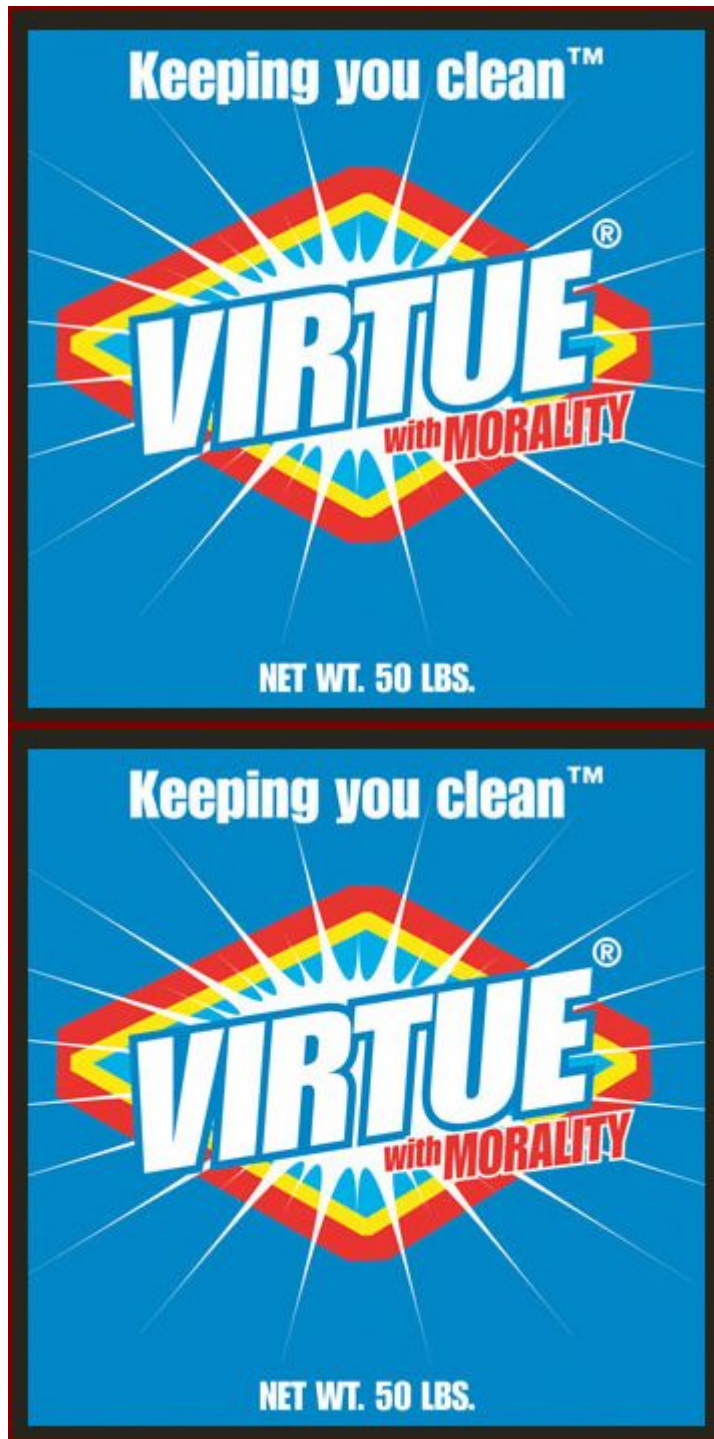
Finally, I should add that the Social Matching Theory is also one of the primary foundations upon which AFCism and ONEitis is based. This natural fear of rejection associated with both of these schema stem from a subconscious understanding of this theory. ONEitis in particular can be traced back to this self-perception of imbalance leading to the "I'll never find a better woman/man than this person" mentality in so much as it represents a limitation of opportunism. In other words, it becomes

preferable for a person to stay and accomodate an otherwise intolerable relationship if that person has internalized the understanding that their relationship represents an imbalance in this Social Matching. Abuse endured from the more idealized mate becomes preferable to rejection from anonymous, less idealized sources of intimacy.

At this point you may be wondering what brought this post to the surface. I recently got into a debate with a self-described feminist who entirely rejected notion that a sexual marketplace should even exist in contemporary human society. It wasn't that she was denying the underlying dynamic of the sexual marketplace, but rather that it was an antiquated and dehumanizing influence in the human condition. Up until this conversation, I'd always taken the idea of a sexual marketplace and sexual market value as applied to individuals as a given. The SMP was a recognized universal framework in which we maneuver – some successfully, others with difficulty. The rejection of this idea, or the desire to alter it sociological, seems absurd to me, even though I would agree that it is a brutal game we play. My counterargument with her was that the SMP is actually more representative of our humanity, in that it's healthier to accept that the way we evolved as a successful species was due to the harsh reality of the SMP. She wouldn't hear it.

Virtue

September 28, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've never had meaningless sex,... I meant to bang every girl I ever did.

Whenever I author a particularly inflammatory post or forum thread that grates on people's ego-invested beliefs, one of the first accusations I expect to have leveled at me are those that echo a shaming appeal to moralism. I can generally identify a pretty important issue if the response to exposing some uncomfortable truth requires questioning my common sense or ethics. On a larger scale, many a *White Knight*, and many an ethics-invested woman will simply default to 'higher self' arguments when confronted with simple observations that challenge what they believe – and what they assume everyone else believes along with them.

People with questions don't frighten me, it's the people without any that scare the hell out of me.

My problem isn't necessarily with principles or morals or ethics in and of themselves, but rather men chumpishly clinging to them when in actuality they really had no other options to give themselves a wider perspective on what they believe.

They make necessity a virtue.

For instance, telling yourself you're remaining (conditionally) celibate in order to hold to some higher ideal is really just trying to prove a negative if you don't really have any valid options to influence your decision in the first place. If you weren't get laid to begin with it seems like prudence to convince yourself and others that it's really by your design. You 'win' by not doing anything.

And it's unassailable. I can't doubt the merit of a guy's convictions when *nothing* is what's required to prove them. I read a lot of guys who question the merits of Game. Some reject it entirely or profess some desire to "*get out of all the game playing*" in order to rationalize their inability to adopt a new, more productive, mindset for themselves. Usually this is accompanied by some qualification as to how they've seen it all, banged their fill of "*low quality women*", and now have developed some higher sense of self – all while implying those still "*in the game*" have not – and are now giving themselves '*permission*' to exit the game by settling down with some girl in blissful monogamy. They've finally grown up and are doing "*the right thing*." It's like all endings to romantic comedies – he's really a bastard with a heart of gold who met the 'right' woman to bring it out in him. For women, this is usually part and parcel of the *Epiphany Phase*, but for men it's the virtue signaling that accompanies his following *The Script*.

Anyone would sound like an idiot for trying to convince you not to be moral – to drop your integrity or demean yourself – but that's the reason appeals to moralism sound good. Being resolute is admirable, but until your virtue is significantly tested they're just excuses that look nice on your sleeve. Guy's who have legitimate harems don't make announcements about how they're renouncing them in favor of ONE *quality woman*. There's no self-convincing, they just do it, without any fanfare or seeking affirmation from others for having done so.

It's been my experience that the guys who are the most vocal about the merits of self-esteem and personal integrity trumping sexual experience are generally the same guys who aren't hooking up with any real frequency anyway. Remember, a sacrifice is only significant when you actually have something relevant to lose.

The points these guys like to make are generally based on common truisms that very few people will argue with – and they know this. We'd all like to think that possessing some basic form of self-control is admirable, particularly in respect to our base impulses, but for as much as we'd like to self-righteously pat ourselves on the back for "*resisting temptation*", the fact remains that yes, we are still motivated by those impulses. I can't think of anyone who'd want to identify with the "*sex driven man*" label – the guys who lets his dick do his thinking – and certainly not as his recognized source of esteem, however, the physical/biological forces that motivates his libido is still very real.

Flowery prose doesn't make a personal anecdote a universal truth. It's interesting that a virtuous *Purple Pill* guy will make a point of personal esteem being a paramount virtue in one paragraph, yet still equate bedding a "*woman of value*" with a sense of victory. He did it the *right* way, right?

It's interesting to me when I hear appeals to righteousness in the form of deriding the experiences of men (sexual or otherwise) by characterizing them as worth less because they supposedly compensate for some inner failing or need for '*personal validation*'. One canard is the presumption that a guy

with many lovers in his past must somehow be banging his harem to impress himself or others. I've honestly never known a guy who didn't enjoy sex for the sake of sex. Considering the difficulty most men encounter in just banging the handful of women they do in the average lifespan, I doubt the few men who actually can enjoy a variety of women do so simply to acquire more accolades from other men for having done so. And that's the utilitarian aspect of moralistic men shaming other men – it's not that men with more access to sex need to validate themselves, it's that moralistic men with less access to sex believe that those men would even care about their opinions enough to be validated.

What's ironic to me is that the same self-righteous appeal to adhere to convenient convictions is actually done for much of the same reasons they accuse other men of – to garner respect and affirmation for doing so.

If you choose to derive your personal value from some esoteric sense of what sex '*should*' mean, more power to you, but I find it's a much healthier position to accept a balance between our carnal natures and our higher aspirations. It's not one or the other. It's OK to want to have sex just for the sake of having sex – it doesn't have to be some source of existential meaning.

It is as equally unhealthy to convince oneself that self-repressions are virtues as it is to think that unfettered indulgences are freedoms. There is a balance.

Duplicity

September 29, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It's endlessly entertaining (and predictable) to see how often women's (and feminized men's) default response to anything they disagree with in regards to gender dynamics is met with a personalization to the contrary. It's always the "not-in-my-case" story about how their personal anecdotal, exceptional experience categorically **proves** a universal opposite. By order of degrees, women have a natural tendency for solipsism – any dynamic is interpreted in terms of how it applies to themselves first, and then the greater whole of humanity.

Men tend to draw upon the larger, rational, more empirical meta-observations whether they agree or not, but a woman will almost universally rely upon her isolated personal experience and cling to it as gospel. If it's true for her, it's true for everyone, and experience and data that contradict her self-estimations? Those have no bearing because 'she's' not like that.

Recently I've been fielding responses generated from my Wait for it? post, courtesy of Susan Walsh and the Hooking Up Smart audience. What started as some really good discourse has kind of

degenerated into the monogamy vs. biology team mentality. There's a lot of good stuff, but after 300+ responses all that just kind of gets buried. However, Susan had a predictable come back to my (misunderstood) premise of the Iron Rule of Tomassi #3:

Are you saying that all women are prepared to bang a stranger at a foam cannon party on Spring Break? Or even that all women would attend a foam cannon party?

Are there any women who are in control of their lives and actions, in your view? It sounds as if you do not allow for that possibility.

One of the great failings of a good debate is casting your perspective in binary terms – and that's what's happening here. This isn't an all or nothing, black or white premise; intelligent people falling back on binary straw-men arguments is usually a sign that they either don't grasp the premise (my fault) or that they really have nothing to back up their own (their fault).

That said, let's put it this way, all women have the potential to bang the hot guy in the foam Cannon party. Whether they have the means, or their personal / physical conditions permit them to carry out the behavior is subject to speculation, but the desire and potential is there under the right circumstances.

Now, the next predictable retort will be, "so you actually believe women are unaware of their own impulses?" I'll save you the time of asking, and just respond with, yes. 'Lives' and 'actions' are often conscious decisions, however, the motivators behind those decisions are not. That's going to seem outrageous to a gender who's psychological imperative is to preserve an appearance of being worthy of long term provisioning at all times, but empirical study and observations will contradict this.

Have a look at the work of Dr. Martie Hasselton here:

<http://www.sscnet.ucla.edu/comm/haselton/papers/>

Pay particular attention to her studies and experiments regarding female ornamentation during periods of ovulation (high fertility) as well as women's subconscious propensity for seeking men displaying Alpha cues during ovulation, and Beta male provisioning preferences during menstruation.

You might also look into the works of Dr. Meredith Chivers:

<http://www.sciencedaily.com/releases/2003/06/030613075252.htm>

In their study, Chivers and Bailey showed erotic films to heterosexual, bisexual and lesbian women while measuring their genital and subjective arousal. They found that women, unlike men, showed the same genital responses to different kinds of erotic stimuli regardless of their sexual orientation, says Bailey. Whether the films depicted two males, two females, or a male and a female engaging in sexual activity, the different groups of women in the study responded similarly.

As I stated previously, hypergamy doesn't afford a woman much waiting time with a Man she sees as superior stock, and women's biology and psychological wiring have evolved to make women extremely adept sexual opportunists. So yes, ALL women have the propensity to want to fuck the hot guy on spring break, and simultaneously maintain the impression (for themselves and others) that they're worthy of long term provisioning potential. Women know their first, best, agency with men is their sexuality. On some level of consciousness they're keenly aware that men's primary interest in them is fucking – everything else is ancillary to sex. The value a woman has beyond the sexual only becomes relevant after she's been sexual.

I can hear the gnashing of feminist, and their male identifiers, teeth at this, but don't take this as some horrible proof of the human condition. The binary response will be to presume I mean women are worthless beyond sex; that is not my premise. What I am illustrating is that there will always be a condition of sexuality between the sexes that influences our dealings with each other.

I'd love to perpetuate the pretty lie that women hold off on sex in order increase their sexual market value to men, but the overwhelming meta-consensus as reported by men online is there are far too many "good girls" who'll knowingly string along patient, dependable (not necessarily beta) men because "she wanted them to like her for more than that" only to fuck a high SMV Alpha the first night she met him. Opportunism is a universal human drive, but it manifests itself differently in each gender as fits their imperatives.

Self-Shots NSFW.

Have a look here at the sheer volume and frequency with which average women will voluntarily become sexual here. This is just one collection, there are countless millions more. Remember, no one is coercing these girls to take nude and semi-nude pics of themselves in a bathroom mirror – they *want* to do this. Are they all sluts? How many of these women have uttered the words "I want to wait so I know you want me for more than sex?" How many of these women would make great wives in 5-10 years? How many of these women are already (or have been) wife material? How many of these women are thought of as the sweet natured "good girl"? How many guys have considered these girls "Quality Women"? We can look at them with their clothes off and declare them sluts, but would you know the difference if you saw her in church?

Most women are literally oblivious to the underlying motivations of their sexual selections / attractions. Evolution has largely selected-for human females with a capacity to form psychological schemas that preserve an ego-investment that would otherwise afflict them with debilitating anxiety, guilt, and the stresses that result from being continuously, consciously aware of their own behavioral incongruities. Evolution selects-for solipsistic women who are blissfully unaware of their solipsism. Hypergamy necessitates solipsism.

The Nice Guy – Jerk Spectrum

September 30, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I know, I know, Nice Guy vs. Jerk has been done into the ground many times, but I just did a consult with a young man about this and I thought you all might like to read my take on it. I think one of the easiest targets for Game hate is the terminology. It's far too easy to apply subjective definitions to archetypes like 'Nice Guy' or 'Jerk'. The standard binary response is usually, "So, I gotta be a complete asshole all the time or girls won't be attracted to me? Screw that man, I'm not into game playin'"

You can sift back through any number of forum pages of advice I've offered and read me over and over again telling young men to "get in touch with their inner A-Hole." In any of my posts, never do I state to in fact become an A-Hole. The two most common questions I get asked advice for is "Why do girls love Jerks so much?" and the "How do I get out of the friend-zone?" line. Both of these illustrate different ends of a spectrum. Try to think of it this way: On one end of the spectrum you have the consummate Jerk – he's obnoxious, an A-Hole, borders on abusiveness, but women flock to the guy in droves. On the opposite end of the scale we have the ultimate Nice Guy who does and embodies everything any girl has ever told him he needs to become in order to achieve their intimacy and has internalized this doormat conditioning into his own personality. This is the guy who'll spend countless hours on the phone being 'friends' with a girl or spend fortunes on gifts for her in order to buy her approval.

I think it's important to look at the roots of the terms "*Jerk*" and "*Nice Guy*." Lets not forget these characterizations exist because **women** gave them these names and classifications based on their own common evaluations. Women defined these terms, guys simply made the association with them. We tend to see these as parodies or caricatures now; abusive wife-beating Jerk or doormat Nice Guy. These are two extreme ends of the spectrum and when considering them after candid assessments, the mistake becomes falling into a binary all-or-nothing interpretation.

"So I haffta be more of a Jerk then?..well, I'm just not like that." says the AFC frustrated at what seems like women's duplicity of words and actions, but this misses the point. The problem is that if you think of a center point between that Jerk and Nice Guy spectrum, most guys lean towards (if not half way over to) the Nice Guy. That's the "get in touch with your feminine side, believe women's words instead of actions" default for the vast majority of men. This is what women are used to because it is so common, and women only encourage it because it suits their gender's imperative best.

The real extreme Jerk is as rare as the real extreme Nice Guy, so it's necessary to look at things by order of degrees in this respect. Most men are Betas. They opt for the nice, accommodating, supplicating side of this spectrum. For the majority, they've been socially conditioned to suppress any masculine impulse in favor of accommodating and identifying with women's imperatives (or at least what they're led to understand as their imperatives) at the risk of intimate rejection. It's exactly this mindset, this Beta male default to the 'Nice' end of the spectrum that 85% of guys subscribe to, that makes the guy who leans into the 'Jerk' end of the spectrum attractive.

Yes, confidence and indifference are Alpha traits, but in a world awash in Nice Guys ready to buy a hot girl a drink, it's the guy who '*couldn't give a shit*' who she marks as sexual potential. It's just this conditioning over the last 50+ or so years that makes the Nice side of the spectrum the default. That doesn't mean all Nice Guys are pathetic symps without a spine and groveling at the feet of any ONEitis they happen to attach themselves to. But it is to say that, by comparison, and because the overwhelming tendency to "go nice" is the standard, the guy who leans just marginally to the Jerk side of the spectrum becomes notable and attractive simply by dissociation.

He's attractive on two levels, the first being the rudimentary Alpha, biological level for a guy who's decisive, in control, confident and has an attitude of caring less about her, since he realizes (to some degree) his value as a commodity that comes from his having options. The second is that the Jerk-leaning guy is a *Purple Cow* in a field of bland, colorless Nice Cows. He's notable, and this too, makes him a male worthy of female competition, which then reinforces his sense of having options. He's not an abuser, he's not a manipulator per se, but he tends to put himself before and above (if just

slightly) the women who are attracted to him.

Now the irony of all this is that the AFC thinks that this situation is in reverse. He believes that Nice Guys are the anomaly in a sea of Jerks. Of course he believes this because it's all his female-friends talk about; their "Jerk BFs", and how Nice they are for being good listeners. So his self-image gets validated and he believes he's unique and valuable for being "not-like-other-guys" and his patience and sensitivity will eventually pay off – which it very well could once the object of his obsession has had her fun (and possibly bred) with the Bad Boy.

A new world Jerk order.

Another criticism leveled at Game is a fear that nominally Nice Guys will take this lesson to heart and become intolerable assholes. The fear is a new generation of arrogant pricks '*not being themselves*' all in order to hook up. I understand the fear of a mass of men radically leaning their personalities towards the Jerk end of the spectrum as prompted by the PUA or MRA communities. Let me be the first to say those fears are unfounded. Guys don't search out the community, blogs or forums because they're getting too much pussy from being archetypically 'nice'. In fact the observation that more, shall we say, "self-centered" Men seem to be getting laid most consistently is so prevalent that there's an entire section dedicated to it on the main SoSuave page, leads me to believe that a sudden paradigm shift to Jerk-ness isn't remotely the threat that anyone should fear. Nice Guys, by definition, have a real tough time effectively pulling off acting like a Jerk, much less genuinely converting their personality's to that of a Jerk.

Most men WOULD prefer to inch towards the jerk end of the spectrum, if at all, and assuming they come to believing things aren't as they previously believed. The more common mindset for beta males is to expect that women should appreciate them for being the 'nice', dependable, self-sacrificing guy that every woman since his mother has told him he should be. It's far easier to believe that the world should change for you than to accept the truth that you need to improve yourself to get the things you want. It's the lazy man's path to disqualify or cheapen things that he desperately wants, but lacks the motivation to change himself to get. So the hot, 'quality' girl he wanted before, becomes the 'trashy club slut' after she rejects him. The real quality girl should love/desire him unconditionally, "for who he is" rather than force him into improving himself, which in this instance means he ought to become the caricatured Jerk archetype he's been taught to hate. Most people resist becoming what they hate, even if it's a change for the better.

We ought to worry less about social implications of converting nice guys into jerks than making them self-aware to begin with. The risk of creating a bona fide Jerk in an effort is a decent trade off.

War Brides

October 3, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Reader Nas had an interesting question regarding female duplicity:

“Evolution has largely selected-for human females with a capacity to form psychological schemas that preserve an ego-investment that would otherwise afflict them with debilitating anxiety, guilt, and the stresses that result from being continuously, consciously aware of their own behavioral incongruities. Evolution selects-for solipsistic women who are blissfully unaware of their solipsism.”

Can you please expand on this Rollo? I find it fascinating.

OK, baton down the hatches, we're heading for dangerous waters. What I'm getting at here is suggesting that women's propensity for solipsism is a psychologically evolved mechanism. In other words, it helped women to cope with the harsh realities of the past, to develop a more focused sense of self-interest. To really grasp this you need to understand women's brain function and chemistry. I'm not going to get too detailed in this, but suffice it to say numerous studies show that a female brain is hard-wired for emotional response and communication on a more complex level than men. I think this is pretty much an established point for my readers, but if you disagree, well that's going to have to be the topic of another post.

Given the harsh realities that women had to endure since the paleolithic era, it served them better to psychologically evolve a sense of self that was more resilient to the brutal changes she could expect to be subjected to. Consider the emotional investment a woman needs to put into mothering a child that could be taken away or killed at a moment's notice. Anxiety, fear, guilt, insecurity are all very debilitating emotions, however it's women's innate psychology that makes them more durable to these stresses. Statistically, men have far greater difficulty in coping with psychological trauma (think PTSD) than women. Why should that be?

On the face of it you may think that men's better ability to rationally remove themselves from the emotional would make them better at coping with psychological trauma, but the reverse is actually the case. Women seem to have a better ability to accept emotional sacrifice and move on, either ignoring those stresses or blocking them entirely from their conscious awareness. Women possessing a more pronounced empathic capacity undoubtedly served our species in nurturing young and understanding tribal social dynamics, however it was also a liability with regards to a hostile change in her environment. Stockholm Syndrome is far more pronounced in female captives (the story of Jaycee Dugard comes to mind), why should that be? Because women's peripheral environment dictated the need to develop psychological mechanisms to help them survive. It was the women who could make that emotional disconnect when the circumstances necessitated it who survived and lived to breed when their tribe was decimated by a superior force. This is also known as the War Bride dynamic; women develop an empathy with their conquerors by necessity.

Men are the disposable sex, women, the preserved sex. Men would simply die in favor of a superior aggressor, but women would be reserved for breeding. So it served a feminine imperative to evolve an ability to cut former emotional ties more readily (in favor of her new captor) and focus on a more self-important psychology – solipsism.

Now, here is where I'll step off the diving board and into the theoretical. It's my purview that a lot of what men would complain are duplicitous acts of indifference towards them are really rooted in this innate feminine solipsism. That's a bold statement, I realize, but I'd argue that what men take for inconsiderate indifference in a break up or in ruthless shit tests is really a woman tapping into this innate, self-preserving solipsism. Combine hypergamy with the chronically hostile environments of the past and you end up with a modern day feminine solipsism. Add to this an acculturated sense of female entitlement, social conventions that excuse this 'duplicity', and a constant misdirection of intent by women themselves, and you come to where we are now. As if that weren't enough, throw in the element of hypergamy and the countdown in terms of fertility and long term provisioning that a woman must deal with before hitting the imminent Wall, and now you have a fuller picture of the conditions and stresses that necessitate this solipsistic nature.

Ever wonder why it is a woman can 'get over you' so quickly after a break up from a relationship you'd thought was rock solid for so long? Ever wonder why she returns to the abusive boyfriend she hopes will change for her? Look no further than feminine solipsism.

After reading all of this I can understand if anyone thinks this is a very nihilistic observation. Let me be clear, this dynamic is real by order of degrees for individual women. A woman's conditions may be such that she's never needed to tap into this reserve. Also, we are dealing with subconscious elements of her personality here, so it would come as no surprise that feminine solipsism wouldn't be cognitive for most women – thus offensive and denied. I'm not asking that anyone accept this idea as gospel, just that the dots do connect very predictably.

Women & Sex

October 4, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

“Booty is so strong that there are dudes willing to blow themselves up for the highly unlikely possibility of booty in an other dimension. There are no chicks willing to blow themselves up for a penis.”

– Joe Rogan

One of the single most annoying tropes I read / hear from men (more so than women) is the “Women are just as / more sexual than men” canard. Nothing stops me in my tracks more abruptly than reading this line parroted back in some form by a self-effacing white knight trying to convince himself, hope against hope, that it could be true. This is a VERY effective feminine social convention, even internalized and spouted back by the likes of more than a few infamous PUAs. This fantasy belongs among the higher order social convention myths like the [Myth of Sexual Peak](#). Just a rudimentary knowledge of female biology is all that’s needed to deconstruct the myth.

| Women are more sexual than men, but they are repressed due to a lack of “trust”.

Patently false. A healthy male produces between 12 to 17 times the amount of testosterone a woman does. It is a biological impossibility for a woman to want sex as much as, or as often as men. Trust me, when a woman says, “I don’t understand why sex is so important to guys” she’s speaking the literal truth. No woman will ever experience 17 times the amount of her own testosterone levels (barring steroids). Amongst its many other effects, testosterone is *the* primary hormone involved with stimulating human libido. I should also add that, on average, and barring environmental variables, a mans testosterone only declines 1% per year beyond age 40, so even at age 60 the average, healthy male is only dealing with an average 20% deficit in testosterone.

Critics of this observation like to argue that, for female sexual response and arousal, testosterone isn’t the only factor to consider. To which I’ll agree, however it is the PRIMARY factor in sexual response. A woman cannot possibly understand what 12 to 17 times their present amount of testosterone could feel like without steroid use. In fact the first effect female bodybuilders report when cycling anabolic steroids is a 100 fold increase in sexual interest and libido. So in terms of natural female hormonal / biochemical response **there is no unaltered way a woman could ever make an accurate comparison to what a man’s baseline libido is** in relation to her own. Women’s sexual desire is also cyclical. Even at the peak of her ovulatory cycle, when she’s at her horniest, she’ll never experience what men do 24 hours a day. This is the root of the myth, and the source of the social convention.

Other critics would erroneously argue that estrogen plays a part in female sexual arousal. They’d be wrong.

Estrogen does ‘control’ libido – **for men:** [Estrogen](#) Have a look at the Functions section here. And while you’re at it you may want to have a look at [Testosterone](#); and in particular this:

| Like men, women rely on testosterone to maintain libido, bone density and muscle mass throughout their lives. In men, estrogens simply lower testosterone, decrease muscle mass, stunt growth in teenagers, introduce gynecomastia, increase feminine characteristics, and decrease susceptibility to prostate cancer. **Sexual desire is dependent on androgen levels rather than estrogen levels.**

I also understand that female sexuality functions differently than male sexuality, but this only reinforces my point. Women's sexuality is cyclic, not only on a monthly schedule, but also over periods of a lifetime (menopause, and peak fertility for instance). There are periods over a month and a lifetime where sexual desire waxes and wanes, (healthy) men's stays relatively constant from puberty to about age 40. Women are slower to arouse, they tend to need more than just visual stimulation, and there is definitely a psychological element (they need a fantasy) necessary. Men only need visual stimulation and minimal feedback to get aroused (i.e. porn).

It should come as no shock that post-menopausal hormone therapies use testosterone to boost women's flagging libidos too. When women are at the peaks of their ovulatory cycles, low and behold they experience a sharp spike in testosterone levels in order to facilitate pregnancy and then it gets flushed out during menstruation. You can debate about how best to get a woman's testosterone flowing, but it's testosterone that's needed to prompt a sexual response.

Now the real question is, why would such a popular myth be such a useful social convention? Think about it. It sexualizes women, while not making them outright sluts. They can avoid the stigma of promiscuity while presenting the fantasy that they are secretly "more sexual" than they are "allowed" to be, if only they could meet a man skilled enough to bring this out in them. It's a sexual selection convention. The fantasy is that women are really these wolves in sheep's clothing for the right guy. To an extent this is true. Studies do indicate that women in their peak fertility window do in fact aggressively seek out Alpha males for conventional sexual encounters. However, again, the root of this social convention is in the presumption that "women are just as sexual as men", which is simply not the case considering the conditionality of the female sexual response.

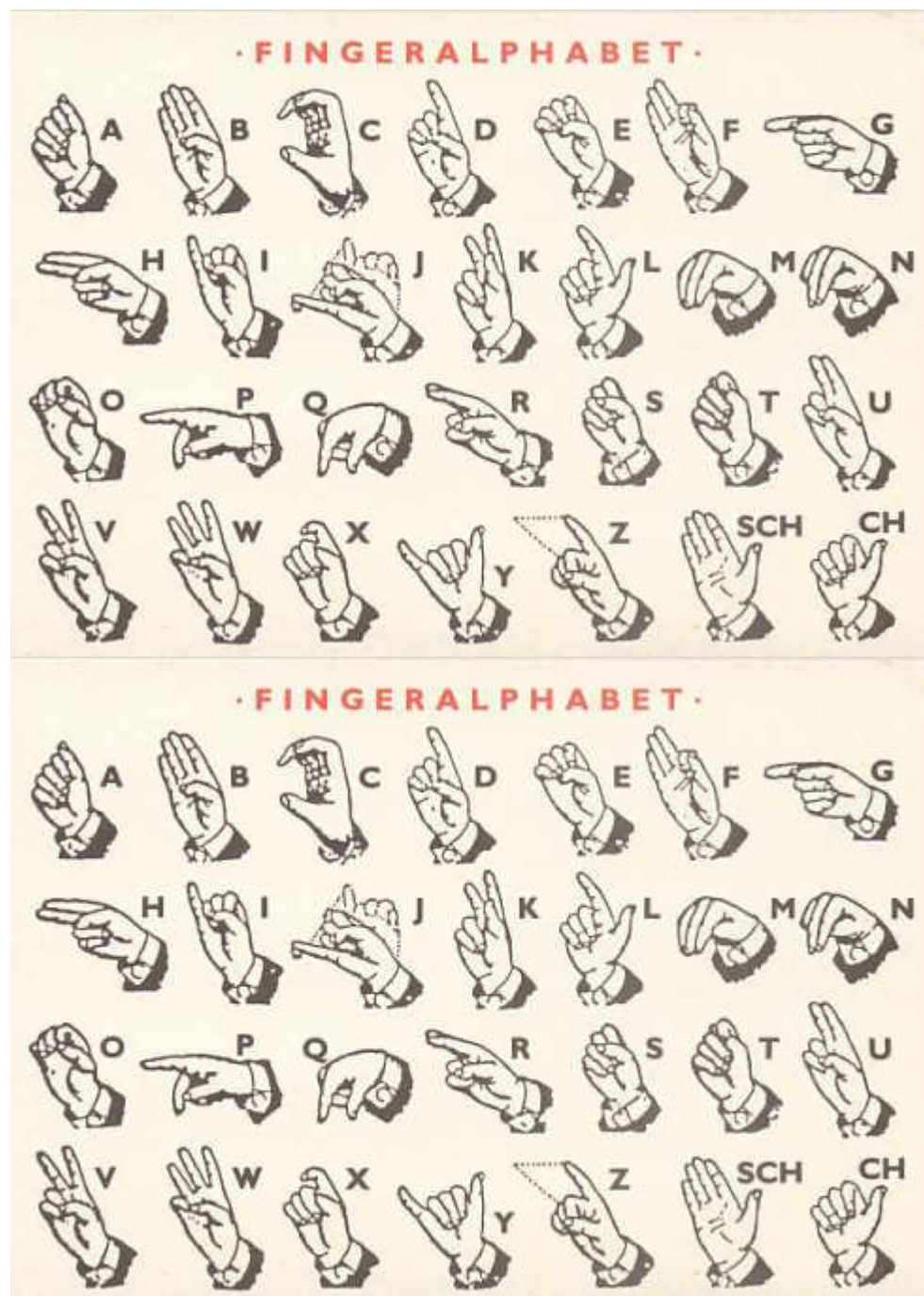
No self-interested Man is ever going to be encouraged to refute the idea that women are equally preoccupied with, equally aroused as, or equally desirous of sex as men are. We love the fantasy that women are secretly yearning for sex with us, if only society were more open and accepting of feminine sexuality. Yet, in the same breath we'll hear about how slutty and aggressive women have become in the fall of western society by the same guys. It's ironic, but it gives guys hope that if they can find the secret formula to unleashing the sexual beast within every woman he'll find this insatiable she-devil to pair off with monogamously. If women *were* men's sexual equals, why would they not be given to the same drives that conflict with monogamy? Imagine a world where women are as horny as men. Think of a gay bath house and you might have a workable model.

Women of course love to encourage and reinforce this social convention because it sounds like empowerment in the face of patriarchal sexual oppression (yes, we'd be **more** sexual if you'd only allow us to you evil men), while at the same time tacitly acknowledging that it turns men into white knight sympathizers of the cause (i.e. feminine entitlement and primacy).

The point of my starting this topic wasn't to debate whether or not women are sexual at all – obviously they are – however it was my intent to draw attention to the canard that women (and their would-be male identifiers) would like everyone to believe, "women are just as / more sexual than men". No woman can make a realistic assessment about that unless she's had 12 -17 times her natural testosterone levels increased and lived in a man's biological condition. Just on the face of it the assertion is silly, but as I said, for women it's empowering to think that women are "just as sexual" as men. And female-identifiers are all too happy to reinforce that meme because it offers them the hope of getting laid with one of these 'sexually repressed' women.

Dijo sin hablando

October 5, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Dijo sin hablando – Told without speaking.

Communicate with your behavior. Never overtly tell a woman anything. Allow her to come to the conclusions you intend. Her imagination is the best tool in your Game toolbox. Learn how to use it.

This is the single greatest failing of average frustrated chumps: they vomit out everything about themselves, divulging the full truth of themselves to women in the mistaken belief that women desire that truth as a basis for qualifying for their intimacy or enduring commitment. Learn this now:

Women NEVER want full disclosure.

Nothing is more self-satisfying for a woman than to think she's figured a Man out based solely on her mythical feminine intuition (i.e. imagination). When you blurt out your 'feelings' or overtly make

known your optionless status, regardless of the context or the nobility of your intent, all you do is deny her this satisfaction. And like an easily distracted child she discards you for another, more entertaining, toy that holds some kind of mystery or puzzle for her figure out.

Always remember, women care less about the content of what's being communicated and more about the context (the how) of what's being communicated. Never buy the lie that good communication is the key to a good relationship with out considering how and what you communicate. Women are naturally solipsistic. Your 'feelings' aren't important to her until you **make** them important to her.

Despite what any pop-psychologist has ingrained into you, communication is NOT the key to success in an LTR. It's what and how it's communicated that is. It seems counterintuitive to deliberately withhold information that you think would solve whatever problem you have. Every touchy-feely therapist will tell you to open up and express yourself, but all that leads to is the negotiation of desire and the disingenuous obligations based on those terms. You cannot 'tell' women anything, they must be **led** to your conclusion and be made to think that they are the ones coming to it with their own devices – preferably by way of her imagined feminine intuition. How you effect this is subject to your own situation with your LTR or your prospective woman, but understand that internalizing the idea that she can be made to understand your perspective indirectly is the first step in 'real' communication. Indirect communication is the foundation of effective Game.

Dijo sin hablando – Told without speaking.

Shacking Up

October 6, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Iron Rule of Tomassi #4

NEVER under any circumstance live with a woman you aren't married to or are not planning to marry in within 6 months.

You are utterly powerless in this situation. NEVER buy a home with a girlfriend, NEVER sign a rental lease with a girlfriend. NEVER agree to move into her home and absolutely NEVER move a woman into your own established living arrangement. I'm adamantly opposed to the "shacking up" dynamic, it is a trap that far too many men allow themselves to fall into. My fervor against this isn't based on some moral issue, it is simple pragmatism. If you live with a woman you may as well be married because upon doing so every liability and accountability of marriage is then in effect. You not only lose any freedom of anonymity, you commit to, legally, being responsible for the continuation of your living arrangements regardless of how your relationship decays.

I should also emphasize the point that when you commit (and it is a financial commitment) to cohabiting with a GF you will notice a marked decrease in her sexual availability and desire. The single most common complaint related to me in regards to how to reignite a woman's desire comes as the result of the guy having moved into a living arrangement with his LTR. All of that competitive anxiety and it's resulting sexual tension that made your single sex life so great is removed from her shoulders and she can comfortably relax in the knowledge that she is your ONLY source of sexual intimacy. Putting your name on that lease with her (even if it's just your name) is akin to signing an insurance policy for her –

"I the undersigned promise not to fuck any woman but this girl for a one year term."

She thinks, "if he wasn't serious about me, he wouldn't have signed the lease." Now all of that impetus and energy that made having marathon sex with you an outright necessity is relaxed. She controls the frame and she's got it in writing that it is for at least a year.

Just don't do it. Relationships last best when you spin more plates or at the very least keep each other at arm's distance.

There was a time when the hip, counter-culture thing to do was flip the establishment the bird and

cohabit with a girlfriend, sans the marriage contract. In the swinging post-sexual-revolution 70's, feminism was more than happy to encourage the idea until it ran into the problem of making men financially accountable for all the "free milk" the cows were giving away. However, that notwithstanding, there's still a kind of a lingering after effect feeling about "living together" that seems like a good idea to guys to this day.

Of all the reasonable excuses I've heard for men wanting to cohabit with their girlfriends, the most common is that they did so for financial reasons. He (or she) needed a roommate and why not one that they enjoy fucking? That's the cover story, but underneath it there's the semiconscious understanding that it would be far more convenient to have a continuous flow of pussy as part of the utilities, uninterrupted by the formalities of having to go on dates or drive somewhere to get it. I can't say that, on the surface, this doesn't make perfect sense. Leave it a man to find the most pragmatic solution to his problem. However, as with most things woman, what seems like the most deductive solution is often a cleverly disguised trap.

Shacking up, just as in marriage, affords a woman a reasonable sense of comfort. It becomes at least a marginal shelter from the competition anxiety that she had to endure while living on her own and dating a guy who still had at least the perceived option to be unpredictable. Not so in the quasi-marriage that living together dictates. And it's just this sense of predictability that allows her to relax into familiarity, and later, into dictating the terms of her own intimacy. In other words, she's in the perfect position to ration her sexuality; to negotiate the terms of her desire in exchange for a living arrangement.

By the same reasoning, most AFCs view cohabiting as an ideal arrangement. Few of them really have the real options, much less the will to experiment exercising them, to see shacking up as anything but a great way of exiting the SMP, limiting potential rejection, and locking down a consistent supply of pussy. Men who are spinning plates, men with options, men with ambition, rarely see cohabiting as anything but a limiting hinderance on their lives. On some level of consciousness women understand this dynamic; guys with options (the Alphas they'd prefer) wouldn't consider cohabitation. So when a man agrees to, or suggests living together it impresses her with two things – either he's an Alpha who she's won over so completely that he's ready to commit to exclusivity with her, or he's a beta with no better propositions than to settle into living with what he believes is his 'sure thing'. What's jarring for a woman is that she may start her living arrangement thinking she's found the elusive Alpha ready to commit, only to later find he was just a clever beta who reverts back into his former, comfortable, AFC self after they sign the lease agreement.

Now all that said, what makes more sense? To live independently and enjoy the options to live unhindered with a live-in girlfriend, or move her in and have to deal with her every waking moment? Moving in with a woman implies commitment, and whenever you commit to anything you lose your two most valuable resources, options and the ability to maneuver.

Would you leave if she got fat?

October 7, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Tony Romo would.

It appears that the topic du jour in the community this week has been, (how shall I state this?) women of “larger girth” and their oddly commensurate attitudes of entitlement, due to the the ‘love thyself’ body image apologists making their mark on popular culture.

I generally go into great detail on a lot of my posts about the conditions for intimacy women place on men. Roissy codified this as the “436 bullet point checklist”, but I just tend to distill women’s list of stated criteria a man needs to meet in order to be acceptable for her intimacy. He’s got to be attractive, tall, well employed or the potential to be so, he must have status (some call it power), be caring, sensitive, humorous, educated, not overbearing, decisive, confident, a good listener,...etc., etc. and the list goes on and on.

However, rarely do I have the chance to explain men’s one condition for intimacy – physical attraction. She’s GOT to be hot. Guys rarely start thread topics seeking advice in order to hook up with HB 2s or 3s – they post about HB 7s to 9s.<sup>[L T L]
[SEP SEP]</sup> That said, a Man’s one condition should be pretty important as well as effect the highest standard he’s capable of attaining. Not accounting for Game, men’s individual ability to attract women is based on a number of criteria (including his own appearance) and respective of his own physical conditions – in other words, fat guys are going to be limited in their ability to attract exceptionally fit women, and those that do so by meeting women’s other conditions for intimacy (most commonly wealth) will still be hindered in their ability to maintain a woman’s continuous interest level, genuine desire, arousal and passion.

The same situation holds true for women only there is a much higher standard for maintaining her physical attraction. His one condition for intimacy is that she remain attractive and to a greater degree, sexually available to him. In order to circumvent this women for centuries have maintained a complex social dynamic that makes his one condition his greatest fault. Thus we hear how ‘shallow’ he is for not seeing her ‘inner beauty’. We are scolded for being ‘superficial’ and ridiculed as being unevolved troglodytes for those men with still enough testosterone to overtly say they’re looking for the most attractive woman they can get.

“It’s what’s on the inside that counts”, or “Beauty is only skin deep” has been the Disney mantra of westernized romanticism and ‘courtly love’ since the Renaissance. And why not? It works in a woman’s biological favor to breed with the male gifted with not only the best genes, but also the best ability to provide for her security and that of her offspring. What better social dictum than one that shames him for recognizing his one condition for intimacy while simultaneously giving her the advantage of better selection when she doesn’t measure up to what his standards would biologically be his preference? Human beings have many social practices that have the latent purpose of thwarting our evolved, biological best interests; this is one of them.<sup>[L T L]
[SEP SEP]</sup>

Just as a side note here, I should point out that the two most common reasons cited for divorce in western culture are sex and money, and in that order. Men most commonly complain that their wives are no longer in the shape that they were when they met and women generally complain of reasons relating to his ambition and economic status.

Every married man I’ve known has always expressed feelings that his wife isn’t as sexually available – in frequency or intensity (i.e. passion/desire) in comparison to when they first encountered each other. Generally this is due to her “letting herself go” after marriage or childbirth and she no longer ‘feels sexy’ so sex becomes less important to her or worse still, it takes the status of becoming another ‘household chore’ to add to her list. This then becomes a vicious cycle; she’s let herself go, sex decreases in importance to her and she makes little attempt to, or has no time to take care of herself physically as she did in her youth when she had a prime motivation to maintain herself in peak physical shape (or as close as she could). Add to this the psycho-social dynamic that stresses that men ought not to be so concerned with the physical or place such importance upon sex, and goes as far as to shame him as a ‘deviant’ if he is unwilling to internalize and accept this. Her lack of desire is characterized as *HIS* problem.<sup>[L T L]
[SEP SEP]</sup>

He of course feels cheated and goes through the frustrating internal turmoil of dealing with a social dynamic that tells him he’s ‘bad’ for recognizing his wife is no longer the woman he married. This is the ‘bait & switch’. Her sex drive and physical condition is more than acceptable during courtship and pre-marital relations, but after the marriage he feels he got a raw deal and is powerless to even mention that she ought to take better care of herself for fear of driving that psychological wedge between them that the dynamic of ‘loving her for what she is and not her physical form’ dictates. Essentially he is stripped of his one condition for intimacy while her conditions remain and are even more pronounced in light of the responsibilities he assumes in marriage or an LTR.

How important does the role of attraction play in a relationship? The funniest thing is you can apply the same idea to women with regards to a man's level of success. If a guy cheats on his girlfriend or wife after she 'lets herself go' and puts on 20 extra pounds he's called 'shallow', yet if a woman, hypergamously, leaves a guy who's out of work and/or lacks a certain level of ambition she's just 'being prudent'. That said, the definition of what is 'shallow' is generally defined by women. It's a man's biological imperative to mate with as many fit and attractive females, while it's a woman's imperative to choose the male who is best capable of providing her with security and by default to ultimately share in parental investment. But, feminized (not feminist) society calls a man shallow and a woman wise for accepting the roles nature has dealt for them. So it's my advice that we stop accepting this epithet of 'shallow' as some kind of punishment for simply being a man.

In terms of life investments and capitalizing upon opportunity and ambition, men have FAR too much on the line in the long term NOT to be concerned with demanding the highest standard from a woman for an investment that goes beyond anything she could hope to genuinely appreciate or match by other means. It's really up to you to make the judgement call, but by no means should you allow accusations of superficiality influence your decisions in which woman you 'should' find attractive. As a Man, you are well within your rights to expect a maintained physique from a woman, considering the far greater sacrifices she expects from you. Would you leave her if she got fat? Damn right you would. Would she leave you if you went beta-listless-unemployed-alcoholic? Damn right she would.

Compensation

October 11, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the higher orders of physical standards women hold for men is height. There are countless threads in the community that address this, but I think that for the better part it's not difficult to observe this in the 'real world'. I should also add that this is one characteristic that is central to the Social Matching Theory in that human's are sensitive to asymmetrics and imbalances.

Now, before I get told in so many ways that this isn't always the case or the "not all girls are like that" exceptions to the rule, let me start by saying that this isn't the point of this thread. I don't want to debate the logistics of why women prefer a taller mate or the tendency for like to attract like in this respect. No, what I'm on about is really the root of the infamous "short man's disease." That's right, you know who I'm talking about; the ultimate in compensation for inferiority, the dreaded 'short man's disease.' You know the guy. About 5' 6", pounding out the weight on the bench press. Bad ass attitude, hangs with the bigger guys (which is pretty much all of them) and throws his ego around. What a tool, right?

But if you think this is only limited to short men (or women), you're making a mistake. You see, in so many ways we all compensate for deficiencies. I recently read a thread on another "non-

community” forum that saw fit to start a topic asking why men lie and it got me to thinking why any of us lie, man or woman. I’ve also been fielding a lot of questions regarding issues we kind of take for granted after having discussed them to death in the manosphere; one of those being the nature of personality and one’s ability to change their own or have it changed by circumstance, or often both. I think it’s a tragic miscalculation on our part to think of personality as static, unchangeable or to question the ingenuousness of that change, but more tragic is the doubting ourselves for that change. One simple truism that a lot of people love to use as their convenient escape clause is the JBY (just be yourself) notion. This of course is just what ones says as advice when they really don’t know what else to say. Given that though, what is it that makes a personality shift ‘genuine’. Any number of us probably know an individual who began acting differently at some point in their life. This can be the result of some kind of tragedy or trauma (think PTSD) or it can be that the individual felt a need to change their fundamental way of thinking and made the change of their own accord. Usually in these cases we think of them as posers or try-hards, trying to be something they’re not. They reflect this change in their appearance, their regular practices, their friends or the people they associate with, attitudes, behaviors etc. And this is what’s jarring for people who knew their prior personality.

From the 48 Laws of Power:

Law 17: Keep Others in Suspended Terror: Cultivate an Air of Unpredictability

Humans are creatures of habit with an insatiable need to see familiarity in other people’s actions. Your predictability gives them a sense of control. Turn the tables: Be deliberately unpredictable. Behavior that seems to have no consistency or purpose will keep them off-balance, and they will wear themselves out trying to explain your moves. Taken to an extreme, this strategy can intimidate and terrorize.

What makes us doubt the sincerity of a personal change is what’s at issue. If their change is something we agree with or generally think of as positive, we are less inclined to doubt the ingenuousness of this change. But when their change conflicts with our own interests, when it dramatically clashes with what we’ve come to expect of that individual, this is where we doubt their sincerity. We say “dude, stop trying to be something you’re not”, we tear it down, we fall back on JBY platitudes because it clashes with our interpretations. And in this doubt, we fish for reasons as to why a person would want that change; essentially, what are they compensating for? It may be funny to presume someone driving a monster truck down the highway is making up for a small penis, but the root of that ‘compensating’ is what makes us feel uncomfortable in our own internal compensating.

It’s a difficult enough task for an individual to critically assess their own personality, and even more so to effect a change in it, but the final insult is to have other’s doubt the veracity of it. What others fail to see is that at some point in the development of their own personalities, they themselves had to compensate for deficiencies, discontentments and prompts to grow and mature. This is a gigantic hurdle for most AFCs wanting to transition to being something more. On SoSuave we’ve always called that being a DJ (Don Juan), but that doesn’t encompass the entirety of maturing. I like the term positive masculinity, but the crux of all that is the ingenuousness of the actual change. Why are you changing?

There is a saying that AFCs are like a bunch of crabs in a barrel. As soon as one is about to climb out there are always half a dozen ready to pull him back in again. Add to this a self-doubt from societal conditionings that tell him to stay the same, not to aspire to more, he’s doing it right, and it’s amazing

that any AFC becomes a DJ. This has been termed the ‘Societal Cockblock’; they tell him he’s compensating, and in a way they’re right, but for the wrong reason. PUA skills, DJ psychology, Positive Masculinity are all compensations for deficiencies. They go beyond behavior modification – that’s the easy answer. PUAs teach a set of behaviors and scripts to be aped in order to mask a deficit. These are easy pickings for the JBY apologists because they are actions that generally don’t match a person’s prior personality. They’re not “really” like that, so they’re posers, or worse, they’ve been duped by guys hawking the PUA brand of self-help tools. What they don’t see is the genuine desire to change and the reasons for it.

When we compensate, we improvise, we fake it till we make it; but who determines when we’ve stopped faking it? We do. I read all kinds of articles doubting the realized capacity a person has to adopt ‘natural Game’ into their personality. It’s an internalization process for sure, but there has to come a point of transition where a Man’s default response IS his Game response. That’s who he IS now.

Frame

October 12, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Iron Rule of Tomassi #1

Frame is everything. Always be aware of the subconscious balance of whose frame in which you are operating. Always control the Frame, but resist giving the impression that you are.

The concept of “frame” is yet another ephemeral idea that had need of a term in the very beginnings of the great masculine awakening that’s become the ‘community’. If memory serves I think it may have been Mystery who first picked up on what’s really a very rudimentary and well established psychological principle. In psych terms, frame is an often subconscious, mutually acknowledged personal narrative under which auspices people will be influenced. One’s capacity for personal decisions, choices for well-being, emotional investments, religious beliefs and political persuasions (amongst many others) are all influenced and biased by the psychological narrative ‘framework’

under which we are most apt to accept as normalcy.

The concept of frame covers a lot of aspects of our daily lives, some of which we're painfully aware of, others we are not, but nonetheless we are passively influenced by frame. What concerns us in terms of inter-gender relations however is the way in which frame sets the environment, the ambience, and the 'reality' in which we relate with both the woman we sarge at a bar and the relationship with the woman we've lived with for 20 years. One important fact to consider, before I launch into too much detail, is to understand that **frame is NOT power**. The act of controlling the frame may be an exercise in power for some, but let me be clear from the start that the concept of frame is who's 'reality' in which you choose to operate in relation to a woman. Both gender's internalized concept of frame is influenced by our individual acculturation, socialization, psychological conditioning, upbringing, education, etc., but be clear on this, you are either operating in your own frame or you're operating in hers. Also understand that the balance of frame often shifts. Frame is fluid and will find its own level when a deficit or a surplus of will is applied to change it. The forces that influence that lack or boost of will is irrelevant – just know that the conditions of an operative framework will shift because of them.

Pre-LTR Frame

Often I'll see forum posts lamenting some loss of frame – “Lost the frame, how do I get it back?” A lot of times guys believe that because a woman initially gave them IOIs or was 'really into them' in the beginning that they had 'frame'. This is another unfortunate misconception about frame – and I partly blame the PUA culture for it – but frame is not interest level (IL). Simply because a woman is attracted to you does not mean she's ready to 'enter your reality'. Her entering your frame may become a byproduct of that attraction, but it by no means guarantees it. In truth, under today's social environment, I would expect a woman to resist tooth and nail from rushing into a man's frame. This is why women have psychologically evolved a subconscious propensity to shit test; to verify the legitimacy of a man's frame.

Most Game incongruencies develop around a guy's inability to establish frame and opting in to a woman's frame. What's ironic is that on a base level, we understand frame imbalances instinctually. If you feel like you're being led on, or being made to wait for sex, you're operating in her frame. Are you in the 'friend-zone' or did you accept an LJBF rejection? You're in her frame.

Ideally, you want a woman to enter your reality. Her genuine (unnegotiated) desire for you hinges upon you covertly establishing this narrative for her. Famous men, men with conspicuous affluence and status, and men with overwhelming social proof have very little difficulty in establishing frame – they can't help but establish frame in a very overt fashion. A woman already *wants* to enter that world. She wants an easy association with a man who's unquestionably a proven commodity and offers her hypergamy not just a actualized fantasy, but also a high degree of personal affirmation in being the one a Man of this grandeur would choose above other women.

Unfortunately, you and I are not this Man, he's a feminine idealization. However it's important to understand how hypergamy plays into establishing frame. The Man who impassively accepts women's hypergamous natures has a much easier time establishing frame from the outset. You or I may not be that famous guy with an automatic, overt frame control, but we can be by order of degrees depending upon our personal conditions and the conditions of the women with whom we choose to associate. The default pedestalization of women that men are prone to is a direct result of accepting that a woman's frame is the *only* frame. It's kind of hard for most 'plugged in' men to grasp that they can and should exert frame control in order to establish a healthy future relationship.

This is hardly a surprise considering that every facet of their social understanding about gender frame has always defaulted to the feminine for the better part of their lifetimes. Whether that was conditioned into them by popular media or seeing it played out by their beta fathers, for most men in western culture, the feminine reality IS the normalized frame work. In order to establish a healthy male-frame, the first step is to rid themselves of the preconception that women control frame by default. They don't, and honestly, they don't want to.

Post LTR Frame

In most contemporary marriages and LTR arrangements, women tend to be the de facto authority. Men seek their wife's "permission" to attempt even the most mundane activities they'd do without an afterthought while single. I have married friends tell me how 'fortunate' they are to be married to such an understanding wife that she'd "allow" him to watch hockey on their guest bedroom TV,...occasionally.

These are just a couple of gratuitous examples of men who entered into marriage with the frame firmly in control of their wives. They live in her reality, because anything can become normal. What these men failed to realize is that frame, like power, abhors a vacuum. In the absence of the frame security a woman naturally seeks from a masculine male, this security need forces her to provide that security for herself. Thus we have the commonality of cuckold and submissive men in westernized culture, while women do the bills, earn the money, make the decisions, authorize their husband's actions and deliver punishments. The woman is seeking the security that the man she pair-bonded with cannot or will not provide.

It is vital to the health of any LTR that a man establish his frame as the basis of their living together **before any formal commitment is recognized**. As I stated in the beginning, frame will be fluid and conditions will influence the balance, but the overall theme of your relationship needs to be led and molded by you. Even very influential, professional, intellectualizing women still crave the right man to establish his frame in her life. They may fight it bitterly, but ultimately it's what will make for the best healthy balance she can achieve. There's a growing undercurrent of mid-life women questioning and regretting their past decisions to remain single into spinsterhood. And for all their late game rationalizations, the one thing they still simply refuse to accept is acknowledging that a man's frame, the frame their "fierce independence" wouldn't allow for, was exactly the salve their egos so desperately wants now later in life.

Gentlemen, you will establish frame in any monogamous relationship you have. You will enter her reality or she will enter yours.

The Burden of Selectivity

October 13, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You get the men you deserve ladies.

The latest hotness in feminine self-righteous indignation in the manosphere this week is the new [Atlantic](#) article by [Kate Bolick](#) (courtesy of Susan Walsh and her self-impressed 3rd page link). I generally don't bother myself with bleating, overwritten catharsis articles bemoaning the woes of an HB 5, post-Wall, aging spinster upset with (beta) men not excusing her indiscretions by sharing in her entitlement to provide her with the loving stable relationship she maliciously turned down at 28. However, it did spark an interesting debate at [SoSuave](#) with regards to the variance in selectivity in mate selection respective to each gender.

I believe there's an interesting misconception about the mutuality of shared criteria both men and women commonly seek in a life-partner. Women, steeped in their solipsistic 'girl-world' reality, tend to find it inconceivable that a man wouldn't share in precisely the same life expectations and

scheduling that women would. Their feminine imposed reality presume that men will autonomously know that what works best for women is ALWAYS the “right thing to do.”

However, I think we’re kind of assuming false equivalencies in respect to how either sex goes about choosing an acceptable mate for life. On this side of 40 (or hell, even 30) it’s real easy to reflect on our past experiences and presume we as men actually had any clue as to what qualities in a woman we knew were or weren’t deal breakers for commitment. Infidelity notwithstanding, what was really a red flag for you when you were in your mid-20s? Did you even know? I sure as hell didn’t.

Women’s hypergamous natures make them far more exacting in their selection process, far earlier in life, and their list of prerequisite attributes and characteristics more rigid than any man’s would ever be. This same innate hypergamy also makes them susceptible to a constant doubting about any selection they do commit to. Ergo, the biologically hard-wired need to shit test even after 10 years of marriage.

Not so for men. If she’s relatively hot, sexually accessible and marginally loving, we’re usually in. And you know why we’re in? Because it seems like a good idea at the time – and that’s what gets us into trouble in our youth. In fact we’re not encouraged to presume we could actually be selective. That would mean preempting women as the prime selectors for their imposed reality – men even being educated in what would account for a red flag is pretentiousness deserving of shame.. Men are far less prone to turn down a ‘sure thing’ that’s producing semi-regular rewards / reinforcement (sex) in favor of an ‘unsure thing’ that’s an unproven commodity for him. It’s only later in life, when we can remove ourselves from the game and look at things objectively that we get even an inclination of what characteristics a woman needs to possess beyond the physical and sexual for us to decide what works best for us.

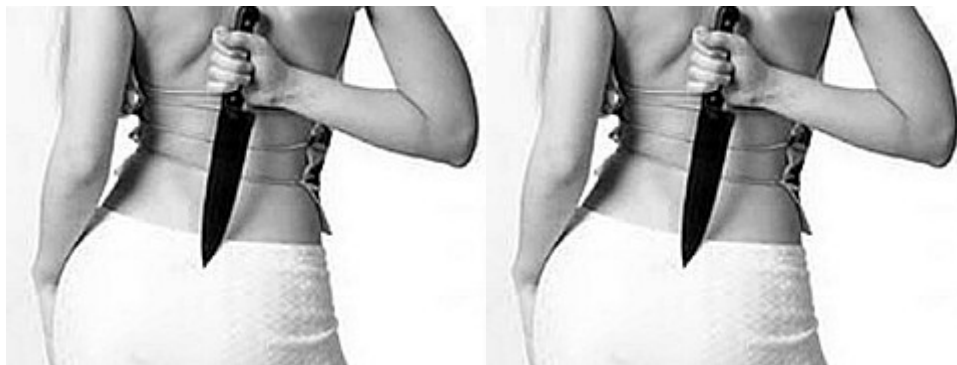
And then, God forbid, a Man actually take action based on his personal assessment of the characteristics he does decide upon. From a societal standpoint men will never enjoy the same degree of social support women do for taking action in “doing what’s best for them.” Any Man with the forbearance enough to reject or break up with a woman based on his personal criteria is instantly labeled ‘shallow’ and shamed for daring to reject the poor victimized woman he was “lucky” to have had ever accept him.

The trick of women’s mate selectiveness lays in keeping men ignorant of what qualities (beyond the sexual) might make for the best LTR pairing long enough for her to capitalize on her beauty and youth, but not so long as to push past the expiration date of her hitting the Wall. This is why the 28 to 30 year mark is so pivotal to women. Her decade (or so) long window of prime beauty and selectivity is winding down. It’s not a woman’s mythical biological clock that’s prompting her to consider her maternal instincts – it’s the, now very real, actualization that she needs to lock down a commitment to provisioning from a man who, by the time he hits 30-35, should be awakening to the way women’s game is played and starts to feel more comfortable in qualifying women based on his learned experiences.

Nothing simultaneously frightens and excites a woman more than a Man who’s self-aware of his own sexual market value. This is why every effort is made via social conventions to repress him from realizing this, and every effort is made to shame and ostracize him once he’s conscious of it – and a prime example of this is the duplicitous nature of articles like Bolick’s decrying men’s unwillingness to grow up and give women the life they should know is “doing the right thing” after 20 years of berating men for not respecting them asserting their independence from men.

Dream Killers

October 14, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Women should only ever be a complement to a man's life, never the focus of it.

How common it is today to be married or getting married before we've realized any of our potential. For all the articles I read moaning and groaning about what a listless generation of "kidult" males we've inherited, that's far removed from the reality of the young men I do consults with. No, what they want is just enough Game knowledge to connect with their [Dream Girl](#) and relax into a blissful beta cocoon of monogamy. They want to commit. Their lifetime AFC psychological conditioning makes commitment an urgency.

It never ceases to amaze me when I talk with these young men in their teens and 20s and they try to impress me with their fierce independence in every other realm of their lives, yet they are the same guys who are so ready to limit that independence and ambition in exchange for dependable female intimacy. They're far too eager to slap on the handcuffs of monogamy, rather than develop themselves into men of ambition and passion that women naturally want to be associated with.

The truth however is that the longer you remain uncommitted, the more opportunities will be available to you. It's been stated by wiser Men than I that women are dream-killers – and while I agree with this, I'd say this is due more to the man involved, and their own complicity and apathy, than some grand scheme of women.

It's actually in women's best interest that you don't commit to them for a variety of reasons. I realize how counterintuitive that reads, but in your being so readily available you decrease your value as a commodity to them. Scarcity increases value, and particularly when the reason for that scarcity is something that serves another's interest (hers in this example). The mid-20s Man pursuing his ambition to become an attorney in law school or the pre-med intern spending long hours at the hospital with aspirations of becoming a doctor is hindered and encumbered with the complications that maintaining a monogamous relationship necessitates of him. His time and efforts need to be applied toward achieving his goals to become an even higher value Man – not just in terms of financial success but for his own edification and confidence. Needless to say, the constraints and obligations that maintaining a monogamous relationship require – both in time and emotional investment – make achieving these ambitions far more difficult.

I tend to promote the idea that Men should be sexually and emotionally non-exclusive until age 30, but this is a minimal suggestion. I think 35 may even serve better for Men. The importance being that as a Man ages and matures in his career, his ambitions and passions, his personality, his ability to better judge character, his overall understanding of behavior and motivations, etc. he becomes more

valuable to the most desirable women and therefore enjoys better opportunity in this respect. Women's sexual value decreases as they age and it's at this point the balance tips into the maturing Man's favor. It's the Men who realize this early and understand that bettering themselves in the now will pay off better in the future while still enjoying (and learning from) the opportunities that come from being non-exclusive and non-committal make him a Man that women will compete for in the long term.

In your mid-20s you are at the apex of your potential with regards to the direction you will influence your life to go. I'm not going to make any friends by pointing this out, but what pisses off most "serial monogamists" is the unspoken regret of having assumed the responsibilities, liabilities and accountability of what monogamy demands before they truly understood their potential.

If you are single at 35 with a moderate amount of personal success, you are the envy of man-dom because you possess two of the most valuable resources most men your age or older statistically do not – **time and freedom**. I envy you. You are unshackled by the responsibilities, liabilities and accountabilities that most men your age in marriages, LTRs, with children, or recovering from divorce must contend with daily. Without any intention you are in such a position that you can go in any direction of your choosing without considering the impact of your choice for anyone but yourself. Many other men, in the most ideal of LTRs, do not have this luxury.

When you think of all the responsibilities that are required of most men (and women) in modern life today, you have won the lottery! I was once asked what I'd buy if money were no object, to which I answered, time. Power isn't financial resources, status or influence over others; **power is the degree over which you control your own life**, and right now you are powerful. Trust me, this is as good as it gets and this is made all the better because you are old enough to understand and appreciate what is really at work here.

Women are damaged goods for you now? So what? You have the freedom to sample as indiscriminately or as particularly as you choose. Can't find a good LTR? Why would you want to?! Let her find you! You fear you'll end up old and lonely? I'd fear ending up so paralyzed by a fear of loneliness that you'd settle for a lifetime of controlling misery in a passionless marriage.

I'm an adherent of the 'build it and they will come' school of thought in this regard. Women should only ever be a compliment to a man's life – never the focus of it.

Is it better to choose the path of least resistance to get to an idealized, prefabricated intimacy or self-develop and get the same intimacy? True, both instances put women as the focus of a Man's life, and this is a position that most women will find endearing at first, but suffocating in the end. Women want to 'want' their men. **Women want a Man who other men want to be, and other women want to fuck.** She doesn't want a slave to her intimacy since this puts her in the masculine role. Rather, she wants a decisive mature man who has the confidence to put her off, to tell her 'No', in favor of his ambition and passions as this serves two purposes. First, it sets his direction as the one of authority and his development as the primary; the results of which she and her potential children will benefit from. Secondly, it puts her into a position of chasing after him – essentially his legitimate ambitions and passions become the 'other woman' with which she must compete for his attention.

Note that I stated 'legitimate' ambitions here. A woman involved with a law student or an intern who have the potential to become lawyers and doctors are fairly solid bets for future security. An artist or musician, no matter how talented or committed to their passions will only be viewed as beneficial if they can prove their case to select women. However this can be offset by singleminded

determination, once again, with select women with a capacity to appreciate this. This said, think about the fellow who's chosen to be a plumber or a mechanic as his calling. The best plumber in the world is only going so far unless he has dreams to own his own business.

All of this is limited by a man's attitude towards the opposite sex. **Women are dream killers.** Not because they have an agenda to be so, but because men will all too willingly sacrifice their ambitions for a steady supply of pussy and the responsibilities that women attach to this.

So yes it is better to develop yourself rather than take the path of least resistance. That's not to say don't sarge until you're out of college, in your 30s and have your career in order. It is to say don't consider monogamy until you are mature enough to understand it's limitations and you've achieved a degree of success to your own satisfaction according to your ambitions and passions. It is also to say that women should compliment and support *your* plans for your own life.

Indignation

October 17, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the absence of indignation, women will actively manufacture it for themselves.

Over the weekend, The Chateau had an interesting quick-hit post extolling the Game virtues of a [man](#)

losing his cool. This is an interesting concept from a behavioral psychology perspective in that it unexpectedly rattles comfortable, predictable, behavioral patterns women come to expect from their men. When controlled and used tactically it can reinvigorate a woman's failing interest level, but I should add the caveat that for it to be effective you already need to have established a relationship to the point that doing something unexpected conflicts with a set expectation of behavior from you. If a woman doesn't know your character "losing your cool" will only make you seem erratic and unstable.

Lets dig a little deeper here – what makes this break in routine so appealing to women's psyches? You can of course argue that it's outburst of feral Alpha that spark a 'gina tingle, and that's definitely a visceral effect, but what drives that glandular response is the prompt of indignation. Women live in a quandary when it comes to security. On an evolutionary level, the security impulse is a primary directive. Long term provisioning, parental investment and the innate understanding of the rigors of hypergamy and it's relation to breeding make 'security seeking' a woman's primary impulse. This isn't to discount the influence of other impulses – sex being the next in order – however, herein lies the problem; the very cues that fire a woman's sexual triggers are the same that conflict with her security needs.

On the surface, women have a social responsibility to present the perception that their interests are those of the unit. Everything should revolve around home and hearth and security above all, but their behaviors tell a much different story about their appetites. Women need indignation. Watch one episode of 'Dance Moms' and you'll get a much clearer picture of the value indignation holds for women. Whether the source is gossip, living vicariously through third parties or eating it up in popular media (Oprah, Tyra Banks, romance / fan fiction media), in the absence of indignation, women will actively manufacture it for themselves. A lot of men believe that this need for indignation is the calling card of a "high drama" woman when in fact it's really psychological predisposition for women.

Women's biology predisposes them toward security, but they chafe in a condition of total security. In contemporary terms this translates to living under the conditions of relative security whilst seeking out avenues to create that indignant spark. The wise Man will develop tactical, measured ways to make himself the focus of that need for indignation. The Chateau's article actually illustrates the most common way Men stumble upon the usefulness of this dynamic. You get fed up and pissed off, either at some boundary she's crossed or some 3rd party has, and your anger flares up. Your usually patient countenance is gone and you go caveman. The reason this is shocking is that most men will tolerate far more personal indiscretions from their romantic interests, or want to present the appearance of humility or patience with others while she's around, in an effort to convince his LTR interest that he is a good security provider. And while this may appeal to her provisioning instincts it directly conflicts with her more feral instincts of physical attraction.

Most plugged-in men don't like this reality. It's far more comforting to think of women's attraction as requiring less confrontation. Women who are grossly overt in this need for indignation are (rightly) labeled 'Drama Queens', but what they don't consider is that ALL women have this innate need by order of degree. It can be a useful tool for a Man who can use it covertly and skillfully. Accepting a feminine need for indignation is the first step, the next is to center her focus for it on yourself – instead of Dance Moms and gossip. An occasional, well timed flare up is sometimes all it requires to grab her attention, but be damn sure you're in the right about whatever issue you decide to explode upon. Send a perfectly good plate of food back at a restaurant. Find some issue that meets

with your disapproval and “let it get to you”.

The Power of No

A perceived righteousness of purpose is often best when you “get upset”, however, it’s not always necessary. One very powerful assertion of frame control is simply the word “no”. For as often as men will blather off a complicit “yes” in order to keep the peace, women NEED to be told “no”. Get into the habit of saying no, even when it seems unreasonable. Get comfortable in saying no for the sake of establishing your authority. Most men don’t see the purpose or value in this to even consider experimenting with their respect and frame control. They just want to keep their heads down, not rock the pussy boat and get along. That’s the recipe for a beta-herb divorce.

Here’s an example: there was once a point in my life when Mrs. Tomassi asked me if we could buy a new bed for our daughter; I told her no. I had the money, it was really no issue, I just didn’t want to build a new bed at the time and get rid of the old one. Besides, her bed was more than fine for the time and Mrs. Tomassi really wanted it because of the style. She got indignant; “I don’t see why we can’t, it’s a good price,...blah blah blah,..” and against my first impulse toward contrition I again said “No. We’re not getting the damn bed.” At that point the dynamic of the conversation shifted. It wasn’t about a bed, it was about frame. Of course lesser men will laugh and think, “yeah, she turned off the pussy after that to I bet, heh, heh,..” and for about a week they’d be right, but learn this now:

No amount of negotiated pussy will ever be worth losing frame for.

It’s always better to fuck a woman who accepts you as her authority than some half-assed lay with a woman who’s only fucking you out of a sense of obligation. Learning to use indignation is a fantastic primer for frame control.

The Honor System

October 18, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

“An unfamiliar feeling for one of you, but a horribly familiar feeling for the other.”

The concept of Honor that men began has been made to serve a feminine purpose. I have no doubt that the principle of honor dates back from as long ago as we can track human civilization, but like so many other social foundation Men have instituted, the feminine will covertly position them to their own purpose.

In the introduction to the *Art of Seduction* author Robert Greene explains why there was an original need for seduction to be developed into an art. For this we can look back to ancient civilizations where women were essentially a commodity. They had no OVERT external power to control their fates, but they excelled (and still do) at COVERT psychological internal power, and this of course finds a parallel in men and women’s preferred communication methods. The feminine’s primary agency has always been sexuality and manipulating influence by its means.

Much in the same way that each gender communicates, so too is their method of interacting within their own gender. As Men we’re respected when we keep our word, sacrifice ourselves for a worthy cause (even to the point of disposability), solve problems rationally, our word is our bond, and a whole host of other qualifiers that make us respectable and worthy of integrity. We must be OVERT and above board; and when we encounter a man who is COVERT in his dealings we call him ‘shifty’ and think him untrustworthy. Even for the most noble of purposes, practicing the art of misdirection is not something men are respected for – at least not publicly.

It’s just this overt masculine interactive nature that women are only too ready to exploit. In combination with their sexual agency and influence they use this overt male social interactive dynamic to position themselves in places where they can use indirect power. Cleopatra was an excellent example of this – sending armies to war by appealing to powerful men’s pride and honor, while reserving her sexuality as a reward. Virtually every Feminine Social Convention is rooted in appealing to, or attacking male social institutions – a dedication to an idealistic sense of honor being chief among them. The obvious example is of course “shaming” and the “do-the-right-thing” social contract.

In fact to be a “Man” has become synonymous with living up to a feminine imperative that’s cleverly disguised as masculine Honor. It’s not that women created Honor, but rather that they’ve recreated it to serve their purpose. In the Biblical Ten Commandments we’re told not to commit adultery – don’t sleep with another man’s wife – which probably wasn’t too hard to abide by when polygamy was the norm. In fact multiple wives was a sign of affluence, it used to be the conspicuous consumption of the epoch. Why then is polygamy a social perversion now? What changes occurred that made polygamy honorable (even enviable) into a very evil taboo?

Along with language and culture, social conditions evolve. What we think of as Honorable today are the result of centuries molding. It’s very easy to romanticize about times when Honor among Men reigned supreme, and then lament the sad state of society today in comparison, but doing so is a fools errand. Honor in and of itself is, and should be, a foundation for Men, but it’s only useful when we understand it in the perspective of how it can be used against us.

Man Up or Shut Up – The Male Catch 22

One of the primary way's Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it's convenient, while simultaneously expecting egalitarian gender parity when it's convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

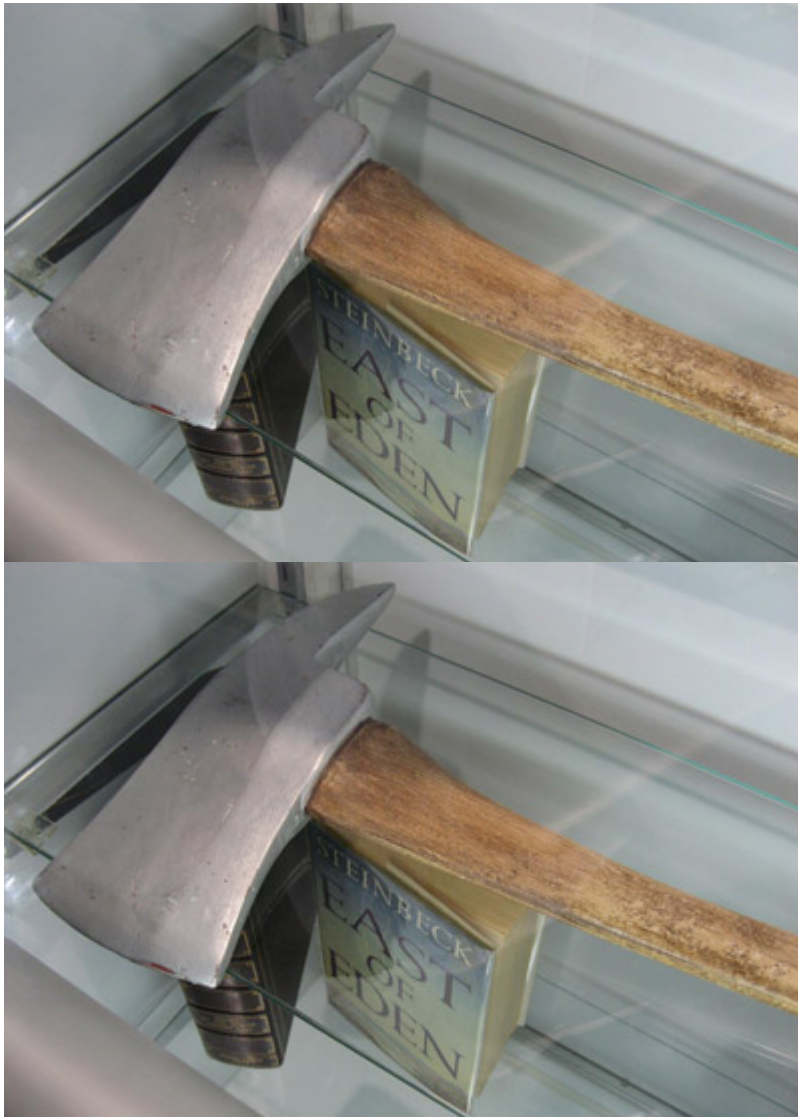
Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they're conditioned to believe that they're cursed with masculinity (Patriarchy) yet are still responsible to 'Man Up' when it suits a feminine imperative. So it's therefore unsurprising to see that half the men in western society believe women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it's convenient to meet the needs of a female imperative.

In contemporary society we have a very different understanding of what Honor was, or was intended to be initially. One of the psychological undercurrents I see in most AFCs is a strong, self-righteous dedication to a very distorted conviction of Honor. A main tenet being an unearned, default respect for women; essentially an unearned Honor placed on a woman for no other reason than she's female. We learn this (usually) from the time we're children, "never hit a girl". Naturally, this has only been ferociously encouraged by the feminine since Victorian times because it served a latent purpose right up until on demand (feminine exclusive) birth control was offered, and then prompted the sexual revolution.

Today, we still have women using the anachronism that is male Honor in a manner that serves their interests, but it's contrasted with a sexually emphasized opportunism. A Man's responsibility should be "Honoring" her as 'the fairer sex' while recognizing her 'independence'. The AFC gobbles this stuff up and in an effort to better identify himself with her ideals he begins to convince himself that he's unique in that he better exemplifies this false-virtue, this feminine defined sense of Honor than "other guys".

The Blacksmith and the Woodsman

October 19, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Once upon a time there was a woodsman who had an axe with a dull blade and a rough, black head. After a hard day of chopping he looked at the axe and swore to himself he would make it the sharpest blade with a head polished to a mirror of silver. The woodsman then promptly went to the blacksmith in the village and explained to him his plan. The smith then said, “Surely this axe can be as bright and sharp as you wish, if only you’ll turn the grindstone for me while I hone and polish it?” The woodsman agreed and for the next week he turned the stone for the smith.

Though it was harsh labor and the woodsman sweat enough to wet the very stone with which the smith ground the blade, he turned on. By the end of the first week the blade was a bit sharper and it’s shine still dull. “See me next week and we’ll have your beautiful axe glimmering.” said the smith.

And so the woodsman turned the stone for another week while the smith ground the axe. By this time the woodsman had grown weary, his back in stitches and his muscles aching, yet still the axe was sharper and it’s surface began to shine by the end of the second week. “I think I shall take my axe now” said the woodsman. The smith protested, “The blade is unfinished and it’s head only a bright silver, not mirror perfect as you wished. Turn the stone but a bit longer and we will have your axe

bye and bye.” To which the woodsman replied “No, I am weary and besides, I think I *prefer* a silver axe to a polished one now.”

My apologies for going the fortune cookie route in this post, but I’d just read this story recently which was originally told by Benjamin Franklin. I began to think, how many men I know (myself included at one time) who’ve played, and yet still play, the role of the woodsman in this story. We become so fed up, weary, impatient or critical of our own failed attempts that we begin to prefer things that are inferior. In other words, we settle for less and convince ourselves that it’s what we really want.

When we do this it seems to us like success. It was still hard work, it was still character building, but not what we’d originally planned. A psychological experiment (about memory actually) once put a series of C and D student into a tutorial program to raise their grades, only the program was intentionally designed not to help them in any way over the course of 12 weeks. By the end of the 12th week all had completed the once a week tutorials and as expected none had grades any better than when they started (some even lower), but when asked if the class had helped them every one replied “Yes, it helped a lot.” The idea here is of course that we don’t like to think of our past efforts as being fruitless or a waste of time. Our own psyches will prevent us from accepting work for nothing so we’ll selectively forget the actual result against the perceived effort.

Now, to apply this to a Game mentality, how does this affect us? The easy comparison is the AFC who’s too afraid of rejection in the ‘outside’ world and withdraws into his own ‘inside’ world and “prefers” it. This is the guy who’ll readily supplicate to his GF because “that’s just how he is” or he “prefers strong willed women” while she psychologically and emotionally deconstructs him as a willing participant. The serial monogamist ‘prefers’ the safety of a relationship, any relationship, to having to confront this same rejection in the outside world. I can’t begin to count the times I’ve heard men in their 40’s and 50’s tell me that they got into a career to appease a woman or how they’d changed their majors in college to better facilitate a relationship. Their explanations are invariably, “I thought it’s what I wanted at the time”, but hindsight and the fallout from 10-15 years of ‘preferring’ one thing over another put them into the position of needing counseling.

Human beings have an amazing ability to normalize their own conditions. Anything can become normal. It’s how we normalize a condition that separates the reality of a situation from our perception of it. Now think for a bit of how this dynamic applies to yourself? What have you convinced yourself of for the wrong reasons? Are you in a situation now that began from your having settled for less than what you wanted? Do you struggle with an AFC who’s convinced himself that he prefers what he’s become?

It’s not enough to unplug from the Matrix. You have to unlearn what it’s taught you to master the new reality you find yourself in.

Alpha

October 20, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

The Alpha Buddah, Corey Worthington.

What I'm about to type here is not going to make me any new friends. I know because any discussion of what constitutes Alpha characteristics in a Man always becomes clouded by the self-perceptions of how well we think we align with them. As I've covered in prior postings, the 'community', the 'manosphere', the new understanding of gender relations that's picked up momentum for the last 12 years has always generated it's own terminologies for more abstract concepts. The danger in this is that these terms lack real, universal definition. For purposes of illustrating a concept these terms are usually serviceable – we have a general understanding of what makes for a 'Beta' or a Herb, or a man who falls into a 'provider' mentality. Even 'Alpha' in a specific context is useful as an illustrative tool, when the subject isn't directly about 'Alpha-ness'. It's when we try to universally define what constitutes Alpha that the sparks start to fly. So before you continue on reading further, think about what you believe makes a guy Alpha. Got it in your head now? Good, now put all of that aside, purge that from your head, and read the next few paragraphs from the perspective that you don't know anything about Alpha.

I was first introduced to the Alpha Buddah courtesy of Roissy and this post "[Umm, sorry?](#)" You can go ahead and read this from the Chateau's perspective, and I think the analysis is pretty good. I call Corey the Alpha Buddah not in the hopes that men will aspire to his almost Zen like 'being' in Alpha, but rather to provide an example of Alpha in it's most pure form. He literally IS Alpha, unclouded by pretense, afterthought, or conscious awareness of any influence that could have a hope of prompting introspection about his state.

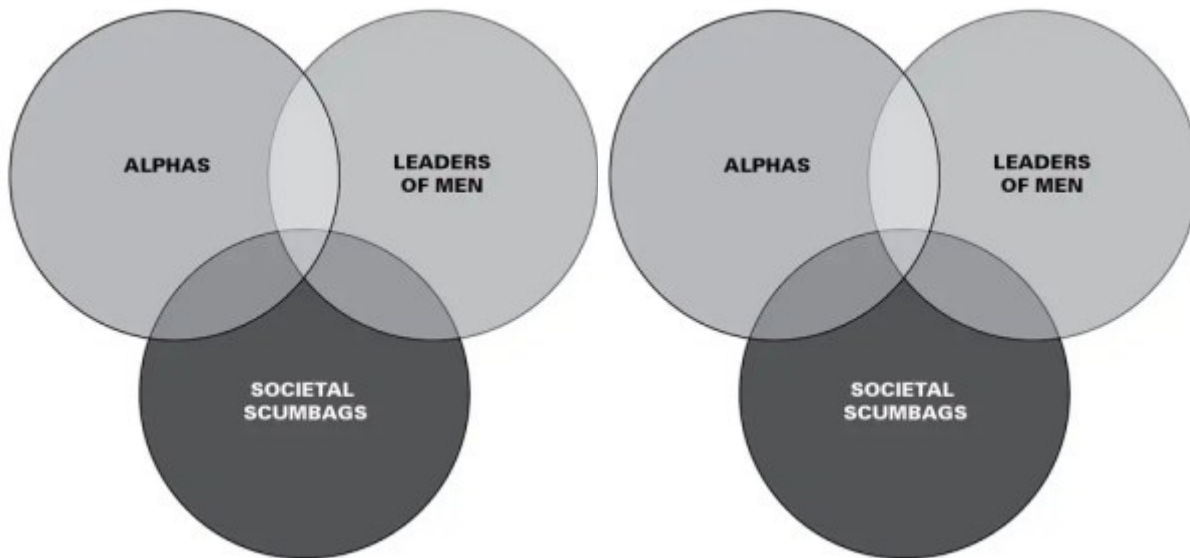
Corey Worthington is a piss poor example of a human being, but he's a textbook example of Alpha. I could use a lot of adjectives to describe this kid, but "beta" wouldn't be one of them. What's funny, and a bit ironic, is this kid has probably never come across Mystery Method or "the community" or even heard of 'peacocking' and he gets naturally what millions of guys pay small fortunes at PUA seminars to acquire over the course of a lifetime. He's a selfish little prick, but what makes him insulting to 'normal' men is his having the natural, internalized Alpha bravado so many AFCs wish they had. If you could bottle and sell this Alpha essence, you'd be rich beyond imagine.

Right about now all of those self-affirming preconceptions you had about Alpha-ness (that I told you to stow away before reading this) are probably yelling to be let out of the mental box you put them in. "...but, but Rollo, how can you possibly think this arrogant douchebag kid could ever be an example of anything remotely Alpha?!" You'll be pleased to know I fully empathize your outrage. You work hard to be a "better man", you put in the self analysis, you paid your dues coming to terms with unplugging and reinventing yourself. You're a success, Corey is fuck-up. Corey's not a better Man than you are, however, he understands Alpha better than you do.

Alpha is mindset, not a demographic.

Alpha is as Alpha does, it isn't what we say it is. There are noble Alphas and there are scoundrel Alphas, the difference is all in how they apply themselves. There's a tendency to approach every "Alpha" argument from what a guy thinks is righteousness; ergo, his personal definition of Alpha is what appeals best to his sense of virtue. He earned his Alpha cred, played by the rules, and by God

people (women) should respect that. However, the sad truth is that prisons are full of Alpha males who simply channeled their drive toward destructive and anti-social endeavors. There are plenty of examples of indifferent Asshole Alphas who you wouldn't say are upstanding moral leaders at all, yet women will literally kill each other (or themselves) in order to bang them because they exude a natural Alpha-ness. Just as Corey does here. There are Alpha drug dealing gang leaders, and there are Alpha husbands, fathers and leaders of industry. It's all in the application. Genghis Khan was Alpha as fuck, and a leader-of-men, but probably would be on most people's douchebag list for that era. Here's an illustration:



Guy's like Corey infuriate men who have invested their self-worth in the accomplishments of what they think ought to be universally appreciated and rewarded. So when they're confronted with a natural Alpha being undeservedly rewarded for brazenly acting out of accord with what they think the rules ought to be, they seethe with resentment. The natural response in the face of such an inconsistency is to redefine the term 'Alpha' to cater to themselves and their accomplishments as "real men" and exclude the perpetrator. The conflict then comes from seeing his new definition of Alpha not being rewarded or even appreciated as well as a natural Alpha attitude and the cycle continues. Your respect (or anyone else's) for an Alpha has nothing to do with whether or not he possess an Alpha mindset. 3 failed marriages and 100+ lays has nothing to do with his having or not having an Alpha mindset. There are many well respected betas who've never had a passing thought of infidelity, or may have 300 lays either with prostitutes or because they possess fame or stunning good looks and women come to him by matter of course.

The take home message here is that you are not Alpha because of your achievements, you have your achievements because you are Alpha. You possess a mindset you either had to develop or it came naturally to you. I constantly field questions from young men asking me whether some action or behavior they displayed to a woman was Alpha, or Alpha enough. The real answer is that Alpha behaviors are manifestations of an Alpha mindset. And just like Corey the Alpha Buddah, the introspect required to wonder if something was or wasn't Alpha wouldn't ever be a consideration enough to ask. You almost need to have a childlike understanding to really appreciate what Alpha really is. Kids get Alpha. Even the picked on, introverted, beta-to-be kid has a better understanding of Alpha than most adult men do because he lacks the abstract thinking required to rationalize Alpha for himself. Most men, by our socialization, and to varying degrees, lose this in-born Alpha mindset over

time. The naturals, the Corey's of the world, have a better grasp on it's usefulness and repurpose it; either to their adulthood advantage or their detriment.

Bitter Misogynists

October 25, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When men can be convinced to participate in women's social conventions half their work is done for them.

One of the surest indicators of an AFC-beta mindset is the automatic presumption that anything remotely critical a man would say about women, or the feminine, is by default, equated with misogyny. All a man need do is open his mouth, in the most objective way he can muster, about anything critical of the feminine and he's instantly suspect of sour grapes. He must've been burned, or is bitter and on the verge of desperation just for even a passing mention of some critical observation of women's incongruent behaviors.

What an amazingly potent social convention that is – when a man will censor himself because of it on his own. The most successful social conventions are ones in which the subject willingly sublimates his own interests, discourages questioning it, and predisposes that person to encourage others to participate in it.

"You're just bitter because you got burned by some bitch in the past and your misogynist ideology is just your way of lashing out."

I hear this a lot from both men and women. It's an easy response to parrot and it's very useful. It foists the responsibility of confronting one's critical ideas back on the man, all while shaming him for forming an ideology based on what he (and now a community of many other men) confirms by observations. It's like a JBY (just be yourself) response; it sounds right, everyone uses it to the point of cliché, and it misdirects and discourages any further critical analysis.

This is a feminine social convention that's in the same vein as shame. Any guy that has a point about the feminine, no matter how valid, can always have his argument poisoned because he's a guy, and most guys are frustrated that they aren't getting laid, and this is his petty way of venting. When men can be convinced to participate in women's social conventions half their work is done for them. In presuming a default state of male misogyny, it implicitly denotes a default state of 'correctness' or blamelessness of the female. In other words, you're guilty and must prove innocence.

The protector dynamic has evolved into a beta breeding methodology. It's like a Darwinistic version

of Cap'n Save A Ho – so at the slightest critical word about a woman it's, "See how quickly I come to a woman's defense? What girl wouldn't want a great protector like me? I'm unique. I'm not like those bitter 'other guys' so your best emotional/sexual/parental investment would be coupling with me as evidenced by my example." Of course that isn't their conscious, cognitively recognized reaction, but it is the subroutine that's running in their unconscious. When this psychological schema is a practiced breeding methodology it becomes second nature; so much so that when ANY opportunity arises to display it (even under the conditions of anonymity), the guy snaps to attention. It's really a Beta attempt to DHV (display higher value), and in and of itself it's not necessarily a bad impulse, it just that it's used to further a feminized social convention.

Whiners and Losers.

"Game Blogs, PUAs, MRA guys, they're all a bunch of whiners who'd rather kvetch about feminism and real or imagined wrongs than just get up and get along."

The problem I think most people have with the tone of what Game has, or is evolving into is that essentially Game is a masculine response to what feminism (really feminization) has evolved into. While I can empathize with the feeling that Game can assume a plaintive tone at some blogs – particularly MRA oriented ones – contemporary Game is really a countermeasure to the social conditions feminist ideology has embedded in our culture for the past 50+ years. However, the social framework has been established as such that even my pointing this out makes me suspect of complaining or "bitter". See how that works? My belief is still, 'don't wish it were easier, wish you were better', but it's been built into feminization that to even analyze and have critical opinion of it makes you a whiner.

There is no going back.

NEO: "There's no going back now is there?"

MORPHEUS: "No. But if you could, would you really want to?"

One dynamic I encounter from guys who've experienced the 'community' in varying degrees is a desire to go back to their previously comfortable, ignorant bliss. The reality they become exposed to is too much to bear and they spit the red pill back up. They want to plug themselves back into the Matrix.

No person both frightens and disgusts me more than one who understands truth, but willfully opts for denial. It's not the desire to do so that disgusts me, I understand the desire, it's that there is no going back. Even if you never read another post or blog and regressed back to your old ways, you'll still make the associations, see the signs of what others have analyzed in your own periphery, in women's and the world's behaviors and motivations, and you'll be reminded (even if subconsciously) of that truth, or at least the uncomfortable push to get at the truth. *You will only get what you've gotten if you keep doing what you've done.* There is no going back now. Don't wish it were easier. Wish you were better.

There comes a point of conflict (or revulsion if you want) after a guy has been unplugged from the Matrix long enough where he begins to doubt himself and what he's seeing go on around him. All of the gender dynamics and the complex, but discreet, interplay between the sexes that's been such a mystery for so long starts to become apparent to him. The Neg Hits he never would've dreamed of attempting in his AFC days become so predictably reliable at sparking interest that it becomes depressing. A backhanded compliment shouldn't work; it goes against everything any girl has ever

told him will endear him to a woman, but once he musters up the courage to experiment, he finds that they do.

What's depressing isn't that a well delivered neg, or C&F, or harnessing the attractive Alpha Asshole energy could actually generate sexual interest in women, it's the principle behind them – the reason why they work – that prompts the internal conflict. Are women, generally, more like this than not? So a guy experiments a little more, and tests other theories, and discovers that with some minor variations, yes, for the most part the principles are valid if not predictable. This then becomes a real tough pill to swallow, especially when you consider ideas like the ruthlessness of feminine hypergamy. It's very despairing, almost nihilistic, to a man fed on a steady diet of the flowery tropes of feminization for the better part of a lifetime. It's very hard to measure oneself up and adjust to a new understanding of how women operate. He can't reconcile what he'd been told and conditioned to believe before (the soul mate myth, pedestalize her, just be yourself, etc.) with this new paradigm. So either he learns to live with this new understanding, benefit from it and grow into a new role for himself, or he rejects it and vilifies it wholesale.

“Women are really not as bad as these misogynists, these bitter, burned men would all have us believe. They're shallow and soulless to think women are all out to get them. They over-analyze everything when they should all just be themselves and let fate or some divine force pair them up with their soul mates. I pity them, really I do.”

I've heard all of these regressive rationales from boys as young as 14 to men as old as 75. It's a comfortable ignorance to believe that things are just unknowable and beyond one's control or efforts to really understand. And to make matters worse, there's a long established system of social conventions ready to reinforce and affirm these rationales; ready to reinsert him back into the Matrix and tell him he's unique and special (“not like other guys”) and will be rewarded with female intimacy for rejecting it.

What's your problem?

October 26, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Good decisions come from experience, and experience comes from bad decisions.”

One of the major hurdles I had to really come to terms with when I decided to start getting involved with the new male paradigm was why I was so passionate about it in the first place. Ever since I began contributing at SoSuave and the manosphere in general, I’ve always tried to make a point of not emphasizing my past sexual and relational experiences to base more global ideas upon. Women’s default position is to do just this; personalize the instance to come to a universal conclusion. Not only is it the pinnacle of solipsism to think your experience should define the frame for everyone else, but

it myopically ignores that exceptions usually prove a rule.

That was my basis for not wanting to relate too much of my own experiences. People can draw too easy a conclusion from the conditions that molded your point of view. This is actually one of the easiest ways to read a woman because their experiential sense of self-importance tends to define their reality. I wanted a more pragmatic approach, and this all came at a time for me when I decided to add a second major to my university studies – behavioral psychology with an emphasis on personality studies. Game, or what would become Game, influenced this decision for me. I wanted to know how the TV worked instead of that it just worked when I turned on the power.

All that said, I was still left with the question, why the fuck do you even give a shit whether guys unplug? I unplugged without the support of an internet community of Men comparing experiences, why even bother? I have had what most Men would consider a very good marriage for over 15 years now. I have a whip-smart daughter, I make good money, I'm successful at what I do, I'm well travelled, why is it so fucking important to make my voice heard?

It's when I'm forced to answer questions like this that I have no choice but to apply my own personal experiences to the equation. I'm loath to do so because it's far too easy for critics to mold them into some purpose that serves their perspective – he's bitter, he got burned, this is his catharsis, he's vindictive, etc. However, it's necessary to present these experiences as observations for a better understanding. I won't pretend to be unbiased, no one is, but I do take the pains to be as self-analytical as I can in what I offer.

So you want to know what my problem is?

My problem is living in a world teeming with young men who've become so conditioned to believing that anything remotely masculine is to be ridiculed, vilified and subdued until they have no concept of what it truly entails much less pass off even the possibility that it could be something positive and attractive.

My problem is when a personal, AFC friend swallows a bullet because he literally "can't live without" the girlfriend who left him.

My problem is watching a pastor's pretty wife leave him and 4 children so she can pursue her hypergamy after 18 years of marriage because he pedestalized her and deprecated himself every day of their marriage.

My problem is when a 65 y.o. life-long chump cries in my lap about how he's been consistently blackmailed with his wife's intimacy for the past 20 years of their marriage and won't man-up for fear of losing her.

My problem is talking a close friend out of killing the wife he married too young at 19 and the man she just cheated on him with in the parking lot of the motel he's spent all night tracking her down to find with their 3 children crying in the backseat of their minivan at 4am.

My problem is civilly sitting down to Thanksgiving dinner with a hyper-religious sister-in-law and the new millionaire husband she married just 8 months after her former AFC husband of 20 years hung himself from a tree when she decided "he wasn't the ONE" for her. My problem is staring at the brand new tits and Porsche she bought herself with the money from the home he built for her that he busted his ass for just 3 months after he was in the ground. My problem is emphatically teaching my 22 y.o. nephew how not to be the AFC his father was, while tactfully pointing out the hypergamy of his vulgarly opportunistic mother.

My problem is watching my father, though decaying from Alzheimers, still playing out the Savior Schema in an effort to get laid that he's thought should work for his entire life at 68 y.o. My problem is watching him feebly default to a behavior that obsessively motivated him to succeed until he was forced into early retirement at 53 and his 2nd wife left him promptly after that.

My problem is consoling a good friend whose fathered 3 daughters with 2 wives and is being emotionally manipulated by his 3rd (another single mommy BTW), who's become so despondent that he dreads going home from work to deal with his personal situation and waits with anticipation for the weekend to be over.

My problem is counseling a guy who thought the best way to separate himself from "other guys" was to be 'chivalrous' and date a single mommy with 3 children from 2 different fathers, only to knock her up for a fourth kid and marry her because "it was the right thing to do."

My problem is dealing with a 17 y.o. girl who'd just witnessed her new boyfriend being stabbed 30+ times by her ex boyfriend because he believed "she was his soulmate" and "would rather live in jail without her than see her with that guy."

My problem is trying to explain to 'Modern Women' that – after 15 years of marriage, my wife could still model swimwear and confidently respects my judgement and decisions as a Man – I didn't achieve this by being a domineering, 1950's caveman-chauvinist who's crushed her spirit, but that it is an understanding and adherence to living a positively masculine role.

And my biggest problem is seeing 14 y.o. AFC symps all ready to sacrifice themselves wholesale to this pitiful, mass-media fueled, pop-culture endorsed, idealized and feminized notion of romantic/soulmate mythology, all because some other AFCs trapped in the same quicksand they are, are affirming and co-enabling each other to further their own sinking and spread this disease to other AFCs. It's infectious, and complacency, like misery, loves company. My fear is that I'm only one Man, and I can't possibly be enough to kick these guys in the ass like their AFC fathers were unable or unwilling to do.

This is why I bother. It really is a matter of life or death sometimes. Understanding Game, for lack of a better term, how and why it functions, is literally a survival skill. Think about the importance of the decisions we make based on uninquisitive, flimsy and misdirected presumption we have been conditioned to believe about love, gender, sex, relationships, etc. Think about the life impact that these decisions have not only on ourselves, but our families, the children that result from them, and every other domino that falls as a repercussion. We rarely stop to think about how our immediate decisions impact people we may not even know at the time we make them. What we do in life, literally, echoes or ripples into eternity. That's not to go all fortune cookie on you, but it is my reasoning behind my desire to educate, to study, to tear down and build back up what most would ask, "why bother?"

The Beta Hamster

October 27, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've never had meaningless sex; I meant to bang every woman I've ever banged.

It's endlessly entertaining to read the rationalizations men will create in order to better identify with what they've been conditioned to think is expected of them to achieve the 'precious gift' of a woman's intimacy. They get quite creative sometimes. Aunt Susan has (yet another) [anecdotal analysis](#) of Casual Sex highlighting exactly these anonymous stabs at male pre-qualification courtesy of [Reddit](#). And once again, in classic feminine form, the thread becomes this echo chamber circle jerk of male identifiers qualifying themselves to the equally anonymous women – parroting the 'right thing to say', and we all renew our faith in humanity and the hope for men who really 'relate to what women want'.

I think I covered this identification motive as a primary element of [Beta Game](#) fairly adequately in [Identity Crisis](#), but let's look under the hood at this specific dynamic. The inherent problem with doubting what is intended as the noble motives of a guy to eschew **casual sex** is that you risk appearing shallow for doing so. Betas generally love to wallow in preconceptions of nobility and delusions of being more 'deep' than the general mass of men that they hear women complain of. They think it gives them an edge. It's an integral part of the beta mating strategy; the more alike you are with women the more they'll appreciate you as being unique and reward you with sex.

The Spinning Wheel

For beta men this mindset also has the added bonus of giving the perception that he is unique among men in his ability to place the importance of relationship above his natural impulses. In publicly confirming his stance on placing relationship (women's first security priority, i.e. [wait for sex](#)) above his ever-present physical need for sex, his subconscious hope is to appear so in control of his feelings and so above his feral nature that women will *have* to appreciate him as a paragon of female

identification. That's some REAL pre-fucking-qualification there Mr. Alpha. This guy not only has the capacity, but also the depth and conviction to turn off his sexuality in order to better comply with the relationship security priority women need to enable their own sexual strategy. This is the ultimate in pedestalization of womankind – to put women's emotional criteria above his physical need for sex. And the god of biomechanics laughed atop his throne of genitalia.

The Beta Hamster

It's very difficult to criticize social dynamics rooted in personal feelings. All one need say is "it's just how I feel" and the discussion grinds to a halt because who am I, or who are you, to doubt the veracity of what they're telling me? Add to this that it's men who are the true romantics of the sexes and it gets even harder to be suspect of an underlying self-serving motive. In fact it may not even be a conscious effort on the part of a guy to express this. Feminization has conditioned into society a greater, almost default validity for personal feelings. **As men have become increasingly adaptive to a feminized culture, placing primacy on identifying with, becoming more like, women, so too have they developed their own version of the female imagination – the feminized-male version of the mental Hamster that spins the wheel in women's heads.** The doubts, suspicions and anxieties caused by the male Hamster are directed towards an idealized female-centric goal state which they mistakenly believe is a male-centric goal state.

Behaviorism

Self-reporting has always been an unreliable measure in psychological analysis, particularly when the one doing the reporting isn't aware of the latent purpose of the psychology behind those 'feelings' they're sharing. The only truly reliable, provable means of demonstrating motive or intent is observable behavior. It's kind of a cliché in the community now, but bears repeating: never believe what a woman says, believe what she does. We use this meme more liberally with women because men make the mistake of wanting to believe that women are more rational agents than they are emotional agents, but this should really apply to men as well, and particularly when men are predisposed to women's mental models.

From a behavioral standpoint, we're going to see a lot of incongruent behaviors vs. the Beta Hamster's rationalizations. To begin with, I'm not going to deny that there is some base element in men that desires a real emotional connection with a woman. However, sex is a man's priority, it's a biological imperative, and actively denying that it isn't or creating mental schemas that attempt to sublimate this imperative are disingenuous at best, psychologically retarding at worst. Sex is the glue that keeps a relationship together, and it's sexual arousal that prompts a relationship in the first place. Deemphasizing sex, actively desexualizing yourself in the hopes that it will make you more sexually arousing is an effort in self-defeat.

To paraphrase Joe Rogan, men will blow themselves up for the very unlikely possibility of sex in another dimension. That's the degree to which men place a value on sex, any sex, meaningful, a fuck buddy, a hooker, any sex. Pornography isn't a multi-billion dollar industry because guys are concerned with adding some nebulous 'meaning' to sex. Women are concerned with applying meaning to sex because it is integral to their long term mating strategy and locking down a commitment of male provisioning. The men who claim to share in this importance (at least initially) are listening to the Beta Hamster and repeating what it says to them back to the women they hope to fuck. Even anonymously on a Reddit thread, they can't let the pretense drop for fear that they'd miss a potential opportunity to prove themselves as 'deep' meaning oriented guys.

I have to laugh when men make these self-effacing claims to be seeking more ‘meaning’ after they tire of their long string of ONSs or ‘cheap sex’. Statistically, most men never even approach a lay count that could validate such a claim. According to the most recent studies I’ve read, most men have an average of 7 sexual partners over the course of a lifetime. That may be changing, but even if it were an average of 10 or 12 it would still make the rationale for seeking ‘meaningful’ sex as a result ridiculous, as well as suspect of a feminine-identifying mating strategy. Add to this that 80% (a conservative estimate) of men are plugged-in betas, hopelessly lacking the social skills and motivation to rack up a lay count that would ever justify this reasoning. So what is it that compels them to concoct these self-convincing rationalizations? The Beta Hamster.

It’s a far healthier mentality for men to embrace their own sexuality. God forbid a woman actually might think you find her sexy and want to fuck her. Despite their protestations, women want guys to want to fuck them. Women often complain that the reason they don’t feel sexual is due to their not feeling sexy, and they won’t feel sexy if you approach sex from an asexual starting point because you think it adds ‘meaning’. Of the 40+ women I’ve had sex with, not one do I regret banging. I most definitely regretted some of the ensuing drama as a result of a few of those relationships, but I thoroughly enjoyed the sex. Sex for the sake of sex is OK. Trust me, after the one thousandth time you’ve had sex with your wife or LTR, sex for the sake of sex is fantastic. Stop writing poetry about sex and get fucking.

Gut Check

October 28, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“To see what is in front of one’s nose needs a constant struggle.” – George Orwell

Back in 2003 I lived in Reno, Nevada. I can remember one distinct morning I was driving from the gym into work and I was waiting at a stop light. It was around 8am and as I slowed and stopped at the intersection, along drives my wife in her car coming from the cross traffic. I knew it was her, I saw her in the driver’s seat and I knew the car (because I had bought it). I have to ashamedly admit that the first thing that crossed my mind was that she was running around on me. Instant jealousy, instant suspicion. I felt that all too familiar rush of chemicals flood my bloodstream as I wondered just what the hell she was doing at that time of the morning in that particular part of the town. I later realized that she had chosen that particular route to avoid an accident that was snarling traffic on the freeway to get to an early doctor’s appointment, but I can’t deny that my first impulse (however fleeting) was one of jealousy, suspicion or potential betrayal. My wife of (then) 7 years, who’d never in that time gave me pause to question her fidelity triggered, for about 10 minutes, a jealousy-suspicion – the effects of which we’re quantifiable in that adrenaline-endorphin rush leading to irrational

imaginations.

Although I like to pride myself on pragmatism and rationality, I won't deny that my first impulse was suspicion. I think this is a fascinating aspect of our psycho-evolutionary development as a species so I did a bit of research. It was easy to find study after study of this jealousy effect not only in humans, but primates and most advanced mammals – hell, even some birds get jealous! All of this is triggered by certain environmental prompts according to situation, species, conditions, etc. A very complex cocktail of hormones is released into our bloodstreams when such conditions are met, leading exactly to the feelings and irrationality I experienced that morning. Jealousy is a very well studied dynamic and one that has latent survival functions. Obviously one of our biological imperatives in this lifetime is ensuring the fidelity in the choice of our partners with whom we've decided to share parental investment (or potentially will share it with). So imperative is this that our own biologies have evolved to react to even the suspicion of infidelity. This is the root of these very volatile emotions.

Sherlock Holmes

One of the more common question I've been asked for advice on is whether a guy is justified in his "snooping" or spying on a lover. It's always an interesting dynamic because it graphically illustrates the conflict between a man's base, evolutionarily hardwired imperative to confirm fidelity in his (potential) parental investment mate and a socio-psychological countermeasure on the part of feminization and its primary imperative of hypergamy. That's a lot of \$10 words so let me distill it a bit more. Men are presented with an internal conflict that pits their instinct for suspicion against a social convention that accuses him of "trust issues". As with most feminine social conventions, shame is the operative here, but he loses respect whether his suspicions are confirmed or not. If a man 'spies' and/or pieces together inconsistencies that confirm his suspicions, he still spied and is therefore guilty of "not respecting her privacy". Needless to say a woman is socially reinforced for trusting her 'feminine intuition' if her suspicions are confirmed, but men cannot win in the game of relationship espionage.

To further complicate matters, a man must also struggle with his rational nature in the context of this feminized frame. Logic and rationality tells him that maybe his suspicions ARE unfounded and that he does in fact have a problem with trusting. It's very easy to find reasons why your suspicions are really baseless, but that reasoning still grates against what your gut instinct is telling you.

The irony of it is that there's really not much purpose in spying if you're properly spinning plates as you should. Most of the men I've counseled on their suspicions all had one thing in common, they were over-invested in their relationship to the point that they had no other viable options. They HAD to spy, but in all their stories each of them were really only confirming things that they already knew. They were willfully ignoring the message in the Medium because their hindbrains knew that they had no other viable options to fall back on. They instinctually understood the inconsistencies in their women's behaviors, mannerisms, nuances, etc., they knew and confirmed what had changed, but explained them away for fear of losing her. Men (alphas) with options don't have 'trust issues' simply because when one of his plates has cause to consider putting him off for another lover he has 2 or 3 more women on his roster ready to fill her place.

Gut Check

Whenever you feel something isn't quite right in your gut, what this is is your subconscious awareness alerting you to inconsistencies going on around you. We tend to ignore these signs in the thinking that our rational mind 'knows better' and things really aren't what they seem. It's not as bad

as you're imagining, and you can even feel shame or guilt with yourself for acknowledging that lack of trust. However, it's just this internal rationalization that keeps us blind to the obvious that our subconscious is trying to warn us about. Humans are creatures of habit with an insatiable need to see familiarity in other people's actions. So when that predictable behavior changes even marginally, our instinctual perceptions fire off all kinds of warnings. Some of which can actually effect us physically.

It's at this point most guys make the mistake of acting on the "good communication solves everything" feminized meme and go the full disclosure truth route, which only really leads to more rationalizations and repression of what's really going on. What they don't realize is that the MEDIUM is the message; her behavior, her nuances, the incongruencies in her words and demeanor (and how your gut perceives them) is the real message. There is an irregularity in her behavior that your subconscious is alerting you to which your consciousness either cannot or will not recognize.

With so many varied stimuli in our environment, human beings had to evolve psychological mechanisms in order to cope with so much information. We simply cannot apply our focus and concentration on every stimulus bombarding us so we employ a peripheral, subconscious awareness of it until it warrants our attention. A lot has been written about human's ability to multi-task, but it would be impossible to multi-task without this peripheral awareness.

What the 'trust issues' feminine social convention does is turn that peripheral awareness into a liability in order to promote the agenda of hypergamy. Trust your gut, but don't trust it where a woman is involved. This is a very devious social convention in that it attempts to short-circuit millennia of evolved instinctual cues that confirm men's interests in parental investment while promoting female hypergamy as the primary breeding strategy.

How to use the Medium

Now, for as much as that all sounds like some grand conspiracy, understand that this all operates under the surface, and for the most part is simply accepted as the norm. It is possible, not to mention profitable, to flip the script on women. For instance, when you just marginally deny her your (probably far too available) attention, what happens? Does she resort to some vocalized confessions of you becoming distant, or express some need to rationally communicate to solve a problem? No, her gut instinct recognizes irregularities in your usually predictable behaviors and she reacts by changing her behavior accordingly. You 'caffeinated the hamster', and she takes the initiative to react accordingly without you having to say a thing more than give her some plausibly believable breadcrumb of your reasoning.

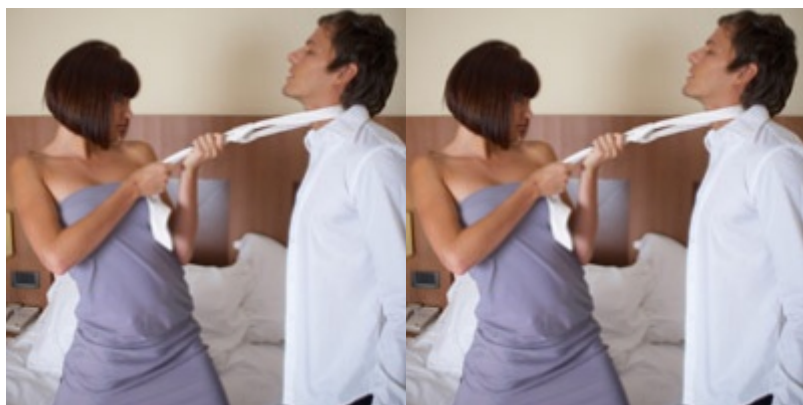
Bear this in mind; women just want to hear the music and dance; they rarely care about the lyrics, or the measure or the reasons that went into creating the music. The medium IS the message. Be the medium, understand the message in it, but NEVER attempt to explain the medium to her. That ruins the music.

Law 9: Win Through Your Actions, Never through Argument

Any momentary triumph you think you have gained through argument is really a Pyrrhic victory: The resentment and ill will you stir up is stronger and lasts longer than any momentary change of opinion. It is much more powerful to get others to agree with you through your actions, without saying a word. **Demonstrate, do not explicate.**

Perfecting the Fantasy

October 31, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Here's a secret – there's no such thing as contentment.

Being content implies that life is static; it's not, and to be honest, how boring would that be anyway? Life consists of varying states of discontent: why else would you bother doing anything? But the good news is that it's more fun and more beneficial to manage discontent than to endure contentment (which you can't anyway since it's transitory at best). The trick is to understand that there are 2 kinds of discontent – creative and destructive discontent. What you choose to do with that discontent makes all the difference in the world. You will only get what you've gotten if you keep doing what you've done. Don't allow yourself to fall back into old destructive habits of dealing with discontent. Don't bother with anti-depressants and self-help books when a good hard workout at the gym would serve you better.

The truth is I'm always discontent, but constructively so. The minute you can look yourself in the mirror and be happy with what you see you're sunk. You can always improve, even after achieving things that were once very important and difficult to attain. Happiness is a state of being, it's in the 'doing' not the 'having done.' It's not about endlessly chasing your tail, it's about being better than you were the day before.

Creating the Fantasy

There will always be an element of fantasy and idealism that can never be realized, but always be sought after. Women (and really any gender) will always be happier in that discontent, because it makes the times that it's gratified all the sweeter. The idea of Romance just happens to be women's food of choice. In fact it's very similar to shopping; it's not the buying that gets them off, it's the act of shopping, it's prolonging that purchase to better savor the experience. It's foreplay. Forestalling the climax to heighten the experience.

When I was 26 I had a workout partner named Dean. Dean was drop dead gorgeous, unbelievably cut and women would flock to the guy regularly. Dean was the guy you'd see on [hotchickswithdouchebags.com](#) with his arm around some impossibly hot HB9.5. He was also a male stripper at one of the strip clubs that had a male revue night once a month. The guy made money hand over fist and was always a crowd favorite. I was dating a stripper named Angie at the time so I was pretty familiar with the club owners. One thing I noticed about the most successful male strippers was that they were almost universally the ones who sold a story to the women in the audience as part of their act. Dean used to do a Fireman skit that would drive these women (young and old) into a frenzy.

Another guy would do the hot executive fantasy in an Armani suit and give away flowers to the ladies – classy, but building up to him stripping down to a thong. The guys without an act never made as much in tips. It wasn't as satisfying for the women as the fantasy aspect that Dean and a few others would sell. Women get off differently than men. For a guy, a hot stripper in nothing but a g-string grinding out a lap dance is enough to get him aroused. Women need that ungratified fantasy to get them aroused. They want a character to play the role they have in their head.

It's the anticipation. I could go into detail about how all the most traditionally romantic behaviors women associate with romance originated in courtly love contests with suitors trying to out do others with poetry, sonnets, acts of devotion, etc. but these are the behaviors, not the motives that prompt them. Women need a build up. Yes, romance has an unbelievable potential for manipulation, but it's that nagging, itching, sexual anxiety that, as much as they'd like to protest the opposite, is what they enjoy the most. Uneducated men simply don't make this romance-to-anxiety connection and the prospect of being romantic gets distorted and broken down into simple acts – "if I bring her flowers, she'll be inclined to fuck." This is the AFC who thinks comfort and familiarity are the path to intimacy – wrong!

I've always made a point of guys encouraging and propagating a woman's anxiety. Whether that comes by way of perceived sexual competition, uncertainty of sexual satisfaction, teasing, flirting, neg hits or positioning her into qualifying for him, the point being a sustaining of the discomfort of that anxiety. It's the discomfort that heightens her arousal, peaks her interest and makes her pursue.

Far too often this is a principle that's entirely lost on damn near EVERY AFC. AFCs think that perpetuating anxiety is counterintuitive because they believe in the filtering social convention that women want comfort, rapport and familiarity in order to become sexual. They swallow the "friends-first" mythology and so, deductively, they spill out their life's story as fast as possible in an effort to make her as comfortable as possible (and get sexual as fast as possible). The AFC isn't perceived as a woman's idealized character for exactly this reason. There's no fantasy entertained, no anticipation and his attention is worthless because she doesn't have to earn it. He gets frustrated because he's doing all the Romantic 'things' but she still isn't sexual, and most likely sees him as a friend, all because he's gone wholly over into the comfort and rapport stage by preempting the anxious, sweaty, nervous, uncertain arousal stage that she loves every moment of, but will never admit to enjoying.

Law 32: Play to People's Fantasies

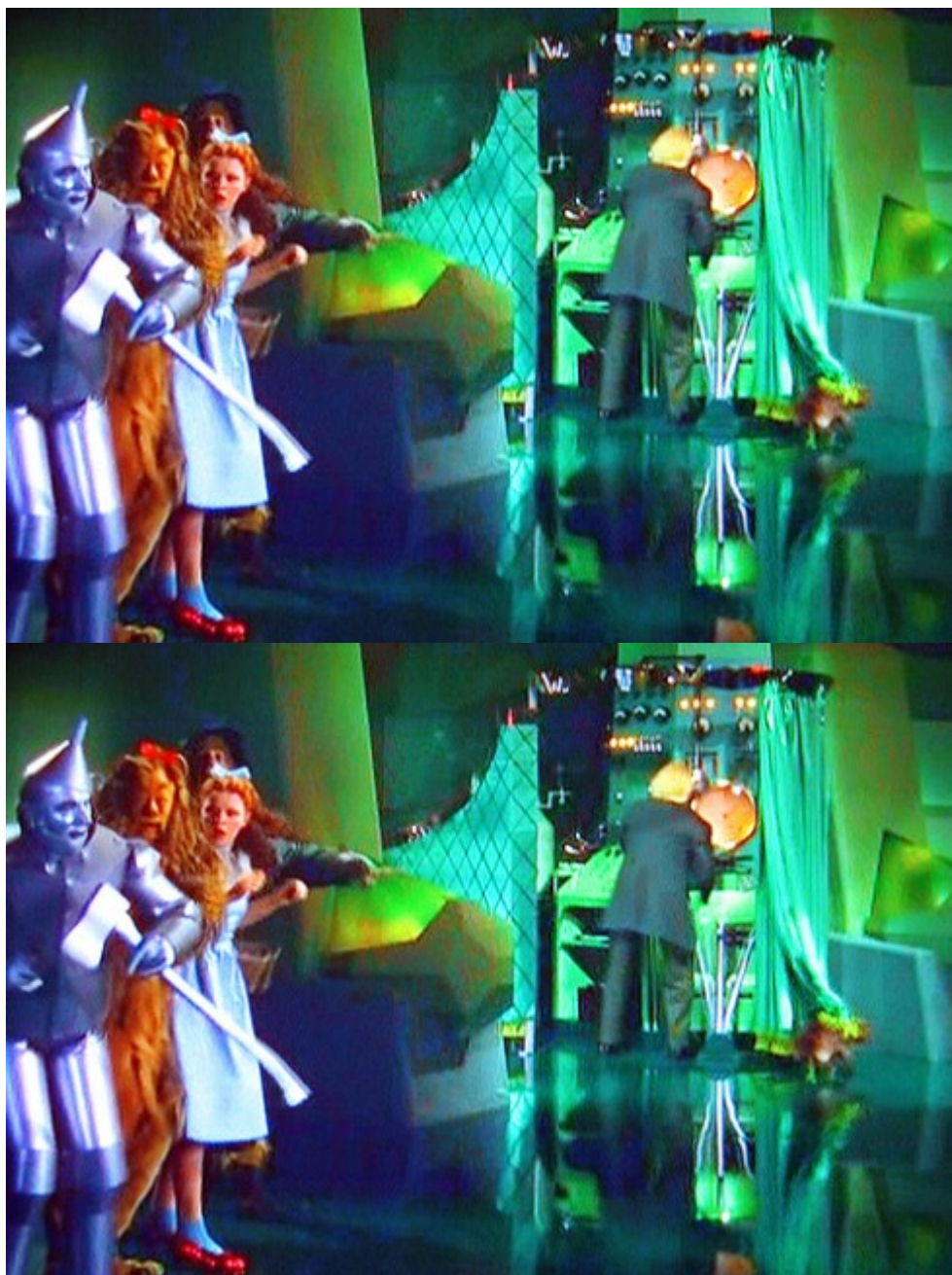
The truth is often avoided because it is ugly and unpleasant. Never appeal to truth and reality unless you are prepared for the anger that comes from disenchantment. Life is so harsh and distressing that people who can manufacture romance or conjure up fantasy are like oases in the desert: Everyone flocks to them. There is great power in tapping into the fantasies of the masses.

The Stripper Effect

There is a male counterpart to this need for fantasy. If you're approached by a woman obviously not in (what you believe) is your "league" and she's expressing blatant IOIs and approaches you, this is what I term the 'Stripper Effect.' Men are so accustomed to having to be the initiators and dealing with rejection (and potential rejection) that they'll willingly pay for the attentions of an attractive woman giving them a \$20 lap dance and this becomes physically and psychologically gratifying.

Dispelling the Magic

November 1, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Women get the men they deserve.

One point I try to make in my roaming about blogs dedicated to intergender dynamics is reading articles from many different perspectives. When I have the time, I actively hunt down articles that I know I will disagree with. I think it's far too easy to get locked into the habit of seeking out bloggers, articles and statistics that reaffirm our own particular views. Even within the circles with which we'd be inclined to agree with there will often be a lot of conflicting viewpoints – such as the recent conflict pitting the MRAs vs. the PUAs, or Game vs. MGTOW.

I began this blog with the intent of studying the reasons why intergender social and psychological dynamics evolve, what functions they serve, and develop contingencies or actionable methods of bettering one's life using this information – really this is the core of Game. The problem inherent in this, and really unplugging in general, is that it often comes with a healthy dose of disillusionment.

Once you strip away the heady fantasies of soul-mates and expectations of ‘happily ever afters’, and replace it with a more practical understanding based on reasonably reliable, empirical explanations, what you’re left with looks a lot like nihilism. Even for the most staunch realists among the ‘community’ there’s still a desire to want to apply, however slightly, some kind of mysticism to the process of connecting with another human being. With other Men it may be some esoteric desire to cast their association in terms of honor, integrity or respect – with women it comes as idealization or predestination.

I’m not saying this desire to spiritualize these connections is without merit, but I can’t help but see the conflict it has in coexisting with the practicality of what we’re learning about ourselves. Just in the last 30 years we’ve come to understand the biochemical natures of our emotions. We know a hormone like oxytocin induces feelings of trust and promotes nurturing. We know that the endorphin / dopamine profile associated with feelings of infatuation, lust and love is chemically similar to that of heroine. Poof! There goes the magic. We have an understanding of women’s ovulatory cycles and the resulting sexual behavioral habits that are induced by them. Only the generations of the late 20th and 21st are privy to this information. Evo-Psychology has only risen to prominence as a field of study in the past 15 years.

Discomfort and Disillusion

All of this makes for some very uncomfortable realizations, particularly when men become aware of the social schemas established to keep them in a female-centric reality. Game is a recent countermeasure developed by men to better adapt to this feminine primacy, but it was only possible through advances in both communication technologies, access to globalized information and new socio-psychological theory. Prior to these advancements, and with the rise of feminization from the late 60s to the late 90s men were clueless as to their social predicament. From the start of the sexual revolution until the beginning of this millennia, western masculinity (and femininity) has been subjected to the greatest deliberate social and psychological restructuring, any generation has ever known. And I shouldn’t limit that exclusively to western culture; now we see this effect filtering into Asia, Japan, even traditionally masculine Latin cultures. As westernization spreads, so too does it’s feminization.

What have men been left clinging to? The pseudo-guilt we’ve been taught to be ashamed of as part of our past “patriarchy” to be sure, but more importantly we were left with the vestiges of that magical thinking. In the face of a yet undefined hypergamy, we wanted to still believe in the ‘Sugar & Spice’ myth, the respect her wishes motive, the marriage goal – all of which were (are) still actively reinforced by a feminine imperative that knew its time had come and men were too stupid in their romanticism to know it. That is until the Meta Game was established.

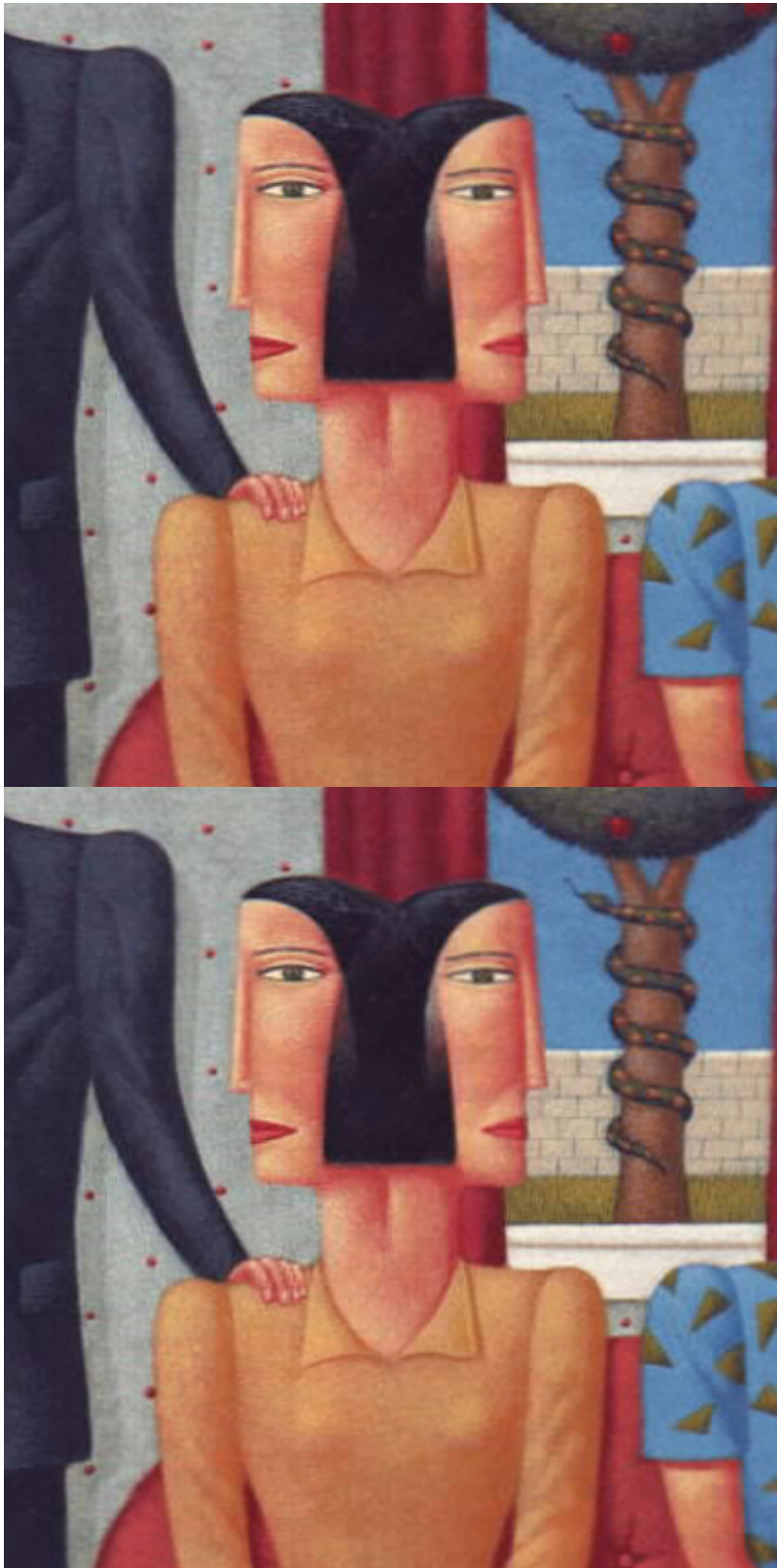
The great and powerful Oz that was feminization is finally having the curtain pulled back on it. In this new age of communication men can globally “share notes” and come to their own conclusions – and women shriek all the louder as we hit closer to the truth. Thanks to its relative anonymity, no longer is there any social stigma to fear from even broaching the subject of how best to deal with women. The great wailing we hear and read from women is less about current social implications and more about having the 30 year social program of feminization being exposed for what it truly was. Yet even in the face of men seeing the Empress with no clothes, they still make appeals to the romantic, magical association men clung to before they became aware of a hypergamy enabling feminization. We read cries of Man-Up! Accept your previous responsibilities of being a husband and leader, but don’t be overbearing and crush our spirits. And in the back row a new generation of

women, the 22 year olds, scream “where’s the party?” as they upload a fresh set of nudes shot in the bathroom from their cell phones.

Women get the men they deserve. For all the crowing and publicity of feminine triumphalism, there’s still a wonderment at why men are increasingly less and less motivated to play along in their feminine reality. As tough as it is for men to disabuse themselves of their romanticism, it’s even more so for women to accept their own natures in the shadow of the experiment that was 20th century feminization. They’re reaping the whirlwind that the Matriarchy of the sexual revolution has sown. It’s all the more ironic to read the same mothers who created this generation of men lament how their daughters are unmarried and childless at 35.

Get used to Jerks and Flakes

November 1, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I really hate it when I come up with a decent blog comment that gets buried amongst 700+ more self-evincing posts and trails off into the internet ether. Such was the case over at Aunt Susan's (once again). Use a topic like [Guys Acting Like Jerks to get into a Relationship](#) on a "Blog Her" site that

women feel relatively more comfortable posting on than Jizzabel and you're going to get a shit load of comments. Just as an aside, is anyone really surprised that it's now women receiving public recognition for acknowledging psychological and sociological principles and dynamics that the manosphere has covered (via Game) for over a decade now?

So, guys acting like jerks to get into a relationship? Ladies, get used to the idea that the guy who you'd consider for a monogamous relationship is going to at least start off with asserting his pseudo-jerk cred. This is the logical reaction for a guy who's been so consistently flaked on using the Nice Guy route that he fearlessly experimented with the Jerk energy and was more consistently rewarded with your intimacy and attention. And gentlemen, get used to more flakes, it's a symbiotic self-perpetuating dynamic.

I really don't see how this is at all shocking to anyone, women get the men they create. I think Roosh pretty well summed up this dynamic in the Future of Game:

Flaking Will Reach Epidemic Proportions

Western culture is teaching youth to glance upon the field and carefully analyze all available options before making a decision, or simply not make a decision at all. Therefore dates scheduled more than a day in advance will be rare. There will be no concept of keeping your word, being honorable, showing up, or acting respectful. Everyone will be looking out for their own. **Whereas for night game in the past you had to make out with a girl to decrease the chances she'll flake, today you have to fuck her. That's right—to get a first date you have to already have had the one-night stand with her. This is the only way I've found that decreases flaking to an acceptable level in even today's climate.** If I only made out with the girl, or god forbid didn't even kiss her, the odds I will see her again are far from assured. The dirty truth of game is how often flaking occurs, and it will happen at such a frustrating level that I'm certain more men will turn into homosexuals or resort to sex dolls because of it. This feature alone will cut the game careers short of many men who simply can't handle the frustration and rejection. You'll have to really want it to succeed.

Bear in mind that Roosh is prognosticating all this based on current trends and foreseeable outcomes. What I thought was interesting was the idea that even if you're kiss closing upon your first encounter, odds are still better than half that a woman will flake for even a first date (adjust for demography accordingly). Only an F-Close really locks down a first date, and this is becoming the norm as it is now.

I'd like to consider that there'd be a few mitigating factors for flaking as have been mentioned already – the age / maturity level of a woman, differing social / sexual value of a potential mate, geographic regions and the social interactions that characterize them, but on a whole these are outliers. Generally men and women are going to be looking for as ideal a situation as their conditions permit, yet in spite of these outliers women still default to flaking on guys as commonplace. At least commonplace enough that it's an increasingly reoccurring complaint for men.

Stoically walking away or NEXTing a flake isn't enough. You're not going to teach a flake a lesson when she has 6 more guys lined up (or at least she thinks she does courtesy of socia media) and all perfectly willing to put up with her flakiness if they think it means they have a shot at fucking her.

What I also thought was interesting was the 1st night lay = non-flake first date proposition. This

doesn't sit well with AFCs & White Knights because a 1st night lay or an ONS is too foreign an idea for most of them. However, now the prediction is for this to be a matter of course to GET a first date. "Rollo, I'm sick of all these flaky attention whores, how do I reduce their flakiness?" – fuck her the night you meet her!

Now take all that to the extreme as Roosh has done, even insisting that if he kiss closes on the first meeting, odds are she'll flake, and you can see the tears of desperation welling up in the eyes of AFCs and lower SMV women who thinking they bear the brunt of their sister's cruelty. The bar just got set even higher for chumps everywhere as they were beginning to think Game could be their panacea.

As technology expands (social networking for example) women are finding new avenues to satisfy their attention cravings. They're vicariously living more and more in the virtual than the actual, and finding an ability to really connect becomes blurred. In the future, Game is going to have to develop ways to break into that blurring and leave a lasting impression in the "real world". Depending upon the circumstances, a first night lay should leave a lasting impression, but this illustrates the bigger point in that women are becoming increasingly less receptive and responsive to anything less than a sufficiently immediate shock to their dulling sensibilities. A woman outright flaking on a guy is now met with no more concern than if she'd unfriended or put someone on ignore on Face Book. That's the association now, while at the same time she's receiving positive reinforcement from any number of virtual sources online.

Plate Theory II: Non-Exclusivity

November 2, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Women would rather share a high value Man than be saddled by a faithful loser.

“I just started applying Plate Theory, and I have to say with all honesty that this is probably the best thing I’ve ever done in my entire life. The feeling of having options is addictive; the whole idea that you don’t come from a necessitous emotional state is genius, and in fact the more options you have, the more attractive you become to women (through the unconscious changes in your behavior), the more women become attracted to you, and the more options you have. Once you get it started, it’s hard to stop it.

Recently I’ve been Spinning Plates with some success, but there comes a point when I risk one girl finding out about another. How do I handle this without the risk of losing one of my plates? Should I even bother with the effort of spinning plates that aren’t as high a value as others?”

Real options are the cornerstone of confidence, so try not to think of it in terms of risk – as in you’re risking the loss of “a great girl”. Most guys get to a point where Game and plate spinning give them their first taste of real options to select from or fall back on when another doesn’t pan out. The problem arises when they spin enough plates successfully to the point where they think they’ve maxed out to their “best” option and the old scarcity mentality returns. Most times a guy who newly practices Game and plate spinning never really spins plates per se; he uses it for the first

monogamous opportunity that's been eluding him for so long and calls it quits. He never actualizes and internalizes an abundance mentality.

Spinning Plates doesn't necessarily mean you're fucking all of your plates. It's more of a spreading out of your efforts across a wider pool of subjects. Some will reciprocate, and those you entertain. Others will not, or prove to be less desirable, and those you let fall. This isn't as difficult as it sounds once you've established your own resolve to be non-exclusive. At some point women will attempt to corner you into exclusivity and this is where your resolve will be tested. Women love to say how they have Rules, well you must have Rules as well. This means not shacking up with a woman, not slipping into any routine with her, not calling her more than necessary to set up another sporadic date, saving your weekends for women who've had a proven IL in you (i.e. sex or intimacy) and relegating those who haven't to Tuesdays & Wednesdays, etc. This may seem like a lot of micromanagement, but once you put it into practice in as pragmatic a way possible to accommodate your life you'll find that the decisions you make regarding the plates you are choosing to spin will become automatic.

If you feel that you have something to lose with a particular girl, you're no longer spinning plates – you're thinking and approaching dating in terms of exclusivity. POOK's great quote: "women would rather share a high value Man than be saddled by a faithful loser" A lot of guys (and almost every woman) have a big problem with the truth of this because they take it too literally. POOK was never suggesting that you **overtly** declare that you'll be open to other options and that your girls should consciously be expected to accept this. Every woman takes this quote in this way, and with good reason because they don't want to seem like an easy mark. When it's on the table like that it unsurprisingly becomes an affront to their pride and self-worth. However, in practice, non-exclusivity has to be **covert**. It needs to be implied, not declared. Thus you see the truth in POOK's observation – women's behavior will bear him out. Imagination and competition anxiety paired with implied non-exclusivity are the tools for successful plate spinning.

Become the commodity she's looking for.

A high value Man can spin plates, and sometimes those plates suspect there are, or know there are other plates in his rotation. They'll tolerate it so long as he remains high enough value (or effectively presents that perception) or hypergamy will move them along to another high value Man. As I state in Plate Theory, some plates fall off to be replaced by new plates. You must be willing and confident enough to let some of them fall. This is a tough reality for recovering chumps new to Game to accept. Deprivation has conditioned them to hang onto a "sure thing" and this becomes all the more difficult when the plate they happen to drop was the first woman they'd ever successfully applied Game to, or was hotter than any girl they'd previously been with.

As I stated earlier, you don't have to be sexual with every one of the plates you're spinning (this used to be called "dating" in the days before serial monogamy became the fashion). It's the potential in knowing that you could be, or that there are women who will value your attention that prompts a competitive anxiety in women – often when you don't even know you're doing it. If you are sexual with some of the plates you're spinning, so much the better since you know that they're proven commodities and if one isn't performing as you'd like, you have the unconscious knowledge that others will, or you have the proven ability to generate more options for yourself.

Monogamy is a byproduct, not a goal.

One of the biggest hurdles guys have with Plate Theory is breaking themselves of this 'LTR-as-Goal' mentality. Obviously I'm not anti-monogamy, however monogamy should never be a goal, it should

be a by-product of Plate Theory, but only when you've properly filtered through enough plates to understand how options play into confidence and controlling the frame. If a woman is unwilling to be non-exclusive with you (i.e. "she'll leave me if I see other girls" fear) she isn't a plate to spin. This seems counterintuitive to a guy with an LTR-As-Goal mentality and it is, but the guy who can fearlessly, and honestly stay above-board with his intent is the one who'll be spinning more plates. Most guys (AFCs in particular) are deathly afraid of losing that ONE perfect girl and so never even attempt to spin more than one plate, much less have any others to compare her 'perfection' to in the first place. I've even seen PUAs do exactly this. They're so impressed with the success of newly perfected techniques that they settle for the ONE 'dream girl' and find that their attentions become valueless to her because she perceives she is his only option for intimacy, his script gets flipped on him, and he gets marginalized. It's not a failure in technique, but rather a failure in his mindset.

So what do you do to establish your plates and be truly, and successfully, non-exclusive with women? Initially I'd suggest doing exactly what most women have perfected for the better part of their lifetimes, stay intentionally ambiguous. Women practice Plate Theory by default – they play the Coquette (hard to get), they know how to be ambiguous enough to keep their options open, but not so much as to let a guy's interest fail. They naturally know that we only chase what runs away from us. They never commit fully, but still keep the carrot in front of the donkey.

Women communicate COVERTLY, with gesture, with looks, with veiled meanings – you have to communicate your intent to be non-exclusive COVERTLY. Never OVERTLY tell a woman you've got other plates than her spinning. Allow her to discover this by your mannerisms, your behaviors, and definitely by your availability to her. Create value through scarcity, don't be so available to her, but just enough to keep her interest and allow her mind to consider that maybe you have other options. Even when you don't, fomenting this anxiety is a VERY useful tool for you while you do get more plates to spin. Even the ambient confidence that comes from knowing you have a past, proven, ability to generate more sexual options for yourself will manifest itself in your personality and trigger this competition anxiety.

At some point a woman will resort to OVERT communications when she's run out of options in her COVERT communications tool set. This is the point the anxiety becomes unbearable and the need for security forces her to be OVERT. This is usually the stage at which she's ask something like "where is this going?" or "am I your girlfriend?" or she may even give you an ultimatum. See this for what it is, she feels powerless and this is a press to commit. This is the point at which you will end up as a "cheater" or you'll continue to spin plates. You actually have a lot of options in this situation, in fact more than you will ever have with any individual woman. You can of course take the coward's path and just agree to exclusivity with her, but in doing so you lose all options (for as far as you're willing to commit) as she intently becomes your only means of intimacy. She becomes the broker for your sexuality and you lose power, whereas before YOU were in control of your sexual availability.

You could continue to spin her as well, but bear in mind she's resorted to OVERTLY confronting you about it and it won't be the last you hear of it. Depending on how long you've had her around, you may simply just let her drop. You might also keep her going, but let her cool a bit and come back to her in a few week's time. Again, this seems counterintuitive, but your attention will either wildly increase in her value of it or she'll simply bug out in which case it wasn't worth pursuing and you aren't wasting your time and effort on a woman with less than 100% IL.

Confidence is derived from options.

Don't think of plate theory as a filter so much as it is a means to reinforce confidence. If you were to step into the ring with a professional UFC fighter right now it'd probably be suicide for you. But train for a few years, spar with other fighters and win a few bouts and you'll probably be confident enough in your past performances that you know you can hold your own in the ring. That's the idea, confidence derived from the options of non-exclusive women in hand and from having successfully generated those options in the past.

It's not a numbers game, it's a non-exclusivity game. The goal isn't racking up as many women as humanly possible in order to sift through the throng and find that one little golden flower. In fact that's the key to disaster. There is no Quality Woman, that's an idealization. Some are better than others of course, but you don't find the perfect woman, you make the perfect woman. There is no needle in the haystack – that is Scarcity / ONEitis thinking – the point is to mold yourself and any woman who you do exclusively end up with into your own frame. This is a process that should come before you commit to exclusivity, not after. The world is filled with guys forever trying to catch up, control the frame and be the Man they should've been long before they entered an LTR. They spend the better part of their LTRs/Marriages trying to prove that they deserve their GF's / Wife's respect when they'd have done better in letting her come to that conclusion well before the commitment through a healthy dose of competition anxiety.

Plate Theory III: Transitioning

November 3, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You cannot help anyone until you've first helped yourself.

The following was posted with permission from a consult I did.

Hi Rollo, my name is Akash and I am big fan of your posts. They are always lucid, logical, and insightful.

I discovered the community about 5 months ago after yet another failed relationship characterized by highly AFC behavior on my part. I ended it with a tremendous amount of guilt as I felt that because she was a “good person” I ought to have made it work even though I wasn’t in love with her. I am 27 years old.

Based on your posts I would really appreciate your advice on two issues:

- (1) how to make the best use of my impending return to school in May for a second undergraduate degree and;
- (2) how to overcome the cognitive dissonance I feel about pursuing women outside the confines of a committed relationship as I still suffer from social conditioning that tells me I will hurt women by pursuing primarily sexual relationships with them and so it is immoral to do so.

If you would like to post a reply on the forum, rather than by a PM, for the benefit of others that is fine with me. I wanted to direct these queries to you though as I believe I could benefit from your worldly wise opinion.

Sincerely look forward to hearing from you.

Best,

Akash,

I'll give you a run down of what I can gather from your initial post, but understand that what you've given me here is pretty limited as far as information is concerned. I can only assume certain things from the very brief description of your life so take what I write with that in mind. In the future give me a better account of what your AFC behaviors were, how your relationships have ended, family background, where you live, why you're pursuing a second degree, etc. I can be more accurate and avoid assumptions this way.

To begin with, you've only been involved in the "community" for the past 5 months so the first thing I'm going to tell you is that it takes time to mold your personality and unlearn mental schemas you've become conditioned to consider integral parts of your current personality. One of the biggest obstacles most men have with accepting the fundamentals of a positive masculine mindset is the attitude that personality is static and uncontrollable by them. A lot of this "that's just how I am" mentality comes from this basic conditioning and needs to be addressed from the outset since this almost universally is an ego-investment on the part of a guy who's probably emotionally distressed, confused and/or frustrated.

Understand now that personality is ultimately what YOU determine it to be. This isn't to say that external factors don't influence personality; indeed these variables and outside influences are exactly the reason men such as yourself do seek out the community. However, it is you who determine what is comfortable for you and what will constitute the traits that makes your personality your own. You are most definitely not a blank slate, but you have the capacity to erase parts you don't like or are unusable and rewrite new parts that you like and prove efficient.

(1) how to make the best use of my impending return to school in May for a second undergraduate degree

This all depends on what your own personal goals are. The best use you can make of this time is to devote yourself completely to achieving the purpose for which you decided to pursue a second degree in the first place. I can only assume you are working for this degree with a set outcome in mind, but is this what you truly want? I ask this because I know far too many men who've altered the course of their lives to better accommodate the women in their lives or to facilitate their insecurities and fear of rejection. It's not an unfamiliar story to me to hear of how a guy opted for a certain university or a career path because he'd convinced himself that it would sustain a relationship that he was fearful of losing or he felt was his "responsibility as a man" to be supportive of *her* ambitions at the sacrifice of his own. The conclusion of this scenario, more often than not, ends with a bitter man, mad at himself with the long term results of his choices after the woman he'd strived so long to accommodate leaves him for another man who held fast to his own identity and ambition – which is exactly what makes him attractive.

I'm not sure how or if this fits into your conditions, but let it serve as an illustration for reclaiming and remolding your own personality. Only you have the hindsight to assess why you made certain decisions in your life. I'm only asking you to be as brutally critical of your true motivations for making them. Maybe it's time you review why you decided to pursue a second degree?

(2) how to overcome the cognitive dissonance I feel about pursuing women outside the confines of a committed relationship as I still suffer from social conditioning that tells me I will hurt

women by pursuing primarily sexual relationships with them and so it is immoral to do so.

Akash, any reasonably attractive woman knows you'd like to have sex with her. It's a primal, chemical instinct and to be bluntly honest, there's nothing wrong with it. In certain Muslim sects men are allowed to take "temporary" wives for a set period of time in addition to their "permanent" wives so long as they support them financially. Some Mormons practice open polygamy in a similar fashion. Some men marry and divorce multiple times (and support them congruously). All of these practices are considered, to a greater or lesser degree, moral. The dissonance occurs when the rationalizations for a behavior conflict with the motivations for it and the associative psycho-social stigmas that get attached to it. Sorry for the \$10 words here, but your feelings of guilt or hesitancy in a desire to explore multiple relationships is a calculated result of a very effective social conditioning with a latent purpose meant to curb a natural impulse.

Recognizing this is the first step to progressing beyond it and actually using it (responsibly) to your own advantage. As men, our biological impetus is to have unlimited access to unlimited sexuality with females bearing the best physical attributes. This is a rudimentary fact and on some level of consciousness both men and women understand this. No amount of proselytizing or social conditioning will erase what God and evolution hard-coded into our collective bio-psychological desires and behaviors. Admittedly, social conventions have historically made a good run at limiting this drive, but it can never (nor should it ever) purge this, because in essence it is a survival-ensuring attribute for us.

I won't argue against the utility in the latent purpose of absolute monogamy. No other method proves more valuable in parental investment and developing a strong masculine and feminine psyche in a person than that of a committed, opposite sex, two-parent family. I feel it's necessary to add here that I am thoroughly unconvinced that gender identity is exclusively a set of learned behaviors as many in the mainstream would try to convince us of. There is simply too much biological evidence and the resulting psychological/behavioral response to gender differences to accept this, making it vitally important that a child (and later a healthy adult) be taught a healthy appreciation for both the masculine and feminine influences in their psyches.

The genders were meant to be complimentary, not adversarial. I certainly would never condone infidelity based on just this principle alone since it seems the most beneficial for healthy adults. It's when this healthy monogamy becomes clouded by infantile, emotionality and insecure romanticisms with the resulting expectations that are derived by them that it becomes necessary for a man to cultivate an attitude of being the PRIZE. Adopting this mindset broadens his selection of opportunities for monogamy to his greatest advantage prior to committing to monogamy. In other words, if you are essentially sacrificing your capacity to pursue your biological imperative (unlimited access to unlimited sexuality), pragmatically, you'll want to choose a partner of the highest quality from the broadest pool of potential you are capable of attracting.

The downside of this proposition is twofold. First, your ability to attract a sizable pool of quality 'applicants' is limited by factors you immediately have available. At 37, if all goes well, you'll be more financially stable and mature than you are at 27. The 37 year old Akash will, in theory, be more attractive to a long term prospect than the 27 year old Akash. Secondly, women's sexual value decreases as they age, meaning there is no guarantee that your beautiful, vivacious, 27 year old bride will remain so at 37. In fact the odds are she won't.

All of this makes betting your biological imperative on monogamy critically important and thus

deserving of the widest possible selection.

Men literally live and die according to their options, so it stands to reason they ought to entertain a prolonged period in their lives where they are open to exploring the most options they have access to while concurrently developing and improving themselves prior to making a commitment of this magnitude.

And this is precisely where most men fail. They buy into and internalize psychological social contrivances (i.e. ONEitis) that are little more than effective means of inculcating a self-expectation of accountability and liability to make this commitment, irrespective of maturity level or personal success (not simply financial success). The saddest ones, the AFC ones are the pitiable men who carry these contrivances into marriage and even old age without ever understanding that they had more potential which they squandered due to an inability to see past these contrivances and learn to be selective based on experience.

A truly powerful Man jealously guards his most precious resources; his independence and his ability to maneuver. In other words his options and his ability to exercise them. True power isn't controlling others, but the degree to which you control the course of your own life and your own choices.

Commitment to anything ALWAYS limits this. When you step through one door, a hundred more close behind you. You're free to do what you want, right? You can always quit a job, divorce a wife, change your school, etc., but how many men do you know who are what they are today as a result of their own real doing, unfettered by how their choices impact their GF, wife, kids, parents, etc.? By comparison, how many guys do you know who dutifully stick with a dead-end job that's slowly killing them because it's better than dealing with the consequences and backlash it would have on his family? Are they free to quit? Sure, but not without an impact on their families and relationships.

So where does this leave you? You have 2 paths as I see it. You can sarge and explore your options with multiple LTRs and, should you decide to become sexually involved, do so while maintaining non-exclusivity with them. Put off and unlearn the expectations you've been conditioned to accept through (feminine beneficent) social contrivances and truly explore your opportunities while bettering your own conditions in anticipation for becoming monogamous at some later point. Or, you can remain in your sense of moral doctrine (no shame in this) and still non-exclusively date and explore your options while you continue to better yourself with the caveat that you know you'll be limiting your depth of experience. I won't denigrate a decision to opt for this, but far too few religious men have the perseverance to stay objective in their decision to 'hold out' and overlook major character flaws in women they'd like to be their spouse in a furious rush to marry them and get to "the sex part." Better to fall short in conviction than make hurried decisions that will alter your life.

And perhaps this isn't even what you're driving at? I don't know if it's a religious conviction or an internalized social contrivance that passes for one that's the cause of your hesitancy, but isn't it interesting that both are so closely associated? I know devout atheists who still believe in the fallacy of the ONE or the soulmate myth. Most women (and far too many men) look at me as if I'd denied the existence of God when I elaborate on why I think their eHarmony, induced fantasy of a soulmate is hogwash and psychologically damaging on a social scale.

Regardless, whatever your reasons, women should only ever be a compliment to a man's life, never the focus of it. When you start living for a woman you become that woman. Never again compromise your own identity to receive the ever-changing approval she grants you. You have to be the PRIZE at all times, not just while you're single. In fact, it's imperative that you remain so into an LTR. My

suggestion to you is not to even entertain the idea of monogamy until you are established in your career for 2 years, after your college is complete. Play the field, do whatever, but do not commit even to a girlfriend. Rather make a commitment to yourself, promise yourself you won't allow yourself to let emotionality and conditioned expectations of monogamy dictate what your goals will be or how you'll achieve them.

It's called enlightened self-interest; you cannot help anyone until you've first helped yourself.

Taking things Slow

November 4, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Sex is the glue that holds relationships together.

“Taking things slow” is covert communication for “I have other irons in the fire, and you’re not the first best option.”

This is the law of diminishing returns; at what point is the yield out-valued by the effort needed to produce it? If you allow yourself to be put into a holding pattern with a “take it slow” woman you will ALWAYS expend more effort than the reward yield, if for no other reason than that you are ignoring other, potentially better, opportunities in exchange for your attention and effort.

The “take it slow” methodology capitalizes on a guy’s insecurity in that it automatically places him into a constant position of qualifying himself to the woman at the risk of his reputation. In other words, if he doesn’t take it slow (i.e forces the issue, pleads his case too emphatically) OR he ejects altogether, he risks becoming who she, conveniently, “fears he really is”, a Player only interested in getting in her panties. It’s a self-fulfilling social convention that protects a woman’s ego no matter what the outcome. However the converse of this is that he wastes his own resources (time, opportunity, attention, money) indefinitely while trying to negotiate terms for what he thinks is her genuine desire. Ultimately, assuming there is one, the reward (which initially is always sex) will never out-value the cost of the investment.

In most instances, a guy getting this response is one of multiple options she’s entertaining at the time and will conveniently be dismissed if a higher value guy becomes viable for her (i.e. the hot guy in Cancun). In a way this “take it slow” contrivance is a similar, but more manipulative version of the LJBF rejection. In the TIS method there is an implied presumption that a guy “may” qualify for her intimacy IF he can prove himself to be patient and match her set of prerequisites. There is no presumption in an LJBF and the guy simply takes it upon himself that he can qualify if he can only

plead his case well enough.

| the SEX might not be worth the wait, but the relationship might.

Beware of this rationale, sex is the glue that holds an LTR together. Sex is an integral part of an LTR and if it is established from the outset that a woman's sexuality is a conditional reward for desired behavior from a man rather than a mutual experience based on mutually passionate desire, this LTR becomes fundamentally compromised. It is her frame, her world, that the waiting guy is entering from the very inception of what later may turn into an LTR. His first act of that LTR is capitulating to her terms for sex.

You can dress this up in esoteric reasonings as to how, later, she'll appreciate him more for respecting her wishes to move slowly, but it doesn't negate the fact that the Alpha traits women find the most attractive, and the most sexually arousing, have nothing to do with patience and everything to do with impulsivity. Women want to be pushed for sex. Women constantly complain that they need to *feel sexy* to want to have sex, and so long as it's 'the right guy', nothing makes them *feel* sexier than knowing he's hot for her to the point that he's acting on impulse. The token resistance might seem cute or it's used as some ASD ego preserving buffer, but it's really a another way women prolong that *feeling sexy* dynamic which can be more rewarding than sex itself.

The nature of the Alpha guy that women crave pushes him to have sex, not wait for it. In fact that sexual insistence is a prime indicator that a woman is dealing with an Alpha. The man who'd agree to 'taking it slow' telegraphs Beta to her. Sexual impulsivity is an Alpha indicator that translates into a Man who insists on getting what he wants in other aspects of life – which benefits HER and her future offspring's long term provisioning. In the long term, women want Men who other men want to be and other women want to bang. The man agreeing to the patience and effort needed to "take it slow" is indicating that he's not accustomed to insisting on, and getting what he wants. If he can sublimate his most powerful biological imperative to get sex, what else is he willing to sublimate?

Sex is the deal breaker, but in my pointing it out I run the risk of coming across as "shallow" or "superficial." It's important, but it shouldn't be that important, right?

Wrong. It is **THAT** important. **Sex is the glue that holds relationships together.**

If you encountered a woman who fit every ideal you ever had for a relationship – best friend, loving, 100% loyal, excellent mother, came from a great family, perfect HB 10, healthy both mentally and physically, emotionally available, intellectually stimulating, shared all your beliefs – who loved you unconditionally and wanted to marry you, but with one caveat; he/she would NEVER have sex with you under any circumstances, would you marry this person? You could have children together through insemination and they would always be platonically affectionate with you; knowing full well before you did, and pledging to be completely faithful yourself, would you spend the rest of your life in a completely sexless marriage with an otherwise ideal person?

Remember this sexless state doesn't come after having had sex before (due to an injury or disability), it's a pre-condition for the relationship. That's the underlying message of "taking it slow" – all the benefits and emotional perks of a relationship with no expectation of sex. It's like men having a fuck buddy, all the sex he wants with no expectation of emotional investment.

This is how important sex is. People tend to think of love as coming in different varieties and colors – platonic, fraternal, familial, erotic, agape, etc. All of this is nonsense. Love is love, it's how it's expressed that's different. I love my Mom, my brother, my best friend and my daughter, but I only

fuck my wife – that's what makes us husband and wife, not brother and sister. Sex can be an expression of love or it can be an act of recreation, but it is *always* a prerequisite for an intersexual relationship. It's time we all stopped deemphasizing the importance of sex and accept it for what it is. Every time we think we're taking some moral high-road by saying it's superficial or shallow to place such importance on sex, we only do a disservice to ourselves and our lovers. We're only screwing ourselves by thinking that we're in some way above sexuality in some lame self-delusion that in stating so will make us more desirable and set us apart from the rest of the herd (who are also claiming to be above sex anyway). It IS that important, so start giving it the respect it deserves. You do yourself no favors by desexualizing yourself.

Is Game Adversarial?

November 7, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“My biggest problem with the Ro writers is that Game is by definition adversarial. It’s us against them, don’t let the bitch win. That is most definitely Rollo’s approach, yet he commands respect from men here. I can only assume that good men read a lot of Roissy, Roosh or Rollo, incorporate some small fraction of it, and use it to improve their relationships, rather than for nefarious means.”

Aunt Susan came up with this little gem and it got me thinking over the weekend. Is Game adversarial?

I can certainly understand how women with a vested interest in maximizing the dictates of their hypergamy would think so. It’s not in the collective best interest of women’s sexual selectivity (e.g. the feminine imperative) that men be educated in how best to access their vaginas. For the same reason porn and prostitution is socially stigmatized, any medium that makes for easier resolution of a man’s sexual demand necessarily devalues women’s most valuable agency – her sexuality. So from Aunt Sue’s side of the equation I can certainly see how Game could be considered adversarial, but is

it really that malicious? Do we “not wanna let the bitch win?” I don’t think so.

Whenever I consider reasonings for Game I have to begin from the perspective of why Game developed in the first place. Game is the logical response, the inevitable countermeasure, to feminization and female primacy. In the foggy days of emerging internet proto-Game there wasn’t some diabolical PUA who thought “Ha! At last I’ve discovered the secret psychology to make those bitches pay for all their lies and wrongdoing!” There might be an MRA guy who has such a vendetta, but it’s not the PUA community. Game developed because men began to see the code in the Matrix. They used simple behaviorism, observable results and modified their social experiments until they could get to a relatively predictable, usable technique. The internet then gave them a global access to compare notes and develop their own approaches. Thus we have Game.

Firestarter

Now that Prometheus has stolen the fire of Game from Aphrodite and given it to mortal men, what will they do with it? Warm the hearts of women by knowing exactly what a man should be, or will they burn their homes to the ground in hedonistic pursuits? Let me allay some fears here first; it’s been my overwhelming experience that men would rather see Game as some, often underdeveloped, expedient to getting with their Dream Girl than to exact some revenge upon womankind. When they first become aware of Game, most chumps reject it wholesale – they’re too insulated in their feminization programming to accept it. Of those who don’t, the first tendency is to use it to get that one elusive girl who’s been forever out of reach, even if she’s just an idealization. Finally, there are the select few Men who really understand the mechanics of Game, internalize it and use it like an art.

For all the rationalizations against Game, very rarely is it used as a weapon. In fact Game doesn’t even approach the same level of weaponization with which women have classically used their sexuality as against men. Game’s been around for a decade, women have been wielding the power of the V for millennia. We take women weaponizing their vaginas as a matter of fact – men using Game, well that’s a major threat.

Now then, for the record, and to make Aunt Sue a bit more comfortable, let me express that I in no way believe that the sexes were meant to be adversarial. On the contrary, it is the adamant view of this blog’s proprietor that the sexes we’re, and are, meant to compliment one another. It is just in this belief that Game becomes a necessity as a logical step forward for masculinity in the face of the overwhelming feminization of the past 40 years. Game is only viewed as a retaliatory threat when it is interpreted from the perspective of female imperative interests. True misogyny and misandry are both exceptionally rare social outliers, but a female imperative, cautious of protecting its eminence and control, will fling accusations of misogyny against anything it perceives as a threat to it. In fact the liberty with which misogynistic accusations are thrown about is the best evidence of the control female primacy exerts in society. If anything is adversarial it’s the deliberate 40 year push of feminization that imbalances the genders. Feminization has become so embedded and acculturated into society at this stage that anything that attempts to tip that scale back to the masculine side (i.e. Game) is automatically ridiculed at best or legally eradicated at worst. Ultimately, my intent is that Game – real, internalized, personality changing Game – will restore that complimentary balance to gender dynamics.

Aunt Sue’s beef isn’t about the utility of Game so much as what it’s used for. If I announced that there was this great new way of thinking that makes men want to be the best man possible to facilitate better committed relationships for women I could start my own cable channel and become a celebrity

psychologist. Oddly enough, this is what most men want to do with Game; do exactly what women keep telling them is expected of them and man-the-fuck-up. Only when they do they're called misogynists. All that being what it is, the root of the point of contention is that Game places men in a better position to facilitate their own sexual interests. If a technique could be developed that would virtually guarantee a desired sexual behavior from women it destroys their sex as the ultimate commodity for men. The root of every social convention women develop and normalize can be found in protecting the valuation of their sexuality. Take that away and they cease to become the 'protected sex' and join the ranks of the 'disposable sex'.

Ladies, thank your lucky stars for Game. With any luck the strong, masculine, decisive, confidence necessary for applied Game will become internalized by men, thus giving you the Men you really want – the Man Up guys you love and hate so much, but really love all the more. Worry less about a guy using Game to create his personal harem and more about a guy not fully realizing what Game can really teach him.

Could a Man have written this?

November 8, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Blame the Sexual Revolution not Men.

Mona Charen had a very concise critique of the overwritten personal ad that passed for Kate Bolick's life's confession, *All the Single Ladies*.

I won't say that I don't admire Mona for having the courage to write a less than favorable critique; particularly one that points the blame back on a feminization that enthusiastically looks to reinvent it's own social conventions in order to rationalize away the post-Wall dire straits women like Bolick are finding themselves in. However, is anyone really surprised that it's now women receiving public recognition for acknowledging psychological and sociological principles and dynamics that the manosphere has covered for over a decade now?

I'm glad to see it getting the publicity, but ONLY a woman could write this without suffering fem-screch backlash accusations of misogyny. This is the environment we're in today. I have no doubt that Ms. Charen will receive her share of frothing hate from ego invested Jezebels, but at least her critique will register for them. No man could write this critique and be taken seriously, and therein

lies the danger in women co-opting the message the manosphere has been compiling for 12 years now. The environment is such that anything remotely critical a man might offer is instantly suspect of misogyny or personal ('he's bitter') bias, however, couch that message in a female perspective, play Mrs. Doubtfire, and you'll at least reach the audience beginning with something like validity.

Not surprisingly this element of message delivery is lost on most women. Adopting the male perspective seems novel, something that might set a woman apart in a sea of common fem-speak, but it's important for Men to understand that anything positive a 'pro-man' female author has to offer is still rooted in her female reality. In girl-world, what directly benefits women *necessarily* is presumed to benefit men, so what we'll see is a new wave of female bloggers bastardizing the world-worn ideas that the manosphere has put together and repackaging it in a female context. It's Man Up 2.0; make a token push to "re-empower" men just enough for them to idealize the romanticism of the responsibilities required for living up to women's expectations.

A major illustration of this can be found in the 'late-to-the-party' resurgence of masculine ideals in mainstream evangelical christianity today. Like so much else in christian culture, they're happy to use the popularity of a secular phenomenon and repackage it as kosher, the manosphere is no exception. Hacks like Mark Driscoll and more than few other "relevant" new order evangelical pastors have co-opted manosphere (MRA?) fundamentals – even 'purified' forms of Game – as their particular cause du jour for returning men back into their roles of accountability to the female imperative. This of course has an overwhelming appeal to White Knight prone guys, but the push is disingenuous for the same reason 'pro-men' female writers are – they still use the girl-world, female imperative rule book to define their outlook.

I'm once again painfully reminded of how women believe that they are the only lasting authority and irrefutable arbiters of anything that has to do with personal relationships. They have, and continue to control the language of anything relationship. Just look at the comment threads of any relationship article. Every female response is written from a position of authority. The same women who can't articulate anything informative in other contexts can write absolute volumes about relationship by-laws, etiquette, formalities and how it's men's honor bound duty to comply with their reality in a comment post.

We are acculturated into a world where the 'common sense' is to presume that social dynamics should ALWAYS default to a feminine imperative. In essences everyone, male or female, *should* agree with any social dynamic that benefits the feminine. Without even an afterthought you are cast into what would benefit a feminine frame and a female ideal. To the feminine mind (of both women and feminized men) this is just the way the world is.

Men are simply facilitators for a feminine reality.

The tool of ASD

November 9, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I realize what I'm about to type here is going to ruffle a lot of feathers, but I believe the concept of ASD as Game would define it is flawed – I don't believe that anti-slut defense is what most guys make of it. I know that's going to go against everything any PUA has ever established about overcoming ASD, but let me clarify a few things about this first. I'm not saying that women aren't the filters of their own sexuality. I'm not proposing that women don't feel some sense of personal accountability for their own sexual decision. Obviously it is in their own biological interest to be cautious with whom they'd mate with. What I am saying is that ASD is a feminine social convention. Anti-Slut Defense is exactly that, a "defense." It is an automatic moral high ground that any and every woman has the ability to claim. It is the feminine prerogative in it's rawest form, but it is a social contrivance and possibly the single most useful tool a woman has next to her sexuality. It is one thing for a woman to be sexual, arousing, erotic and enticing, but it is quite another thing for her to be sexually available. This is the secret of feminine seduction; the prospect of sexual pleasure

without the promise of sexual availability. And the tool – the social mechanism – used to effect this contrivance of feminine virtue is ASD. There had to be a sociological schema created – a set of common rules backed by an unassailable moral stance – that would allow a woman to operate, and practice her methods of sexual selection without the worry of the social accountability that her otherwise fickle and seemingly indecisive behaviors would draw attention to. Thus the importance of feminine virtue comes into the popular consciousness.

Slut Disclaimer

Before I continue, bear in mind right now, I'm NOT debating the merit of a woman's wanting to avoid being considered a slut. Obviously fidelity is a prime requisite for men seeking to establish a monogamous relationship. What I am proposing is that ASD is less about avoiding that perception and more about being a convenient tool to reserve a woman's sexual selection options. I don't 'believe' in ASD in the context that most PUAs seem to perceive it and certainly not in the way most AFCs do. I do not believe women are as worried about their "slut status" as most guys believe they are.

Sexual reputation for women is no doubt important, but I think that the social contrivance of ASD in the way that men understand it is far more overblown than how women really experience it. Women are all too eager to reinforce this male perception because it serves their purpose as a whole. The social mechanics of ASD make it unassailable and also bolster the "women-have-it-harder-than-men" victimhood that's served them well for centuries. However, in light of a majority of women's easily observable, contradictory behavior that occurs so often and under such obvious conditions it becomes predictable, I cannot think that ASD is considered anything more than the perfect tool to be used as fits a situation.

Let me also be clear in stating that I do not believe women have some grand scheme of manipulation in using ASD. It's become so ingrained in modern culture since well before the 20th century that it's part of both sexes upbringings and psychological gender understandings. My point is that ASD has been assimilated into the "have it all" mentality women use to simultaneously play virtuous, chaste "good girl" but still have the prerogative to be independent, liberated and free "bad girl" as their conditions warrant. And again, I'm not raging against it or trying to say women ought not to do so – I'm certainly not going to change so concrete a conviction no matter how questionable. I'm saying be aware of it and plan accordingly as a man.

The ASD Tool

With ASD as a tool, a woman can operate unhindered in her sexual selection. As much as people want to take issue with me about Plate Theory, women have been employing it for centuries and the tool that is ASD has only made them better at it. In today's western culture (and a lot of others as well) she's got the best of the new rules and the old. A woman can be as flirtatious as she wants, be as arousing and flighty as she pleases and still enjoys the female prerogative to "change her mind", to be concerned with her virtue. And we, as properly conditioned chumps, nod our heads in agreement with the girl who just won the wet t-shirt contest when she says she won't sleep with us because she's "not THAT kind of girl."

Do the girls in Panama City on spring break flashing their tits, making out with random guys (and other girls) on camera and hooking up seem worried about being perceived as a slut? Do the self-shooters and amateur porn girls really worry about being perceived as a slut? Do the women at a club on a Girl's Night Out really seem concerned with what their other girlfriends think of their sexual

exploits? If anything they're encouraged to be more sexually adventurous by their peers. Does the bride-to-be at her bachelorette party worry about coming off as a slut in Las Vegas? Women will do what they want to do and work out the rationalizations for it later, because they know they'll be excused for their indiscretions by no other means than feminine virtue. They know that there is already a well established social system that will happily accept her default victimization as a woman.

As I'm fond of saying, the girl fucking the hot guy she met an hour earlier in the foam cannon party on spring break in Cancun is the same girl who'll tell you she's "just not comfortable enough to have sex with you yet" after you've spooned her for 3 hours with a hardon in your bed. She gets away with it because she uses the ASD contrivance to filibuster your sexual desire.

So, I'm not going to suggest that you NEXT a woman out of hand for a lack of IL or even desire. What I will advise is an awareness of how a woman applies her version of Plate Theory and the tools with which she employs it. ASD is one of many tools in her toolbox; know when it's being used against you and weigh the costs of dealing with it against the rewards of actually banging her. When I was dating Mrs. Tomassi it took 3 dates to bed her, but never did she tell me, "not yet, I'm just not comfortable with you", never was I expected to play cuddle bitch and go home with blue balls. She never said "I'm making you wait for it." She had more respect for ME than that, not the other way around. When we had sex, we HAD sex. We didn't play games, I didn't put it half-way-in, we didn't dry-hump we had sex.

Women are concerned with reputation, of course. Women do have sexual hang ups as a result of this or upbringing too, but again, is the cost of dealing with this worth the reward of having sex with a woman with hang ups? Is it worth the investment required for a future LTR that by all indicators would be with a woman with hang ups or is settling for you? Would your efforts be better spent with a new prospect in contrast to that perceived reward? People always think my blanket response is to NEXT a girl, but I've been down the ASD-game playing path often enough in my past, and know so many others who've done so as well, to see that a zero-tolerance policy is simply more pragmatic. The problem isn't so much that she wasn't instantaneously sexual with you from the word go, but more that she's used the ASD contrivance to filibuster you. Look carefully at what's working in her life now. What's her background? Is she a single mommy? Does she have other irons in the fire? She's only been with 5 guys (that she'll admit to) why? Because she's virtuously cautious or because she's evaluating you as one of her options?

Strippers

November 10, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In my 20s I dated (see :”banged regularly”) 4 strippers. It came with the territory in the late 80s / early 90s Hollywood music scene I found myself a part of at the time. After dating and knowing the stripper friends of strippers I can tell you that, as surprising as it may sound, strippers are rarely whores in the traditional sense. In fact I’d go so far as to say that, among ‘professionally beautiful’ women, with the exception of porn actresses, strippers are probably THE most difficult women to Game. Not because of the implied perception that they are out of the ‘league’ of most guys, but rather

because there's a difficulty for men in reading what is genuine and what is 'acting' in her responses. The reason I say this is because the profession of "exotic dance" puts a woman into the position of making her living from generating male attention. These women literally make a living from being praised and affirmed with male attention every night they work.

Good strippers have a unique set of social skills and (usually) a body to make them work. From a behavioral standpoint, they can turn their sexuality on and off at will, so it becomes a challenge for any man spending more time than it takes for a \$20 lap dance to really understand what is in fact genuine and what is "just working" for them. These women do this for a living, they see how their behavior affects men on a nightly basis and their self-affirmation, in fact their financial livelihood, depends on their ability to manipulate the attention men will pay for the privilege to give to them. And every night they work it's another study in male behaviorism.

The important thing to remember is that these women are paid to have attention given to them, so, assuming you really want to hit it with a stripper, you have to make your attention more sought after and more valuable a commodity than that of the constant flow of men in the place where she works. Your Negs must be flawless, and your timing and your freeze-out techniques have to be perfected to key on areas where you detect insecurities. Needless to say you'll need to be somewhat good looking and be uncompromising in your determination. Strippers won't tolerate an AFC, in fact AFCs are their bread & butter in a club so there's little margin for error.

NEVER try to sarge a stripper in the club she works at. All the perfect 'reads' you could do to gauge her interest will always be offset by the fact that she's "working" so nothing is certain. There will always be some chode at the end of the bar with \$100 who'll get more attention than you. Isolation is a necessity, and that's simply not possible when she's working. Always arrange to meet up alone at a lounge later and never on the same night you run Game on her. The best way to bag a strippers is to find a way into her social circle. Most strippers hang out with other strippers on their off nights. Find out who her friends are. Do your reconnaissance work before hand and it'll go much easier for you to accidentally "bump" into her in her non-stripper persona. Three of the four strippers I got with were the result of doing just a cursory background check to see where they worked out or what social gathering they'd be at. Call that stalking if you want, but strippers tend not to have too many hobbies, so meeting them at Barnes and Noble is pretty much out. Once you do approach, play a sucker to catch a sucker; don't for an instant let on that you knew she was a dancer. If you do, you'll be psychologically relegated to being one of her clientele.

Once you do establish some connection, from the outset, never give a stripper even the impression that her stripping in any way bothers you. That's just a cold hard reality of being with a stripper. Many a man before you has attempted to "reform" a stripper. The guy who ever does most certainly won't be you – know this now, strippers only "reform" once they are forced to acknowledge (subconsciously or not) the Wall. There's too much money, too much attention, too much ego gratification for most men to ever offer more than what she gets nightly. Remember this, the only reformed strippers existing in the world are the ones who are too old or got too fat to keep it up. If you even hint that you might be possessive enough ask them to quit in the future, you're done.

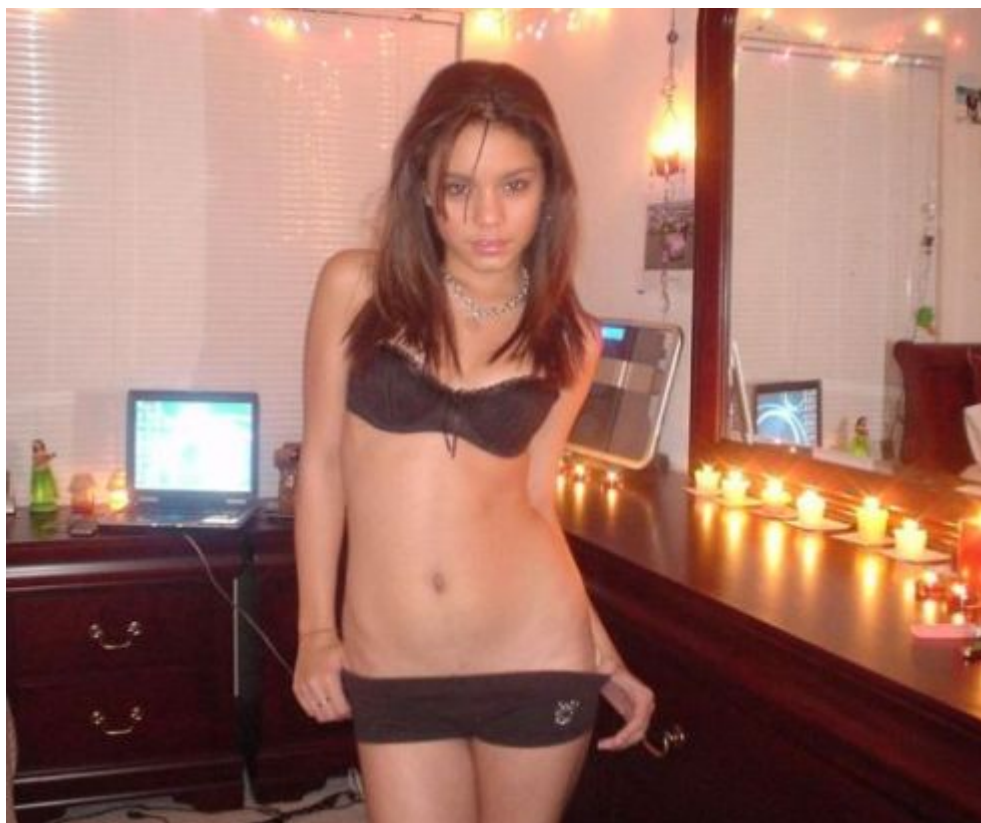
As is the stereotype, most strippers have 'daddy issues'; even the strong independent ones who'd have you believe they're only dancing to put themselves through college. You can however use this to your advantage. The longer a girl strips the more she looks for stability. Young strippers probably won't respond to this, but if a girl's been on the pole for a couple of years she's going to be at least subconsciously looking for some kind of future stability. If you can play Alpha bad ass with just the

right amount of implied ambition, command presence and an ambient sense of stability you can tap into this daddy dynamic she's after. Rockstars are fun for a night, but 'Daddy' leaves a more lasting impression.

All that said, bear in mind that a stripper will virtually NEVER be a good choice for a LTR. Beware the single mommy stripper. If you can approach the girl with the intent of having a good time in the short term and moving on after the experience, you'll do well. It's the guys that buy into the "hooker with the heart of gold" myth that fall back on their AFC behaviors and develop ONEitis with a stripper who have substantial damage done to them, and often their lives.

Good Girls ‘Do’

November 11, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Good girls are just bad girls who never got caught.

Allow me relate here a case study I counseled a friend on personally about 6 years ago. I have a very good friend, Ray, that I hired and work with. Though we started out as work associates he became one

of my better friends and had the benefit of my personally having unplugged him from the Matrix. He was a good student (for lack of a better term), but in becoming so he went through a transformation process. Like most guys fed on a lifetime of feminine conditioning he patronizingly accepted what I was initially teaching him, but privately, he still clung to his AFC mentalities. That is, until the turning point came.

Unbeknownst to me Ray had entertained a flirtatious “friendship” with a semi-attractive PR girl we were working with for a while. He knew what I’d said about LJBF rejections and “playing friends” with women, so he left me out of the loop on the whole affair. He had “dated” her on several occasions, but beyond the infrequent “kiss while drunk” she kept him at arms distance using the standard fillibuster techniques women classically use – “I’m not ready for a relationship”, “I’m not looking for a BF”, “We’re good friends”, etc. She did however keep him in her ‘attention web’ with little carrots of affection for him to pull her cart for about 3 or 4 months. Mind you, Ray was never a chump. He’d hooked up with his share of women, but this cute, “good girl” who was at best an HB7 developed into a ONEitis for him.

This all came to a head when one night she had to do some work with Aaron Lewis (yes, from Staind) while he was doing his solo acoustic act at our casino. To make a long story short, the PR girl ended up buzzed on this night and fucked Aaron Lewis’ tour manager in a classic situation of right-alpha, right-environment, right-conditions. Her mistake was in feeling the need to confess her actions to Ray who’d felt betrayed considering all the investment he’d put into doing what he thought was the right way to go about things. Here was one guy on one night who she fucked in a moment of chemical reaction because “he was hot, I was drunk and one thing led to another...” versus his 3-4 month personal investment.

This was of course when he consulted me and informed me of everything leading up to it, only now he was at an impasse. She appologized profusely to him and held out (once again) the olive branch of a LJBF rejection. He asked me what he should say, and it was at this point he took the initiative to tell her “no, we can’t ‘just be friends’.” He did what I advised him to and he walked away from a woman for the first time in his life. This is when all hell broke loose for her. She’d never been met with this response before and all the cards went straight into Ray’s hands. She would consistently ‘bump into him’ at bars or events to “have another talk”, she did a complete 180 in her attitude with him all in an effort to “be his friend.”

Now I’m exceptionally proud of Ray because, unlike most guys finding the true power of a takeaway, he stuck with it rather than being contented with her chasing him and then giving into the LJBF. He had actually learned a valuable tool that he still uses now – the power of the takeaway. In addition he also came to understand the principle of understanding a woman, not by what she says, but by what she does – he learned the importance of reading behavior. Of course after about 6 or 8 months she stopped pursuing him “to be friends” and he has talked to her in the interim years, but the frame of their discourse has changed. She has respect for him that she never had when he was the pursuer and never would’ve had if he’d surrendered to another LJBF.

Good Girls

This girl, at every opportunity, loved to display her ‘properness’ and would always say she “wanted a man with a good heart” when asked what she looked for in a guy. She was very outgoing as befits a PR person, but at all times she presented herself as someone conscious of how people perceived her and her reputation. Hers was a classic case of basing estimations upon behavior above words.

Biology trumps conviction – sexuality, for as much as we think we can, will not go unexpressed. Celibate priests, moralistic republican statesmen, and the pure-as-the-driven-snow virtuous girl you've got ONEitis for all want to get off, and they'll find a way to do so. According to FaceBook she now lives in Montana with a thoroughly beta husband who likely has no idea that she had the capacity for raw, feral hypergamy.

One of the trappings of a woman a guy perceives as a 'good girl' is that he'll have a tendency to pedestalize her by default. White Knights are a given, but even hardened PUAs are prone to want to read more into the personality of a 'good girl'. A cute-ish HB8 'good girl' is a recipe for ONEitis because she seems to be above seduction. "I just want a guy with a good heart" sound so fairytale perfect and with just the right amount of naivete applied, she comes off as a girl who truly believes Disney wishes really do come true. To guys with Game she's a jewel in the rough amongst the bitch-shielded mean girls that populate the new hook-up paradigm. To chumpish White Knights she's an archetype – the innocent damsel who needs to be saved from the world before it corrupts her soul and she turns into all the other women who won't date them. Both of them are equally shocked when she spontaneously fucks an Alpha tour manager.

If you haven't done so yet, I highly recommend adding The Art of Seduction by Robert Greene to your reading list. In this seminal work he begins by profiling the archetypes of seducers and amongst them we find our 'good girl' is really The Natural; a child like innocence that masks a seductive motive. You may be inclined to think of a good girl as a prude, but this is often in error. The good girl needs to be seductively cute enough to make her hypergamy work for her. Any prudishness is reserved for putting a suitor into stasis long enough to evaluate better options, or in the case of our PR girl, the option to capitalize on an immediate Alpha experience.

The good girl's Game is built around playing to the 'Quality Woman' mythos that men harbor. They want to believe she exists among a sea of vapid, self-absorbed sluts looking to cash in before they hit the wall. She's not the prudish Madonna and she's not the Whore of Babylon, she's the cute good girl somewhere in between. She's only an HB7-8, not the demi-goddess HB9+, so she also emanates a tantalizing potential of attainability. All of this makes for a very idealized, very cemented form of ONEitis until it's graphically dispelled for the guy suffering from it.

Just like all men have some form of game, women have their own game. Since we live in a feminine defined reality, women's game is not considered subterfuge, it's simply how women are, or the feminine mystique. What makes a good girl contrast with 'other girls' is still founded within this feminine social normalization. The wise practitioner of Game knows what works best for him, but he must also be aware of the Game being used against him. One of the most important aspects of the principle of Amused Mastery is actually having the mastery to be amused. That may sound cryptic, but what it means is having the experience to know what to expect from feminine Game, mastering it and being able to riposte with an amused laugh.

For example, the operative goal of girl-game is to maximize hypergamy, this is a foundation of Game. So in knowing this, you can craft an amused response to any seduction methodology women use on you. The good girl is still looking for an Alpha, and will still stop the good girl car to get out and fuck him should the opportunity arise. When you deal with the good girl or any of her sister's methods always see them beginning with the end in mind.

The Mature Man

November 11, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I recently got into an interesting debate as to the reasonings why mature men tend to opt for younger women with whom to settle down with. As is to be expected from femme-screetch and their mangina enablers the social shaming mechanisms abounded. Most of these are some variation of the “men’s fragile egos” canard or the “a real man would want to get with a woman his own age” trope. This quote pretty much summed up the opposing point:

Older guys want to bang college-age girls for the same reason that many older women like dating younger guys: to live in a state of suspended youth and be reminded that they “still have it”.

I half-agree. Older women definitely want to think they “still have it”, with regards to their capacity to hold the attention of younger guys they find themselves in competition with younger women for. However, older men who naturally pursue younger women come to realize that they’ve “finally got it”. Why wouldn’t a guy of 40 have a natural preference for the younger woman after reaching a level of maturity and accomplishment that allows him this? Professional women tied to the male template of life’s progression tend to think that they too should be entitled to the sexual attraction of ‘eligible’ men by virtue of their mature achievements, status, intellect and some imagined sense of knowing themselves better. They are mistaken.

The Associations of Maturity

First off, it’s a mistake to just peg 40 y.o.s in this demographic. There are plenty of early to mid thirties guys that can and do pull girls 5 to 8 years younger than themselves regularly. Funny how there’s little shaming stigma with that age difference. It’s not a man’s physical age so much as what the age represents (or is perceived to) – maturity, accomplishment, better provisioning capacity, status, etc. Do ALL men actually realize these to their satisfaction by this time? Of course not, but it’s the perception that they **SHOULD** have actualized this that is the attractant in comparison to younger guys who haven’t, nor would really be expected to. Mature Men represent this perception of assumed accomplishment and security – exactly what women are looking for in a phase of life where their sexual marketability declines and their need for long term provisioning becomes more urgent..

Second, understand that the incidence of 30-40 y.o. men remaining *single* up to this time of life is far lower. Most guys (AFCs in particular) are already engaged by 25 y.o. and or have been serial monogamists up to this point. For all the recent hand wringing about ‘kidult’ men not manning up

and marrying women, rare is the guy who remains single into his late 30s. At this point he's either divorced once or on marriage number two. Still fewer come into the realization of their own vastly increased sexual market value assuming they've managed to stay in shape and accomplish things financially, emotionally and maturity-wise up to this point and THEN use this to their own advantage with younger women. An interesting aside here is that men get berated for being peter-pans in their late 20s for not living up to female entitlement, then get the same treatment for marrying younger women when they do mature into Men. This is a glaring illustration of the female imperative at work. Now add to that a constant feminine social contrivance telling them they have "fragile egos" or shames them for dating young *chippys* (i.e. future trophy brides) instead of mature women (generally single mothers) with all their accompanying baggage. Unsurprisingly we see in most cultures older males striving for the attentions of the younger and more attractive females, but in western culture he becomes vilified and shamed for this – or at least that's what western feminized women would like to be the case. The most common complaint women in their mid-thirties bemoan is that "There's no good men" or they can't understand why men just can't "grow up". Increasingly 'career women' desiring to finally start a family at age 35 find that men – particularly the ones that meet their provisioning criteria – in their age range (33-38) are not interested in women (to say nothing of 'career women') of their age. They're interested in the 22 year olds who wouldn't give them the time of day when they didn't have the status (or maturity) that they've just discovered they now have. And of course the 35 year old career woman was one of these 22 year old girls, only 13 years prior, who was doing precisely the same thing the 22 year old girls are doing today.

Mid-Life Crisis Epiphany

These Men are not trying to relive anything; they're newly aware of their own sexual market value – and nothing both frightens and attracts a woman so well as a Man aware of his own value. That's the foundation of confidence. This represents a problem for women though. They want a Man with the confidence and maturity (derived from experience) to make important decisions, be an initiator, a good provider, etc., but not **SO** confident that he weighs his options and selects her out of his provisioning for a competing woman based on his primary requisite of sexual experience. So to counter this, the feminine creates social conventions that shame a Man for considering a woman too much younger than herself. This has the latent purpose of leveling the playing field in order for her to compete with women who are younger, hotter and more sexually available. He has to be kept ignorant of the whole process, but still ashamed enough into thinking his desire for the young and attractive mid 20s girl makes him "juvenile" or he has a "fragile ego", or he's "trying to recapture his youth". The feminine reality demands he be dissuaded from pursuing his interests in favor of women's sexual strategies, and the best way to do that is to slime his interests as disgusting:

To most college-age girls, a guy in his 40s (even 30s) and up is usually the "creepy old man," even if he takes good care of himself. The old guy usually ends up trying to fit into the young girl's world instead of the other way around.

This is the Creepy Old Man tactic. I don't necessarily disagree with this, however I think it's contextual. I'm regularly at events (mixers, clubs, promos, vodka nights, etc.) as part of my work where I'm approached by much younger women. If the 40 y.o. guy is perceived to be attempting to "fit in" with that age's social peers, then you're absolutely correct. The disconnect comes from a man who'd otherwise be perceived as possessing the attributes he should have for his age trying to retrograde himself into another age's social profile. THAT'S when he becomes the "old guy in the

club". When I'm on promos, or out socially as part of my job, I NEVER attempt to 'backdate' myself style-wise, linguistically, etc. If you're attractive, the girls who want to associate with a mature Man will find you.

I work in the alcohol / spirits industry and as part of this I travel internationally about 3-4 times a year. I'm at bars, events, conventions, martini clubs and mixers fairly often. And with the exception of a few men older than myself, I'm a senior in my company and older by 5 to 10 years than most of the people I interact with. In all honesty, I find people my own age or in their mid 40s, and particularly women, insufferably boring.

Men become happier than women by mid-life and for the most part I think I can see why. Most women in their late 30s to mid 40s are, for the most part, chronic complainers. After going through the high drama phases of her 20s, into kids, marriages and divorces in her 30s, women tend to content themselves languishing in this dissatisfaction that her fantasy life isn't panning out. Nothing measures up to the perceived ideals she thinks are her due. Most women in western culture who find themselves single at 38-42 are there after an earlier life that didn't go as planned. They almost universally carry some kind of baggage. Can they be attractive? Uncommonly, but yes. However it's a mistake to assume older (or at least age level peers) women to be more intellectually equitable with older men and therefore more compatible choices for LTRs / marriage. I'm sorry if this comes off as glossing myself, but honestly, I've encountered very few women I can relate to intellectually or that I'd consider equal in my particular interests, my life experiences, my passions, etc.

I wish this didn't sound like conceit on my part because, in all humility, I think the better part of what I find important is really pretty mundane. It's not that I hold a low opinion of women's capacity to be more intellectually equitable; it's simply their own general indifference to even trying to relate to that in comparison to their own distractions. I don't think women (and particularly 35-40 y.o. women) feel it's incumbent upon them to HAVE to be a good mate, intellectually stimulating, or a good mother, or even a good sexual partner for a Man's consideration. I'd attribute most of that to the female sense of entitlement / victimhood that permeates feminine popular culture, but also to men and women's interests really being disparate. In other words, with the extraordinarily rare exception, women will NEVER put forth the same effort a man will for a woman to better identify herself with his interests for the explicit purpose of being a better mate for him.

"Mature" Women

Obviously a more mature woman will have a greater urgency to settle into the long term provisioning security that marriage provides her, but this urgency gets confused with actual maturity. Just because a woman is more motivated to start a family and enter into a more traditionally domestic life doesn't mean she's an intellectual or mature equal, nor does it make her more compatible with you in this sense. It simply means she is more motivated to do so based on her conditions of diminishing sexual value.

I think on some level of consciousness, older, more mature men who've spent a good portion of their lives dealing with the experiences that create this baggage for older women, recognize a necessity to distance themselves from it. After making the sacrifices, and avoiding (or not) the pitfalls that he must to become the healthy, mature and accomplished man that older women complain are in such short supply, I think it's pretty matter of fact to seek out a younger, hotter, more sexually available woman with little to no baggage. The counter to this is the feminine social contrivances of shame that I've already covered earlier.

Men on a basic functioning level are pragmatists, even when we do allow our emotions to get the better of us. One tenet we maintain is an understanding that women tend to operate from an emotional level, whereas men tend to operate from deductive reasoning. And while a hot piece of ass is it's own motivation, I think on some level, after the necessary experiences, sacrifices and time it takes to get to a point of personal maturity, we see a younger woman with less baggage as a sort of double bonus. If I were to find myself single tomorrow, this would be exactly my motivation. Why would I invest my considerable capacity for financial, emotional, intellectual and security provisioning into complicating my own life with a woman fraught with the baggage of her own failings and inconsistencies of the last 10-15 years? For what I've become myself and what I know is valuable, why would I not look for a simplification considering what was required of me to get to that maturity? If middle age men are happier than women at this stage of life, it's because they've arrived at a place where they don't feel the need to qualify themselves to women any longer.

A rich man doesn't need to tell you he's rich. You can see it in his appearance, his mannerisms, his bearing. The same is true for a mature Man. In his maturity he's comfortable in the knowledge that he doesn't need to prove it by qualifying himself to a social contrivance that's counter to his own self-interest and his well being.

Appreciation

November 14, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've had a fantastic marriage for over 15 years now, but I'm not going to sugar coat the facts that marriage involves life changing sacrifices for men that no woman will ever fully understand or appreciate. I'm not anti-marriage. I'm anti- uninformed, pollyanna, shoulda'-saw-it-coming, ONEitis fueled, shame induced, bound for bankruptcy, scarred my children for life, marriage.

A woman loves you when she takes you for granted. That sounds odd I know, but it's when she's not fawning all over you and you're in your 10th year of marriage and it's just part of everyday conversation. "OK, love you, bye" is at the end of every phone call. You're not thinking about it, because you don't need to. If you're asking the question "how do you know when she loves you?" You're not in it. It's only when that familiarity and regular comfort is removed that she can appreciate it. Once the commonness of love is established women will only rarely express it overtly – in fact the expression will be what's expected of *you* – so you have to look for it covertly.

All the flowery crap you read in your Hallmark card on Valentines Day or your Anniversary was written by someone else. And while it's nice to have these gestures of appreciation occasionally, it's more important to see the forest for the trees. It's not individual acts of affection or appreciation so much as it is the whole of what you both do on a regular day-to-day basis. It's what you and she are

all about after your three hundredth bowl of oatmeal together on a Saturday morning and your kids are fighting for control of the TV remote while you're sitting across the breakfast table discussing which bills need to be paid first this month and how bad the lawn needs mowing that defines love and marriage. Yes, precisely the things you'll never think about when you're sarging her or considering moving her up in your plate spinning line up.

This is what marriage is; not necessarily boring per se (although it certainly can be more often than not), but ordinary. It's normal, common, or becomes so. Think about how many people who've lived, married and died on planet earth who did exactly the same things as you. That's the real test of marriage that no one who hasn't experienced it can really relate in any meaningful sense. The happy, Oprah-ized idea is that you have to "keep it fresh", but even after a night of freshening it up and the Wal-Mart lingerie is in the clothes hamper, and you pick up the kids from spending the night at her sisters house the morning after, you go back to the day-to-day marriage you've always had. This is the shit no one tells you about when you're being sold on the Marriage Goal – the "now what?" feeling that comes directly after you've found the ONE you've been looking for, or "did the right thing" with and married because she suddenly rediscovered religion AFTER you'd had marathon sex with her for 3 months straight and wouldn't abort the pregnancy (and no, that didn't happen to me).

Appreciation

I think what most men uniquely deceive themselves of is that they will ultimately be appreciated by women for their sacrifices. Learn this now, you wont. You can't be because women fundamentally lack the ability to fully realize, much less appreciate the sacrifices a man makes to facilitate her reality. Even the most enlightened, appreciative woman you know still operates in a feminine-centric reality. Men making the personal sacrifices necessary to honor, respect and love her are commonplace. You're *supposed* to do those things. You sacrificed your ambitions and potential to provide her with a better life? You were *supposed* to. You resisted temptation and didn't cheat on your wife with the hot secretary who was DTF and ready to go? You were *supposed* to. Your responsibilities to maintaining a marriage, a home, your family, etc. are common – they're expected. They are only appreciated in their absence.

This is the totality of the feminine-centric reality. Men only exist to facilitate the feminine reality, and any man who disputes this (or even analyzes its aspects) is therefore not a 'man'. It just IS. Even the most self-serving, maverick among men is still beholden to the feminine imperative in that he's only defined as a rebel because he doesn't comply with the common practices of 'men' in a female defined reality. And ironically it's just this maverick who is appreciated by the feminine above those men who would comply with it (or even promote it) as a matter of course.

The concept of appreciation really dovetails into a lot of other aspects of intergender relations.

For instance in [The Mature Man thread](#); assume for a moment that a 40 y.o. Man with the options to pursue younger women "does the right thing" and seeks out a relationship with a woman his own age. Would he be appreciated for essentially giving an aged woman a new lease on life? Or would he be viewed as doing what is to be expected of him?

Would a man who marries a single mother and helps with the parental investment of another man's child be appreciated more for having done so? Would it even factor into a woman's estimation of his character, or would he simply doing what's expected of a man? The question of appreciation is a real quandary for the White Knight.

Relationships aren't work.

Familiarity does in fact breed contempt,..and mediocrity, and routine, and banality, and commonness,.. which is why so many marriages end up in the shit can. Men and women give up on themselves.

The “**Relationships are work**” meme is a Social Convention. How often do you hear men say these words? This has filtered into popular consciousness even with men now. For the LTR men who subscribe to this I’d also speculate that many of them are in relationships where THEY are “doing the work” for the women who are giving them the ‘grade’ so to speak. And of the single men who subscribe to this mythology, each had to be conditioned to believe this is the case in LTRs by women. This is rooted in the mistaken belief that men’s actions and sacrifices can ever be appreciated by women.

What would the best method be to get a man to live up to the idealizations a woman has as her perfect mate (however twisted and convoluted this may have been defined for her)? Women love the ‘fixer upper’. “He’d be such a great guy if only he would, _____” or she’ll say “I’m working on him.” It’s when the conditioning goes from “I’m working on him” to “We’re working on our relationship” that he has now internalized her frame control. This is where the mythology of Relationships-as-Work is derived from. How often is it the woman who needs the ‘work’ in the relationship? And if it is her, the terminology of the relationship and the associations change. ‘Work’ implies a man better conforming his identity to her ideal relationship, to better fit the feminine-centric reality. And what better way to initiate this than to psychologically condition him to *want* to embody her ideal – even before he’s ever met a woman or been involved in a relationship?

Rejection & Revenge

November 15, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“There’s not a lot of money in revenge” – Inigo Montoya

Either directly or indirectly, I talk a lot about rejection here. Usually this is due to rejection, and the fear of it, being the root cause of so very many mental schemas, behaviors, rationales, etc. for guys. My thread [Buffers](#) outlines many of these rationales or conventions used to deaden the effect of rejection, but it’s rejection and how one accepts it that makes for a healthy or unhealthy response to it.

Recently I've been considering the principle of rejection and I think the, now proverbial, Pook had it right – **Rejection is Better than Regret**. However, for all the wisdom in that simple truth, applying it, learning from rejections and accepting rejection is what primarily trips men up.

I use men exclusively in this context because, as a Man, based on gender alone, you will experience rejection far more than any woman ever will. If that sounds like a bold statement let me clarify that, you *should* experience rejection more than any woman. In sports, in career, in education, in personal relations, and with the opposite sex, you will statistically experience more rejection than a woman. That understanding isn't intended to wave the male power banner, or make Men the champions of virtue. Neither is it to presume women don't experience rejection themselves; it is a simple observance of fact that rejection is an integral aspect of being male. Get used to it.

So, rejection is preferable to regret, we get that. What we don't get is how to accept and deal with that rejection. I'm not going to type away here and pretend that I have it figured out yet, however I can tell you how men, boys, AFCs, Symps, and even PUAs will refuse to accept and/or deal with that rejection. Go look at Buffers, **Buffers are how men prevent rejection** not how they deal with it once they're experiencing it. But just as men (and women) employ rationales and conventions to prevent or blunt a potential rejection, so too have they developed coping strategies, rationales and techniques that afford them the least amount of discomfort when they have been rejected – or in the case of women, when they are delivering that rejection.

Remember, rejection isn't limited to just inter-gender instances. In fact that's almost a more interesting aspect; your reaction to being rejected for a potential job will be far more measured than if you were rejected for intimacy with a woman. One reason we go to such great lengths to buffer ourselves against rejection is the fear of having to experience it, but often the fear of it is more debilitating than the actual experience.

Revenge

I mention this in particular because it's easily the most common, and potentially the most damaging reaction men have with rejection. This can be from enacting something petty and annoying to the actual murder of the rejecting woman. This is the "how can I get back at her" response, and while it may seem satisfying to 'teach her a lesson' trust that this lesson will never be taught by revenge, no matter how justified or deserving she is.

Indifference speaks volumes. The very consideration of revenge is a waste of your time, a waste of your effort, that would be better spent learning and bettering yourself from that rejection. I can personally relate a story of a young man who was just released from prison. He killed the boyfriend who his 'soulmate' replaced him with when he was 16 by stabbing him 32 times. That was his revenge. If he'd been 2 years older he would've been put to death or served a life sentence. You may not be that extreme in pursuing a course of revenge, but the consequences are similar. For so long as you consider revenge, no matter how petty, you'll still be attached to the emotions of that rejection. Accept the rejection, move on, rejection is better than regret – literally in this case.

Men aren't being prepared, aren't being raised to be Men. We constantly belabor this to the point that we make it a matter of personal pride and duty to instruct our fellow men less fortunate to realize it. Dealing with rejection is the lynchpin to this. When I read posts from Men I'd otherwise consider enlightened (to the Matrix or what have you) contemplate how best to enact their 'revenge' upon a woman who refused his approach, or in retaliation to a woman's infidelity, I wonder if they are as enlightened as I gave them credit. In facing rejection, you have no choice but to accept it. How you'll

do so is a matter of your character. It's important to cultivate an almost third-person approach to accepting rejection. For a lot of people, particularly those unaccustomed or new to deep personal rejection this is a tough order. We get emotionally invested and that's never conducive to making good decisions, particularly for men who'd do better to rely on rationality and pragmatism. We're particularly susceptible when we're adolescents and young adults.

It's part of the human condition to desire what we think is justice. It's our nature to make comparisons, and in the instance of inequality, to see them corrected. And although we rarely consider the ultimate consequences of our actions, this isn't the reason we should temper a desire for revenge. The thing we ought to consider is the overall efforts and resources necessary in order to exact revenge and weigh them against the things we might achieve for our own betterment by redirecting them to our own purposes. Even the efforts required for a slight revenge are better spent with concerns of our own.

This might seem like a longwinded way of saying "Living well is the best revenge", and to a degree I think that's true, but beware the 'Well-lived' life spent in pursuit of revenge. Revenge should never be the motivation for success. Even the time and mental effort needed to consider some appropriate way of making her aware of how she made you feel are resources better spent on meeting new prospective women who will reciprocate your interest. The root of confidence is developing, recognizing and acknowledging as many personal options as possible. Any effort you'd expend on revenge is a wasted opportunity to better yourself. Indifference to detractors and personal success are a far better revenge than any one sided injury you could inflict on them in return.

Law 36: Disdain Things You Cannot Have: Ignoring Them is the Best Revenge

By acknowledging a petty problem you give it existence and credibility. The more attention you pay an enemy, the stronger you make him; and a small mistake is often made worse and more visible when you try to fix it. It is sometimes best to leave things alone. If there is something you want but cannot have, show contempt for it. The less interest you reveal, the more superior you seem.

3 Stories

One of my favorite ways of helping young men understand how unimportant their immediate concerns are over rejection is to put things into a larger perspective. When you're in the moment and unable to see the forest for the trees, rejection seems so crushing. It's when you look at things in terms of how they play out in the course of time you realize that instead of some horrible soul-destroying rejection you really dodged a bullet that would've radically altered the progression of the better person you become.

When I was 15 or 16 I was in total love (teenage lust) with this girl named Sarah. I did everything in the AFC handbook to get with this girl – played friend after a LJBF rejection, wrote to her, called her all the time, etc. I got "I'm not ready for a relationship now" line right before she got the hot monkey sex from one of my best friends. He was the Alpha Bad Boy and she couldn't get enough of him even after he'd dumped her, and I of course played right along. Flash forward to when I was 22. I had gotten my shit together, I was in the gym religiously, I played in a very popular band in the area and I was walking through the outdoor halls of the college I attended when I hear some girl's voice say "Rollo, hey!" I looked around and literally looked right past her at first wondering who was calling for me. Then she says, "Hey it's me Sarah." I look down, and sitting on this bench is this 300+lbs land monster with the barely recognizable face of this girl I'd obsessed over about 6 years earlier. I

was floored. Apparently she'd gone through rehab for cocaine and ballooned after it because she replaced the drug with food. For the first time in my life I was speechless.

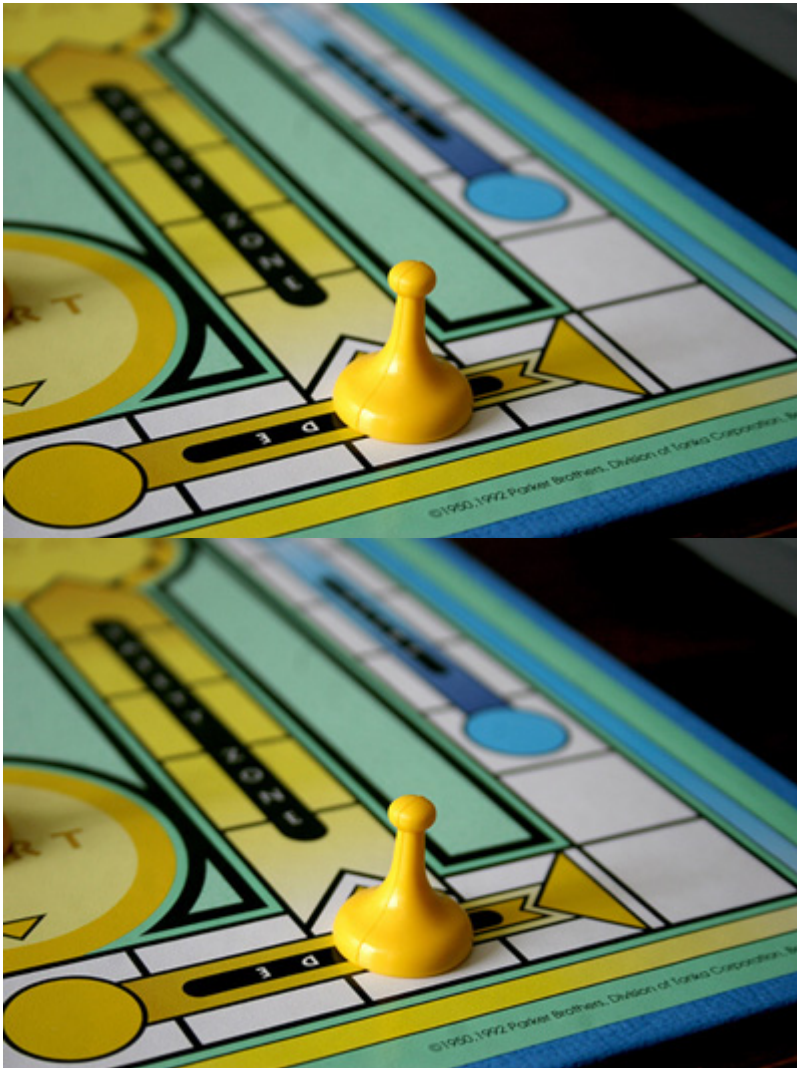
My second story was about this one girl Bridgette who I also had a major AFC crush on in high school and I lacked even the confidence to really approach – I self-rejected. Again, flash forward to about 22 and I pull this exact same girl in a club (who actually still looked pretty good), only now I can't keep her off of me. I ended up turning her into a fantastic booty call. This girl would literally knock on my window and climb in through it to fuck me in the morning before I left for class. However, it got to the point where I dumped her, because she insisted on never taking birth control while assuring me she was and I had a close call with her, and I was tapping 4 or 5 other girls at the time that I thought were better plates to spin (even though I didn't know what plate theory was then). What I couldn't get in high school ended up my left-overs just 5 years later.

Lastly, I had my first 'real' girlfriend look me up online once. This was the girl I first had sex with at 17 and I ended up moving to the college town she was enrolling into so I could keep fucking her. I basically altered the course of my life for 2 years to accommodate her life decisions, only to have her cheat on me and break up with me after I'd moved. She was my 'first' so naturally I assumed she was the ONE and the better I "supported" her the more she'd appreciate me (i.e. fuck me), so I took it pretty hard. I had still tapped her once or twice after all this, but she dropped off my world over 20 years ago. I get this email from her and I guess she'd looked me up. I checked out pictures of her on a vanity site she has (not FaceBook), and I can't say time has been kind to her. At 37 she looks about 55, makes about \$32K tutoring kids how to read (after that terrific degree I moved to 'help' her get), she's "married" to another woman (an open marriage so to speak). It was kind of an eerie feeling just barely being able to make out the girl I'd known at 17, now at 37.

In all of these situation, but particularly this one (after 20 years), it's hard not to feel more than a little self-satisfied and think karma's a bitch, but I wonder how many women I'd been rejected by who are doing better now after the years. I'd also like to think that men tend to do better with age, but I know this isn't always the case. Though I'm aware that living well is the best revenge, I think that living well in order to exact that revenge is misguided. Thing's like this will happen regardless so long as you put the emphasis on your own betterment.

Sorry,..

November 16, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Apologizing for a lack of Game isn't Game.

One disservice I think most men tend to overlook is an attitude of self-depreciation that they'll resort to as a means of engendering interest in a potential woman by attempting to play to her sympathies.

Case in point (posted with permission):

Subject:

My apologies for being a complete douche

Body:

I actually wanted to call and talk to you tonight, but I just moved into my new place today and lost track of time and now its after midnight. Anyways, I was a complete tool the last time we talked. I thought about what you said to me, and I really have been lame lately. I think back to our first couple of "dates", and I realize what a complete and boring reject I was. Those weren't so much dates as me trying way too hard to impress you as someone that was mature (bad word choice, but I dunno what I was doing) and not myself. Anyways, I now realize I need to get this pole out of my ass and start having fun again in my life. Which is why I have been in a drunken stupor for the last 2 weekends.

I hope we can start hanging out again, because I do enjoy your company. But I promise if we do, I will drink, relax, and not be such a wallflower. I also promise no more gay-ass text messages. I hate when people do that to me, so I can only imagine how retarded i look when I do it.

-allen

This was an actual email passed on to me from a young woman I counsel after she blew this guy off over the course of three dates, and is one of many emails and IM texts I've gone over time and again with with women. This is a textbook example of how men will resort to self-depreciation tactics in order to provoke an "It's OK, I understand" sympathy response from a woman with the expectation that she'll take 'pity' on him for being a "flawed man" and give him a second (or third, or fourth) chance.

This is a direct manifestation of men being socially conditioned to recognize and acknowledge their weaknesses, and in confessing them they will become strengths, and ergo, attractions (since they mistakenly believe that doing so will make them "not-like-OTHER-guys" and therefore unique). "You see? I'm really a sensitive, introspective guy willing to cop to his own character flaws, please love me."

Iron Rule of Tomassi #9

Never Self-Deprecate under any circumstance. This is a Kiss of Death that you self-initiate and is the antithesis of the Prize Mentality. Once you've accepted yourself and presented yourself as a "complete douche" there's no going back to confidence with a woman. Never appeal to a woman's sympathies. Her sympathies are given by her own volition, *never* when they are begged for – **women despise the obligation of sympathy**. Nothing kills arousal like pity. Even if you don't seriously consider yourself pathetic, it never serves your best interest to paint yourself as pathetic. Self-Depreciation is a misguided tool for the AFC, and not something that would even occur to an Alpha.

People seem to get confused about how self-deprecation really functions. I'm not suggesting that a Man take himself so seriously that he can't laugh at himself; in fact a brilliant tactic is to present a prevailing, ambient sense of seriousness, then admit to and laugh at whatever goof it was that removes you from it. Nothing endears a man more to a woman than to think only she can break through your shell and get you to find humor in yourself. However, true self-deprecation is self-initiated. It's not the "ha ha look I slipped on a banana peel" sense of deprecation, it's the "I'm a complete douche, but really worth the effort" apologetic sense of deprecation. There is a marked difference between being pathetic and being able to laugh at yourself in good faith.

I'm not advocating that guys never own up to mistakes or wrongs they do; you should apologize in given situations depending on the conditions and do so appropriately, however Self-Depreciation is another mental schema entirely. Humility is a virtue (up to a point), but it's simply not a virtue that a woman you're interested in will ever appreciate in the manner you intend, and in fact often conveys the opposite intent. Virtuous humility is no substitute for self-confidence. If you are already involved with a woman, she may develop a socially mandated sense of appreciation, but again this is only up to the threshold of you trading her estimation of your confidence for your ability to address fault on your part. When a woman delivers a shit test based on this, and a guy submits through self-depreciation it's damage done that's not easily undone. Admitting fault is not a strength that inspires women, it's still about the fault. It may be the honorable, necessary, truthful thing to do, but don't believe for a moment women will value you more in the confession of fault.

That said, true self-depreciation is pervasive. Contemporary men have become so steeped in deprecation and male ridicule by popular media that it seems a normative way of attracting women. The message is 'women love men who laugh at Men'. Thus, you have to be hyper-aware of it and unlearn it. You have to catch yourself in mid-sentence so to speak. Women operate in the sub-communications and when you **overtly** admit to a lack of confidence in yourself or your gender you may as well just LJBF yourself. That's a strong impression you won't recover from easily if ever. Women want a competent, confident, decisive Man from the outset, not one whose self-image is that of a "complete douche" or even a partial douche. The stereotype of the quirky, but lovable guy who bumbles his way into a woman's heart may work for romantic comedies, but not in the real world. I should also add that when you become hyper-aware of this you can also turn it to your own advantage when AMOGing a competitor or you're sarging a girl with a self-depreciative boyfriend or suitor. It's all too easy to reinforce her estimation of a guy like this by covertly confirming it for her, while at the same time playing up your own confidence and value.

All of this is not to say that it's wrong to recognize your own weaknesses and understanding when you're in the wrong. It's simply how you go about addressing it that's the point. There are plenty of ways to assume the responsibilities of fault that aren't self-depreciating. The easiest way is to always adopt the attitude that you're 'getting better all the time'. This mentality fosters confidence and projects ambition, whereas self-depreciation shoves your nose in the dog shit and says "please love me anyway?"

The Pheromonal Beta

November 17, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You choke the chicken before any big date, don't you?

Anyone who's seen *Something About Mary* is pretty familiar with the now classic 'Hair Gel' incident.

Dom: You choke the chicken before any big date, don't you? Tell me you spank the monkey before any big date. Oh my God, he doesn't flog the dolphin before a big date. Are you crazy? That's like going out there with a loaded gun! Of course that's why you're nervous. Oh my dear friend, please sit, please. Look, um, after you've had sex with a girl, and you're lying in bed with her, are you nervous? No, you're not, why?

Ted: Cause I'm tired...

Dom: Wrong! It's 'cause you ain't got the baby batter on the brain anymore! Jesus, that

stuff will fuck you're head up! Look, the most honest moment in a man's life are the few minutes after he's blown his load – now that is a medical fact. And the reason for it is that you're no longer trying to get laid, you're actually... you're thinking like a girl, and girls love that.

Even if you've never seen the film, it's likely you're at least peripherally aware of the Beta Game principle Dom is explaining here. Can you spot the inconsistency?

“.. you're thinking like a girl, and girls love that.” No, they don't. Sorry Dom, they want a loaded gun.

Desexualization as Game is one of the primary mistakes betas make. This is the ‘Something About Mary’ effect; the presumption that your biological impulse to desire sex is a hinderance to getting sex. From a rational standpoint this is ridiculous, but betas eat this idea up because it dovetails nicely into their misguided sexual conditioning that assumes like attracts like – identify more with the feminine to be more attractive to the feminine. Watching this movie is like an effort in deconstructing all the Beta Game tenets of the past 40 years.

I apologize for not having the sources to site for this, but I can remember reading case studies on the bio-chemical effect of human sexual interaction doing grad work in college. I believe they were done by Dr. Martie Hasselton, but they outlined the endorphin and hormonal profiles present in healthy adults bloodstream's while in various phases of attraction, arousal, pre-sex and post-sex interaction between couples. The most dramatic one to look up is the similarities in the chemical properties of dopamine and heroin for people experiencing “love” or “infatuation” depending on who's doing the study.

Even more fascinating is the effects hormones play on portions of men's brains when assessing sexual cues in a potential sex partner. Healthy testosterone levels literally causes men to perceive women as sexual objects; stimulating the same portions of our brains used for cognitive problem solving. However, testosterone is mitigated by oxytocin, the hormone secreted just post orgasm. While testosterone is responsible for sex drive and aggressive impulses (not to mention muscular development, deepening of voice and hair growth), oxytocin is linked to feelings of nurturing, trust, and comfort. Oxytocin is believed to be a primary influence in post-sex, and post pregnancy, emotional attachment in women who produce the hormone in much higher amounts than men. Postpartum depression is actually a withdrawal symptom triggered by the decrease in oxytocin (and progesterone) in post-birth women. The effect of post-orgasm oxytocin in men is similar to women, however in men it is also serves as a buffering agent to heightened dopamine and testosterone levels. Oxytocin plays a critical part in regulating a man's testosterone levels. Just post-orgasm, the human body flushes oxytocin into the bloodstream to balance out the endorphin and dopamine high of sexual arousal. While this hormone promotes feelings of trust and comfort in men, it also serves to ‘calm the guy down’ sexually. Oxytocin is a testosterone buffer in men, thus resulting in you going limp for a while after busting a nut. From an evolutionary perspective this makes sense in that it ensures the sperm deposited stays in a woman's vagina, thus increasing fertility odds, instead of being shoved out by a still erect penis. Not only that, but oxytocin serves as a ‘pair bonding’ hormone in that it fosters feelings of protective trust in men. Oxytocin discharge in humans is also triggered by pheromonal and environmental prompts.

In addition to all of this, there's the role that pheromones play in regard to sexual attraction and arousal. You can google these, but there are several pheromonal studies that indicate that men with

differing scents from those of women tend to attract opposite scents in women. From an evolutionary perspective the conclusion drawn is one that people of similar genus or genotype (i.e. blood related family members) will be less aroused sexually by persons of the their own genotype, thus ensuring biodiversity (nature's prevention plan against inbreeding). However in the same "sweaty t-shirt" studies, the perspiration of men with higher testosterone levels were deemed more sexually viable or arousing by women than men with lower T levels.

You can attribute whatever legitimacy you want to studies like this, but the evidence points to higher testosterone levels as playing an influential part in sexual attraction. Also bear in mind that pheromones influence women living in close proximity to each other to synchronize their menstrual cycles – another evolutionary mechanism believed to ensure fertility and communal support for social animals.

The Pheromonal Beta

From a bio-mechanical perspective, the indication is that men who consistently masturbate are essentially broadcasting their status as **Pheromonal Betas** – and women's bio-chemical mechanics subconsciously registers this for them. Higher testosterone males manifest their sexual viability in both sexual assertiveness and scent. If you are chronically depleted of testosterone, and/or subjected to the calming effects of oxytocin your sexual viability is at a disadvantage. In fact, from an evolutionary standpoint, the beta males of our feral hunter-gatherer beginnings would be more prone to masturbation as a sexual release since, theoretically, they would've had less access to breeding opportunities than Alpha males. It would then follow that definitive, subconscious behavioral and chemical cues would evolve to aid females in selecting the best mate for parental investment.

So, for as much as beta guys would like to have you believe that snapping your radish before a date will improve your chances of fucking the girl, odds are you're shooting yourself in the foot. This stupid belief is rooted in the "Something about Mary" myth that women don't want an overly sexualized man, but the biological truth is far from that. The myth is one that women need to be comfortable with a guy in order to sleep with him, so men will actively desexualize themselves in order to comply. However, all indications point to a need for sexual anxiety and tension in arousal to prompt sexual intercourse.

Comfort and trust are post-orgasm conditions; anxiety, arousal and sexual urgency are pre-orgasm conditions – and both have their own unique hormonal signatures.

Disclaimer

And now for the disclaimer; I'm not a endocrinologist, biochemist or physician. I'll admit this is a work in conjecture, but it's plausible conjecture. For the record, it's not about 'less' desirable pheromones, it's about a lower incidence of any sex-cue pheromones due to depletion. It stands to reason that women would be more attracted to men motivated to being sexual with them, manifesting this in chemistry and behavior, than sexually unmotivated men manifesting signs of disinterest.

I used to think that the primary issue with beating off was this feminine double standard – women masturbating is sexy, arousing and, nowadays, socially empowering. For men, masturbation is a perversion. It implies an inability to be 'man enough' to fuck a real woman; whacking off is failure for a man, but victory for a woman. Why would this social conditions exist, and what is it's latent function?

I still see the double standard in all that, and while I think it's valid, it kind of only brushes the surface of self-pleasure from a social convention perspective. Sigmund Freud once said, "all energy

is sexual”, meaning that subliminally we will redirect our motivation for ungratified sexual impulse to other endeavors. Thus it’s men, being the sex with the highest amount of libido inducing testosterone, who must look for far more outlets to transfer this motivation to than women. So is it any real surprise that it’s historically been Men who’ve primarily been the empire builders, the conquerors, the creators, and destroyers who’ve (for better or worse) moved humanity the most significantly?

Masturbation defuses this impulse. It kills that drive, or at least sublimates it. So wouldn’t it stand to reason that a global social convention that shames men for masturbation would be beneficial to a society interested in expanding? So the cultural meme becomes men who jack off are losers, and Men who don’t thereby prove their sexual viability (because if they’re not beating off they **MUST** be fucking women semi-regularly) **AND** become motivated to redirect that impulse to the betterment of themselves and/or society.

Learn to Read

November 18, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The most important element of Game a guy can master is developing an ability to do cold reads. Have you ever been to a carnival and had some guy guess your age or weight within a certain range? Those guys are masters of the read. PUA skills are all useful tools and can be applied in a variety of settings, but being able to “read” your target will improve any other PUA techniques you apply. Once you’ve ‘read’ your mark you’ll have a better idea of what will or won’t be useful in a given set, and this then will instruct you on which Game tools will work best for that job.

Most aspiring PUAs read up on technique, learn a few scripts, and indiscriminately fumble into an approach without concern that they’re simply barking up the wrong tree. Other times they use some pre-packaged C&F that may have worked for the seminar’s teaching PUA in a completely different environment with a completely different set of conditions with regard to the girl. What may work on an HB 9 at a high end martini bar won’t play with an HB 8 Goth girl at a Slipknot concert. One of the first fallbacks critics of Game like to use is that Game appears to presume one-size-fits-all and all women will respond equally well to some standardized script. This is a very weak criticism since obviously the ‘art’ of pick up relies on how deftly a Man uses, and understands how best to apply it. The foundational principles of Game work on ALL women, however it’s the correct application of Game that separates those who’re successful at it from the frustrated chumps who try out a few techniques and get humiliated.

Obviously different approaches are warranted for different situations, but reading subtleties and looking for cues with a good read when you see a woman you’d like to approach, one who’s giving you IOIs already, or even a girl you’re already familiar with is important. A lot of mPUAs like to promote a 3 second rule in an effort to get AFCs past the “stage fright” period of cold sell approaches. This has its merits for guys unaccustomed to engaging with a woman, but once you’re comfortable enough in meeting new people on the fly you have to develop an ability to read your target and this takes a bit of calculation initially.

Assess the Environment

For example, let’s assume you’re going to a bar or club to sarge. Before you even set foot in the

establishment make some mental notes – What kind of woman goes to a place like this? What day of the week is it? Are you on vacation at a resort? What kind of place is this (a goth bar, a martini bar or Jimmy Buffet’s Margaritaville all require shifts in approach)? What’s the typical age range for the place? Is it ladies night? What part of town are you in? Understanding your venue is vital. What works on a college campus at noon, isn’t going to fly at midnight at a rave.

Assess your Target

Once you’ve established a good understanding of environment lets go further and assume you find an attractive target. First, and most important, has this girl given you IOIs? Eye contact, hair twirling, leg shifting? You need to train yourself to look for the nuances in body language. If so you’ll have to adjust game for that, if not, you’ll have to adjust to catch her attention. Next, read her appearance – what is she wearing? Is she in business casual (just got off of work), or made up in a short red dress (obviously looking)? Jeans and a tight shirt? Is she wearing a wedding ring? Estimate her age and education level (using “chick crack” works wonders for the less educated). Women are by nature attention seeking; virtually everything about a woman is written into her appearance, particularly so while deliberately presenting herself in a covertly competitive social situation (i.e. a club where people go to meet other people).

Assess the Social Conditions

After an initial read, then look around your target and read the social setting and immediate environment. Is she part of a group of girls (most likely)? What do they look like? Are they feeding her, or feeding off of her attention? Is it a bachelorette party? Are there male orbiters circling them or in their party? Any AMOG potentials? Do any of them look related (obvious twins or a family resemblance)?

All of this will help you apply your game more directly. C&F, neg hits, shut-outs, takeaways, openers, all of that can be more refined and more purposed if you take the time to observe your target and then make some calculated assumptions. If you find that you struggle with sustaining a conversation with a woman, usually this is due to a poor read of her prior to an approach. A lot of guys will argue that it takes too much effort to be that analytical, but after a while you’ll become sensitive to this reading ability and it will become second nature.

Kill the Beta

November 21, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rational reader Paul recently sought out my guidance for probably the single most asked for advice I receive.

I've read through your blog entirely, and my biggest issue is, how do I kill the beta? Every girl I sleep with, or even fool around with, I end up developing feelings for. Even if it was a one night stand or the girl is cheating on a bf with me. It's like I have no self control; like I'm a girl that agonizes over every guy she sleeps with.

I wish I honestly had a definitive answer for Paul. If I could construct some step-by-step program, a universal template that men could all follow in order to kill their inner Beta, I'd be rich beyond my wildest dreams. Just as I said with about the [Alpha Buddha](#), if I could find a way to bottle the essence of Alpha I'd be set for life. The real truth is that there is no simple answer to this, because each man's conditions are unique to him. To be sure there are common roots to their problems, and common mindsets that form as results of attempting to formulate working sexual strategies ([Beta Game](#)) within the feminine Matrix, but undoing these mental schemas and reforming a better functional sexual strategy is unique to the individual.

I feel that this is the major reason Game is not taken as seriously as it should be – it's a lot of work doing your own self-analysis and then creating a strategy to remake yourself. One of the reasons PUA

gurus and the Game demigods of the last decade seem so cheap, like snake oil salesmen, is because they fail to take into account the degree of personalization necessary to truly kill the inner Beta that guys eventually have to confront. That's an element of internalized Game that the guys doing seminars would rather not address because your degree of success, in truth how you even measure success, is entirely dependent upon you. Hooking up with girls you'd never had access to before may sell pick up DVDs; changing the inner workings of your personality is a much tougher order. If you ever look through the 'self-help' psychology section of a book store and wonder why there are so many books published in the topic, it's exactly due to this dynamic – effecting a fundamental change in one's life requires an effort that few people have the patience and perseverance for.

So with all of this in mind, let me say right now, I don't have a map for you – anyone telling you they do is selling you something – however, I will attempt to point you in the right direction. I can't say what will work, only you can find that out on your own, but try to bear in mind that changing yourself is a process that takes time. Even for the guy's who have an easier go of transitioning to an internal Game-state personality, it's still an ongoing process. I'd like to think of myself as at least a lesser Alpha (by Roissy's measure), but that doesn't mean I don't trip up at times. This is what I mean by the process; you're not going to be bulletproof and pass every shit test ever thrown at you, but be encouraged in knowing you learn from what you do wrong and adjust for the next time. There is no grand arrival moment when you know you're an Alpha, or if you don't like that term, there is no definitive point at which you've internalized Game. You don't get some certificate of Game completion. You can, however, definitively change your thinking, it's always on-going.

Knowing is half the battle

If there truly is a first step in internalization then it has to come from educating yourself. This is actually one of the most difficult tasks. If you're a reader of my blog, or are at least peripherally aware of Game as a concept, this is going to seem pretty obvious, but remember that there's an entire world of men who are still plugged in. Only a fraction of them will even be amenable to considering Game and positive masculinity, and fewer still will see its value. From our perspective it seems like a matter of course; we read the books/blogs, familiarize ourselves with the concepts, we pick what might work, experiment with ideas, evaluate the validity of them and adopt them or toss them. However what's apparent to the unplugged seems like blasphemy to the plugged in.

Your "education" doesn't stop once you've unplugged. In fact I'd argue that it's even more vital in internalizing a new mindset since you're now putting things into practice. One thing I remind guys who spit the red pill back up is that there is no going back. A lot of frustrated guys who discover Game and fail to apply it because they lack the social skills or they convinced themselves that PU Artistry was their easy magic formula to fuck the girl of their dreams, they tend to want to regress back into the comfortable shell of their former ignorance of intergender social dynamics. Only they find that there is no return. They see the truth in the what they'd been blind to no matter where they turn. The social interactions, the feminization, the raw deal they've been conditioned to accept as normal – all of that subtly reminds them of the truth they're avoiding and they hate it. They become hostile to it.

I add this because it's a very real danger for guys transitioning into internalizing positive masculinity. In the same respect you now have become (or should become) more sensitive to Game truths and the unplugged reality you now find yourself in. There's a point of departure from what you thought was normal to seeing the signs around you. An easy illustration is really contemplating any gender related issue in popular media. You'll hear a song, watch a sit-com, overhear a conversation in the lunch

room, and begin to realize how surrounded you are by basic presumptions of a culture remade by feminine primacy. Understanding what your position in all of this is is crucial to internalizing a new mindset or backsliding into your old frame of thinking.

Practicing the change

It should be self-evident that applying what you've come to see as a new truth for yourself is vital. You need to get off the internet and field test the theories you learn here and elsewhere. Whether that means going to sarge at the clubs, or adopting a new attitude with your wife, or even the women you deal with at work, it's really up to you. The hardest part of practicing change is the initial shock of having the people who know you question the validity of the new you. If you were to move to a new city, completely change your social circle and play the role of an asshole Alpha, no one is the wiser. However, make a radical shift in your personality with those who've known you for years and you'll be a poser who's "trying to be something he's not".

Human beings need predictability – it gives them a sense of control over others. When you alter yourself, or have your personality altered by an outside force, this is a threat to that predictability, so the logical counter is for others to attempt to put us back into our places. Shaming comes as a natural tactic for women, but the push is always to get you back into their frame. And that's essentially the threat others interpret, the new you is a frame grab. Do it all at once and people will accuse your personality of being a disingenuous reaction to having been burned. Do it subtly and persistently over a time and people will be more willing to accept the change as genuine. Always insist on change, but never too quickly.

This is important to remember because your friends will be your biggest source of doubt in your transformation. They might mean well, but understand, that intent comes from a desire to see normalcy, not your best interest. The first time an old girl-friend you had a thing for calls the new you an "asshole", it's kind of a shock to the system. There's always this stab at the old you who wants to set things rights, but you have to resist this impulse to take offense. It's really hard to say "yeah, I am an asshole" as a point of pride when your whole prior life's learning taught you not to offend others and particularly not girls you ever wanted to fuck. It's counterintuitive to the beta in you. As sadistic as it sounds, you'll be more consistently rewarded for your capacity to indirectly offend the women you want to get with, and the internal conflict this creates between the beta you and the burgeoning alpha you is the hardest part to reconcile. This is where most guys fail in transitioning, and this is primarily due to an unpracticed ability to keep their emotions in check.

Aesthetics vs. Social Robots

As I've stated before, men are the True Romantics, women are simply the vehicles for that rarely appreciated romanticism. One of the biggest gripes the post-sexual revolution feminization had with men was some prepackaged notion that men weren't in touch with their feminine sides. We were "out of touch with our feelings". God curse Carl Jung's rotten corpse to hell for ever convincing popular culture that each sex had equal, but unexpressed, measures of feminine and masculine energies. Western culture has been so saturated with Jungian theory that we don't recognize it as such. It's become normalized to believe an idealized goal-state is a genderless, androgynous society.

Rants aside, up until the last 50 years, it has in fact been men who've been the sex with the most self-control regarding emotion. It's been just this reservation that's made Men more endearing to women. Either as enigmatic poets and artists to figure out, or as natural stoics who's every measured expression of emotion is an event unto it's self, it's been Men's classic reservation of emotional

inaccessibility that's made women more interested in Men. In contemporary society, men are encouraged to express themselves as a primary way to accessing a woman's intimacy – essentially killing any sense of mystery to unravel with full disclosure. Brain function gender differences aside, It would be my guess that men socially evolved a more reserved expression of emotion, not due to some juvenile insecurity, but rather because it so consistently worked in generating interest in women.

Not so in this age. At every instance boys and men are conditioned to think that emotional expression is a means to solving problems. Boys don't cry, was instituted with a purpose. Unguarded easily expressed emotion is a feminine trait. It's not that men should become social robots, deadened to all but the most intense emotion; it's just become normalized to cheapen that expression by overuse. Displays of a Man's emotions should be rarely given divine gifts for women who are generally lacking in true appreciation as it is.

Unlearn what you have learned

It's very difficult for a beta man, conditioned for so long to be emotionally available, to turn these emotions off. The good news is I'm not suggesting you do, I am suggesting you unlearn your reasons for developing emotional sentiments so easily. It's easy to go emotionally cold as a result of being burned, it's a much taller order to tamp that emotionality back into check when you're really feeling good about it. Our emotions make us human and humane. It's important to embrace that, but equally important to see how easily it's used against you. You need to unlearn the reasons why you're so easily emotional. Maybe it's abandonment issues, maybe it's a more deliberate conditioning in your upbringing.

Remember in high school, in drivers ed class, when you were taught to turn into a skid rather than turn with the skid? When we're driving and we find ourselves in a skid our natural impulse is to slam on the the breaks and/or, worse still, to turn with the skid. Everything in our self-preservation instincts tells us to do this, but all it does is aggravate an already precarious situation. However, when we're taught, and we practice, not hitting the brakes and not turning into the skid, often enough we make this our default reaction and we find that the car rights itself, we avoid disaster and continue safely on down the road.

You have to unlearn the old behaviors and condition new ones in order to right your course. This takes practice and repetition – even in the face of conditions that you would impulsively think would need to be reacted to otherwise. There is no substitute for perseverance.

Changing your mind about yourself is the first step. This is actually the most difficult step for guys because most don't want to believe they need to internalize a new way of thinking about themselves. Lethargy, for the most part, can be the primary reason most guys don't want to change. It's far easier to create rationales for oneself as to why they are happy in their present condition than it is to critically confront and initiate real change.

Unfortunately, I can't give you some standardized program to help you magically turn into the Man you hope to be. Only you can determine that course, but I will say this, the Man you wish to become requires you to take action. The goal posts for your own satisfaction will always keep moving away from you, and that's a good thing. This is what inspires us to grow and mature and develop a capacity to overcome challenges. However, all this requires action on your part.

You can pore through all of the advice and sift out the wisdom from this blog and the community at large, but none of it will amount to anything for you if you won't act. I can't begin to recall all of the

times I've counseled young guys, giving them all manner of advice and encouraging them to put it into practice, only to have them constantly bemoan that they can't find the motivation. More often than not it takes some traumatic experience or they have to be reduced to having nothing left to lose before they'll really have the fire lit under their asses to become more than they are.

I don't consider myself a motivational speaker, but at some point you have to cross the abyss and change your mind about yourself.

“You’ve been with how many girls?!”

November 22, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rational reader Poker ran this one by me recently:

I've been seeing this girl and we've slept together a few times... Today, in bed, I got asked, "How many girls have I been with?" and "Why won't I be her friend on Facebook?"

How many girls question...

Here's how I handled it – would love to know if you think this was handled properly...
(using cocky-funny attitude)

Me: "I don't tell that."

Her: "More or less than 20?"

Me: "I have some freedom of information forms in the car – you could fill one out and get your answer in 20 years."

Her: "Don't you want to know how many guys I've been with?"

Me: "No."

Iron Rule of Tomassi # 2

NEVER, under pain of death, honestly or dishonestly reveal the number of women you've slept with or explain any detail of your sexual experiences with them to a current lover.

The single most disastrous AFC move a man can make is to OVERTLY describe past sexual experiences and/or give a number (accurate or not) to how many women he's been with prior to the one he's with. This simple act, whether you offered the information or she dragged it out of you, ALWAYS comes off as pretentiousness and is often the catalyst for an avalanche of emotional resentment, if not outright emotional blackmail from an insecure woman. This is a rookie mistake that will only take you once to learn.

If a woman puts you on the spot by directly asking you for this information always sidestep this COVERTLY. C&F works wonders in this situation and still keeps the air of mystery and challenge about you.

Her: "So how many girls have you been with?"

You: "You're my first actually"

Her: "Really, how many girls have you been with?"

You: "You mean tonight?"

Her: "C'mon, how many girls have you been with?"

You: "You know, I really lost count after 50" (or something outrageous).

When a woman asks you this question she is seeking confirmation of what she already suspects – NEVER give her this satisfaction. When a woman resorts to OVERT communication (COVERT being her native language) she's generally exhausted her patience to be COVERT and this is a desperation tactic for an insecure woman.

While this scenario may be fraught with potential disaster, it is also an opportunity to encourage her imagination and prompt some competition anxiety.

Her: "How many girls have you been with?"

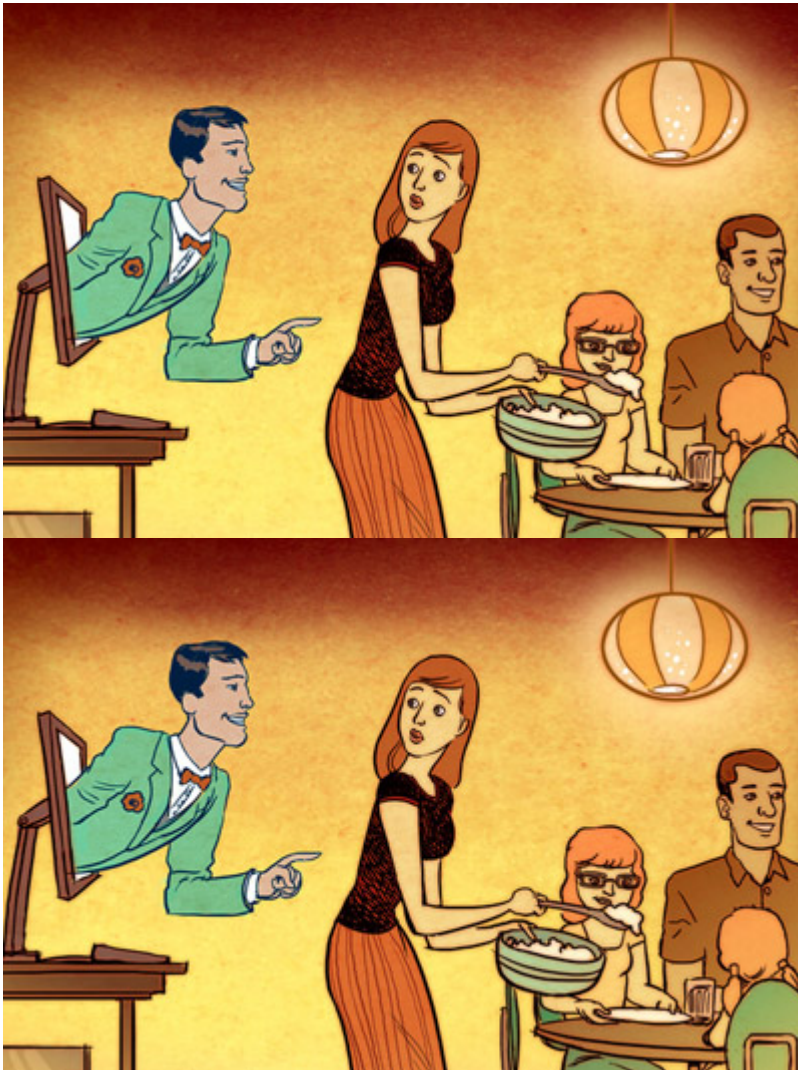
You: "I have an idea, let's fuck and then you can tell me how many girls you think I've been with, OK?"

A lot of Game rookies think that since they've only been with 1 or 2 women in their lives what's the harm in open, honest, full disclosure? Like most Betas they bought the "open communication is the

secret to a good relationship” meme long ago, so the impulse to be upfront is their default response. They tend not to see the utility in keeping that information, or being ambiguous about it, plants a seed of competition anxiety. When she KNOWS she’s your first, you’ve just abdicated the frame to her in any kind of relationship. Second, if she’s your 9th then every girl up to 8 becomes a stamp in her collection to use against you in the first fight you have. Every date you take her on she wonders “Did he take #6 here too?” It’s as if you cheated on her with every previous girl up to her. I should also add that this is the first question a BPD (borderline personality disorder) woman will ask you so she can feel horrible about herself for not measuring up to “your standards” and drag you into the emotional hell-pit with her.

Old Flame, New Game

November 23, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



An interesting scenario for Game-aware Men has developed in the last 12 years in that, with our new level of connectivity and virtual social communication, now more than ever before it's not only convenient to reestablish a connection with a previous lover, it's far more likely. Even if you've moved on from a lover more than a decade ago and live thousands of miles away, they're still as close as a google search or facebook friending away from you now. This presents an interesting situation for Men who'd previously been left by a woman in their 'beta' mode of thinking, only to reestablish (or have the old lover reestablish) a connection with the potential for a fresh intimate affair.

The temptation to prove something to an old lover is a very strong impulse in Men, and particularly if the former relationship resulted in his being dumped for a mindset in himself that he now realizes was the cause. Pair this need for vindication with a woman who's initiated the contact after her last LTR failed, and you can see how consuming this opportunism might be for a guy. Considering all this, it's very difficult to assess the real situation and the motivations for such a reconnection.

Rebound Guy vs. Sure Thing Guy

Rebound guy is defined by being a fresh prospect, coming around conveniently at the end of an LTR. The rebounder is also generally an emotional tampon rather than (but not limited to) a sexual release

for a girl. Status as a rebound guy is usually based on how involved her LTR was prior, and the terms and circumstances of the break up. For instance, if the old boyfriend / husband cheating on her was the catalyst for the break up, then there's a good chance you'll be rebound fucking her as both retribution and an ego-preservation function for her. If she split with the guy due to her own indiscretions, or the guy was simply too beta for her to endure any longer, depending on your Game and Alphaness in comparison, you're probably rebound fucking her. If the former lover was himself an Alpha (based on her perception) and she's become his leftovers, then you're probably in for a long haul down the emotional tampon highway – or at least if you permit it – and the end result will be frustrating.

However, the far more entrapping situation is being the 'sure thing' in this episode. AFC guys resort to 'sure thing' thinking constantly, but it's not uncommon for women too. What tends to happen when we find ourselves at the end of an immersing LTR is that we look for what rewarded us prior to our involvement with the monogamous relationship. Naturally, monogamy requires the lion's share of our attentions, so when that attention is freed as the result of a break up, the automatic response is to seek out what had previously rewarded us with good feelings (sex). So we return to the 'sure thing'; the person, habit, behavior, that rewarded us before. It's really just subconscious deductive reasoning. When you lack options, the tendency is to go back to what worked before. It's the path of least resistance, because the perception is that it will be easier to return to that sure reward than to generate new rewarding situations (i.e. fear of rejection). The inherent problem with this is that, although this might work in the short term, what had been rewarding before has fundamentally changed.

All of this now has been compromised by the ease with which we can now reconnect with our past intimacies. We still consider the person using the same metrics we had when we knew them 5-10, maybe 20 years ago. Our rational minds might, logistically, take into account the time and life changes that have occurred in that span, but our emotional perception is still one of the idealization we held for her. Maybe it was regret for having not invested more, or self-resentment for lacking the understanding of how the Game fundamentally works at that time, but the emotional reaction competes with the rational observations.

Your rational side will see the physical ravages of time and the post-Wall desperation for provisioning a woman endures, but your emotional fights this with the decades old perception of the girl you knew and loved and wants for that to be reestablished, and particularly under the auspices of your now enlightened view of how women's game really works. You know you could make it work now because your eyes are opened! Who wouldn't want to go back in time to run Game on the girl who crushed his soul, or get back the girl he knew he was too beta to keep around?

As seductive as all that sounds, it's very important to keep this dynamic in perspective. There's not a lot of profit in revenge, nor is there any realistic way to right the past wrongs. You should always move forward. It's hard not to take a little personal pleasure in having an old flame seek you out while your SMV is 'out of her league' – the reverse of how it was in the past – and you may think it some kind of karmic justice in just entertaining her, but in reality you're just grabbing at shadows and wasting time.

Humanism, Behaviorism and the Amoralty of Game

November 28, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Our great risk in life is not that we aim too high and fail, but we aim too low and succeed.

I think one of the major hurdles guys new to Game encounter is an inherent discomfort with experiencing just how raw and uncaring the motivators are behind intergender dynamics. I can't entirely blame this on a naive, [White Knight](#) dependency on wanting to have things fit into their perspective, it's something more than that. For men with some sense of honor or duty there also comes with it a need to enforce a perception of morality. Understanding the evo-psych roots that drive what would be considered 'immoral' behavior by their mental frame is often enough to have men reject Game and the red pill altogether. They believe that even attempting to understand the roots of that immoral behavior is tantamount to rationalizing a way to excuse it.

For all the accusations of being a moral relativist, it's still very hard not to see the latent purposes

behind the behavior itself – this is cause for a lot of internal conflict for a morally predisposed man newly discovering the foundations of Game. In War Brides I made a case for women’s propensity to establish new emotional bonds after a breakup or a widowing with far greater ease than men due to a hard-wired psycho-evolutionary sort of Stockholm Syndrome. You can read the details in that post, but the implications of that is one of rationalizing a cruel, heartless bitch’s actions that could very well be considered amoral, if not immoral. There are plenty of other illustrations that to a newly Game-aware Man seem deplorable and duplicitous behaviors. Why can’t women just say what they mean and mean what they say, right? It seems like a horrible inefficiency to have to rely on women’s behaviors in order to really see their true motivators. What’s ironic is that much of what men have invented as moral considerations were designed to keep these behaviors and their functions in check. All that said I can’t help but see a want for a higher order of self-image in understanding Game and how the visceral world of sexual dynamics operates. It’s raw behaviorism clashing with a desire to find a humanistic meaning in the cosmos, all set in the theater of intergender relations. I could simply take the easy way out and advise men to drop the pretense of morality altogether since it’s always subjective to whomever’s benefit the moralizing is done for. But that doesn’t remove the *desire* to see what we think is justice; the key being the desire for it, not necessarily the application of it. While I can certainly respect the aspirations of the nobler prospects of this approach, overall it’s a bit Pollyanna to nuts & bolts behaviorists. That’s not intended as a statement of fact, it’s just an observation.

From the humanist perspective you have to follow a linear, chronological advance in human understanding in many different realms – math, art, cultural ritual, science, societal conditions and any number of other ‘advances’ we’ve made from our hunter gatherer, tribalistic beginnings to our globally connected present. And while it is very ennobling and self-satisfying to see such achievements as evidence of our high-minded progress, it’s far too easy to overlook the root motivations for these advances that are anchored in the very evolution that the humanist perspective would like to claim triumph over.

For example lets consider Pablo Picasso. Not my favorite artist, but one of them and one most people recognize as a considerable personality in art. The humanist would hold Pablo up as the banner of human achievement – a fantastic artist as the result of our progress as a race and a tribute to our overcoming our brutish past. To which the behaviorist would ask, “why should it be that art is so highly valued among human beings?” For that answer we have to go back to the root causes for creative expression. Cavemen painted pictures of animals they’d killed on cave walls for millennia before Pablo arrived on the scene. Now you can argue that these drawings were communicative in nature, but the function of them was to convey a message – “Here is how we killed an antelope and you can too thusly.” Language then springs from this methodology and we progress, but the base function is communication that benefited the survival of the species.

Then you may ask why would Pablo personally want to be an artist? The humanist replies, “to fulfill his personal need for expression to become a self-actualized being” and the behaviorist answers “to make his life’s function easier.” I sincerely doubt that if any manifestation of creative intelligence wasn’t a precursor for sexual selection there would be so many “artists” throughout history. I could easily make similar arguments for famous inventors, scientists or even Benjamin Franklin. It all returns to root motivations.

The self-actualized man still finds himself aroused by the Playboy Playmate irrespective of how much he convinces himself he should reserve his ‘feelings’ for his wife or girlfriend to “morally”

conform to his higher-order of self-expectations. Powerful establishing operations such as deprivation virtually ensure that he will have an 'inner conflict' and to remedy this he will behaviorally condition himself to act accordingly. Regardless of the method, it's still the biological root that has been hardwired into his head millennia ago by his hunting ancestors. Whether or not he acts on an opportunity to cheat on his wife, the base desire is still present and an undeniable motivation. A wife can close her eyes and imagine she's fucking Brad Pitt when she's with her husband – the motivation is still the same.

2/3rds of the American population is overweight, why do you suppose this is? According to the cognitive-humanist we've solved our hunting/gathering needs and can devote ourselves to 'higher pursuits', but yet statistics confound us here. The behaviorist sees this and notices that our own evolutionary psychology predisposes us to over-eat since in our evolutionary past we didn't know whether or not we'd eat at all tomorrow or the next day (thus the 'gathering' was invented I suppose). Our bodies process this food in such a way that we burn fat far slower than carbohydrates and protein is reserved for muscle building. All of this in an evolutionarily efficient manner to preserve us, but now once we've (more or less) mastered our environment and food is convenient and plentiful it becomes a disadvantage. It's not right or wrong, it's just our innate biological mechanisms motivating us to behave in a manner that will benefit us best.

Every vice you can point a negative finger at operates in precisely in this dynamic. Our morality, our intelligence, our sexuality and the behaviors that are manifested by them are all motivated by this base. It would be a pleasant fiction if we could all remove our consciousness from this and be these enlightened, self-actualized beings, constantly operating in a state of peak experience, but this damn testosterone in my body keeps pulling me back down to earth. It may be morally reprehensible for a woman to break her marriage commitment, divorce her husband and remarry a rich entrepreneur, but from a behavioral perspective it makes long term pragmatic sense.

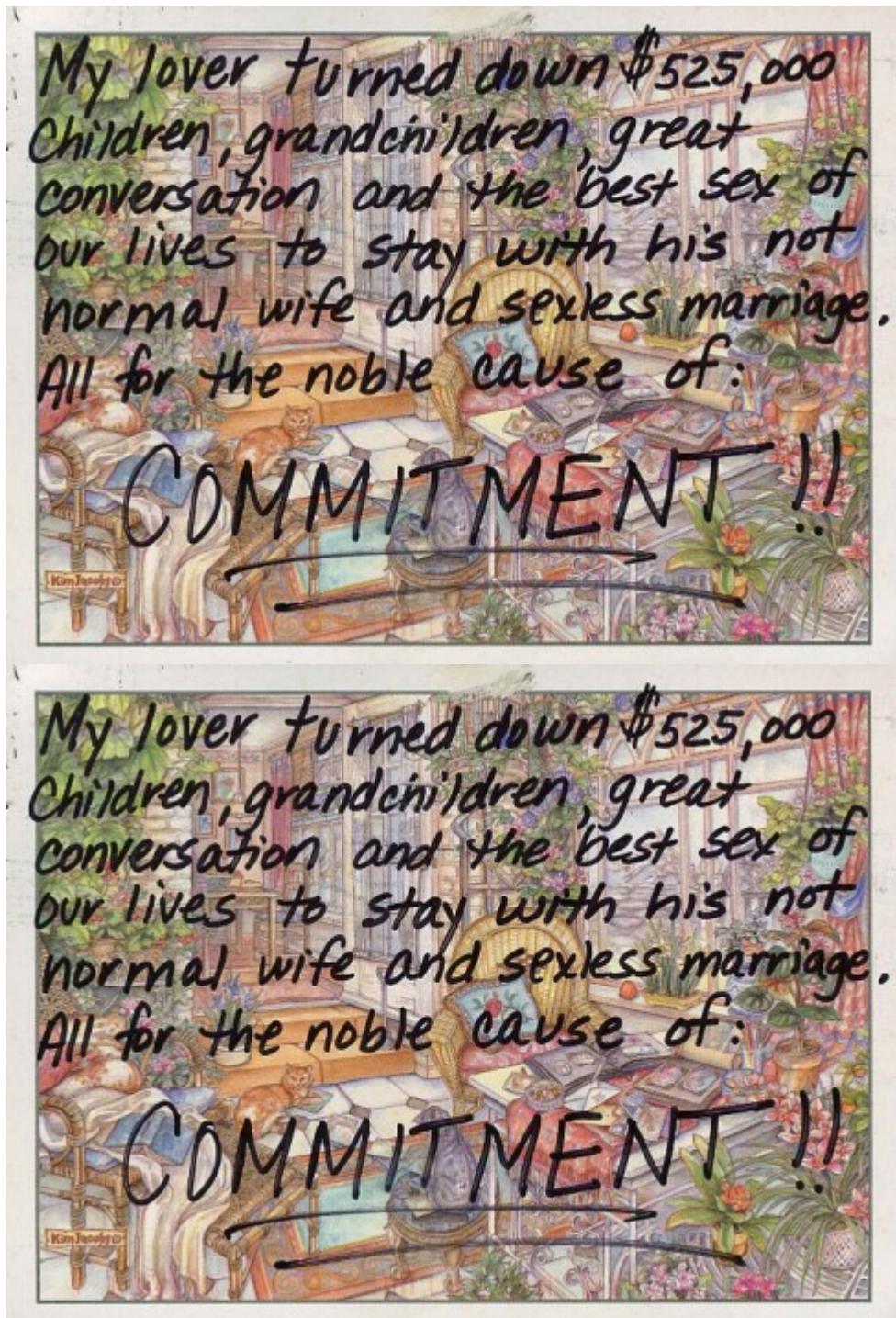
The problem that moral relativism poses to the humanist approach isn't so much in recognizing this primitive base motivation, but an unwillingness to embrace it and live with it and use it.

I want to run, I want to fuck and I want to fight – I want to feel the blood, testosterone and adrenaline pumping in my arteries. I also want to write a sonata, paint a masterpiece and be a loving father to my daughter.

Behaviorism is the antithesis of putting angels wings on our backs and claiming we've evolved 'above all of that.' I haven't, you haven't and no one has, and our behaviors will make hypocrites of us whenever condition and opportunity facilitate it for us. It's not that behaviorism would have us all living like animals in the bush as an ideal state, nor does it deny that people have very ennobling qualities; it simply accepts the whole of what prompts us to do what, why & how we do things and explores the reasons why in a far more fundamental way than a romanticized humanism. I'm sure this is akin to atheism for people invested into humanism, but nothing could be further from the truth. It's simply a more pragmatic, efficient and realistic approach for explaining behavior.

The Paradox of Commitment

November 29, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Courtesy of Post Secret this week.

The concept of commitment is a fantastic utility for women. Men can be simultaneously shamed for not sticking to a commitment that benefits them and still be shamed for steadfastly adhering to a commitment that doesn't. The social convention is so developed there's even a cute term for it – "commitment-phobic" or "commit-o-phobe".

There's an interesting control of the message here; the principle of commitment is cast in feminine-centric perfection. The idea is that commitment should only have meaning in a feminine defined reality. Ironically, it's Men who commit far more readily to ideals, family, military, business ventures

or partnerships, and servitude than women have the capacity to appreciate, because recognizing this doesn't serve their imperative. In other words, a commitment to anything that doesn't directly benefit the feminine isn't commitment; answer? Redefine commitment to reflect feminine interests.

Whenever I get into these debates about infidelity (albeit usually from the male perspective), and it becomes an immoral / amoral / moralist ménage à trois, I wonder, what is the greater "moral" imperative; to remain faithful to your morally obligated commitment with your spouse in spite of a loveless, passionless, sexless partner, or to break that commitment in order to pursue the obligation and commitment you owe yourself as a "superior" Man deserving of a better "quality" partner?

What has moral priority, a commitment to yourself or a commitment to marriage? You see it's easy to wave the flag of self-righteousness when the issue is a right vs. wrong issue. It's much more difficult when the question is right vs. right. I have no doubt that all the answers to this will be entirely circumstantial, rationalized twisting in the wind, and maybe that's what decides for you, but think about it for a moment in the terms of what one must sacrifice for the other.

Whatever you cannot say No to is your master and makes you its slave.

This is a favorite go-to trope for moral arguments where there's a clearly defined right and wrong, however, by this definition then, does not commitment make you a 'slave' by default? If by the circumstances of a commitment you cannot, figuratively, say "no" to the that (or due to that) commitment, are you not then a slave?

You can even take marriage out of the equation; if I'm in a committed LTR with a GF and over the course of that relationship I realize that she's not what I'm looking for (for any number of reasons, not just sex), even though she's 100% faithfully committed to me and the LTR, should I then break that commitment? If I do, am I then being unethical for having broken that commitment irrespective of how I break it? Should the commitment to my own personal well being and future happiness be compromised by another commitment?

What's my obligation; neglect myself in favor of a bad commitment or to the principle of commitment itself?

It's my take that commitment 'should' be a function of genuine desire. Ideally, commitment should be to something one is so passionate about that the limiting of one's own future opportunities that come from that commitment is an equitable, and mutually appreciated trade. This is unfortunately rarely the case for most people in any form of commitment because people, circumstance, opportunity and conditions are always in flux. A commitment that had been seen as equitable sacrifice at one time can become debilitating 5 years after depending upon circumstance.

So what I'm getting at is where do you draw the line? People go all kinds of crazy when I suggest a guy NEXT some girl that's obviously showing all of the indications that she's using him (or has proven so) and then two comments down suggest that it's Men's obligation to vet women by "walking away." If I have one life to live and one precious lifetime to do it in, what is more important; a commitment to oneself in learning and securing the best options for a lifetime or being committed to the principle of self-sacrificing commitment?

In the community we brazenly tell freshmen chumps to dedicate themselves to self-improvement; to seek out and accomplish what's best for them – in other words, to uncompromisingly commit themselves to their own cause in as positive a manner as possible. I'd argue that genuine desire is a necessary precursor to this, but in advocating this self-concerned improvement, are we not then doing them a disservice if their duty ought to be focused on the principle of commitment, even when

that commitment is (or becomes) deleterious to their commitment to a positive self? What holds more water, being a martyr to chivalrous commitment, or a steadfast dedication to ourselves? Should we not then hold AFCs in the highest respect when they selflessly sacrifice their futures due to their devoted commitment to a ONEitis girl who'll never reciprocate on, much less appreciate, that commitment? We'd call them chumps, but in contrast to their devotion to the principle of commitment, maybe they've got it right? You can't doubt their (albeit misguided) dedication to their convictions.

Intergender Friendship

November 30, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Women have boyfriends and girlfriends. If you're not fucking her, you're her girlfriend.

Ever since “When Harry Met Sally” was released there’s been a constant droning about the validity of intergender friendships. To even suggest that men and women couldn’t be strictly platonic, mature friends is to invite reproach from a society that’s been steeped in notions of egalitarian equalism. If men and women are fundamentally “the same” there should be no impediment to developing and maintaining a friendship in like terms to a same sex friendship.

First off, men and women cannot be friends in the way or to the degree that most people perceive same sex friendship to be. Now the natural resoponse to this is “I have lots of female friends” or “what are you trying to say, I can’t have female friends, they all hafta be enemies?” Which of course

is the standard binary (black or white, all or nothing) retort and the trained AFC thinks anyone suggesting that men and women's relations as friends could be anything less than equitable and fulfilling is just a neanderthal chauvinist thinking. However, they are incorrect – not because you wouldn't want to actually be a woman's friend. There are fundamental differences in the ways men and women view friendship within the framework of their own sex and the ways this transfers to the concept of intergender-friendship.

Quite simply there are limitations on the degree to which a friendship can develop between men and women. The easy illustration of this is that at some point your female "friend" will become intimately involved with another male; at which point the quality of what you perceived as a legitimate friendship will decay. It must decay for her intimate relationship to mature. For instance, I've been married for 15 years now; were I to entertain a deep friendship with another female (particularly an attractive female) other than my wife, my interest in this woman automatically becomes suspect of infidelity – and of course the same holds true for women with man-friends. This dynamic simply doesn't exist for same sex friendships because the sexual aspect is inconsequential. I understand how stupidly obvious this seems, but remember we're qualifying the characteristics of intergender friendships in the face of a social undercurrent that wants to convince us that men and women are fundamentally equal. According to this precept, men should essentially possess the capacity to repress their sexual impulse to the point that it should have no bearing on his *rational* decision to engage in a platonic friendship. Likewise, a woman should be able to dissociate herself from her hypergamous nature to pursue a completely asexual friendship. And both genders should maturely pursue the friendship for their mutual enrichment, however, reality tells a different story.

Girl-Friends

All of this isn't to say that you cannot have female acquaintances, or that you must necessarily be rude or ignore all women with contempt (that is binary thinking once again), but it is to say that the degree of friendship that you can experience with women (as a man) in comparison to same sex friendships will always be limited due to sexual differences. Most men will only ever engage in friendships with women that they initially find attractive which then, of course, is colored by their attraction to that woman. Now I'm sure the "not in my case" card will get played and attempt to make the anecdotal case for how much an exception to the rule you are, to which I'll say, even if you legitimately are, it makes no difference. Because the very nature of an intergender friendship is ALWAYS going to be limited by sexual differences. Even if you can legitimately make the case that you aren't now, or weren't in the past, attracted to your opposite sex friend, your other intimate relationships will still modify and/or limit the depth of that friendship.

Even the best, most asexual, platonic, male-female friendships will be subject to mitigation based on sex. The easy example is; I'm sure you'd be jealous and suspect of your girlfriend were she to be spending any "quality time" with another 'male-friend'. It's simply time spent with another male who isn't you and you'll always question her desire to do so in favor of spending time with you.

Bear in mind that it's also important to consider how women relate with their same-sex friends as a template for their intergender friendships. Remember each sex uses its same-sex model of friendship on which to base their understandings and expectations for an opposite sex friendship. Very few men have the patience to sort out how women interact with their women friends, so they opt for the easy answer that equalism gives them – we're all the same, so your buddies are the same as women. Any guy that's been in the circular hell of being a woman's "phone-friend" knows this isn't true. Girl-

friends have a much different dynamic for friendship than do men, but likewise, and by way of her innate solipsism, she's presuming her intersexual friendships will follow along a similar template to that of her girl-friends.

And why wouldn't women expect their male friends to conform to their template for friendship? In a feminine-centric world it makes practical sense for men to realign themselves to women's friendship frame. Men will all too readily tolerate behavior and attitudes from girl-friends that they'd come to physical blows were their male friends to do the same. Since the prerogative of maintaining that friendship is, by default, cast in a feminine-centric frame, women (generally) wouldn't even think of altering their own interpretations of friendship to accommodate a male perspective.

Get it out of your head now that you're even in a so called "friend zone" with any woman. **There is no friend zone** – there is only the limbo between you being fooled that a girl is actually a friend on an equitable level to your same sex friends, and you understanding that as soon as she becomes intimate with another guy your attentions will become a liability to any relationship she might want to have with the new sexual interest and she puts you off, or you do the same when you become so involved with another girl.

The Female Wingman

A lot of guys cling to this mistaken notion that they can parlay a female friendship into action with one of her hot friends. You may even have legitimate examples where that might've happened, but for each one, I'll show you a girl who would've fucked you irrespective of whether or not you had a mutual female friend to vouch for you. That friendship may have been a convenient pivot into another hot girl, but it wasn't the prior intergender – friendship that got you laid; it was that the girl who banged you found you attractive enough to fuck.

I'm not denying the utility of 'Social Circle Game', nor am I ignoring that the conspicuous attention of hot women is good social proof – that's not what the friend pivot is about. It's about assuming a girl-friend will endorse you as a preselected, potential sexual partner.

You may think it's great social proof to have some hot friend endorse you as a good lay for her other friends, but women talk. In fact it's all they do most of the time. Your status as a friend gets transferred to her girlfriends. Why? First, if she was a prior target for you who turned into a LJBF, you already have that as an association of your friendship. Any of her girlfriends that would subsequently date you will know that she was your primary interest initially – not them. Secondly, assuming you even could have a completely innocuous, asexual, platonic beginning to your intergender friendship, there will be competition anxiety with the other girlfriends. This will result in a tendency for the original friend to filter your exposure to which of her girlfriends she finds the least threatening. You have to consider the balance between your value to her as another friend / orbiter against her endorsing you as a potential intimate for one of her girlfriends. Just because you have a girl-friend with a social circle of attractive female friends doesn't mean you'll get her endorsement for the one you'd prefer to get with.

To complete the circle here, all of this leads up to understanding that your female friend will NEVER be one of your guy friends. This silly notion is founded on the expectation that your female friend will hold the same interests and have the same reactions that your male friends will. Women are never going to be your wingman. One of the great downfalls of men today is too much female influence in their lives, to the point that it's become stigma. Beware the guy with too many or exclusively female friends. This might make for the plot of stupid movies, but most women are wary

of guys with so many female friends that they question their being able to relate with and be Men.

Command Presence

December 1, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A few years back I went to a popular martini bar for a mixer event that one of our agencies was throwing for my company. It is a very upscale bar, all the waitresses were easily HB 8s & 9s and the bartenders looked as if they got the job based on how close they resembled male models. If you know any about Central Florida and the sordid details about Tiger Woods' affairs, this was one of his primary spots for a hook up. Whenever I'm in a professional / social outing such as this I tend to pay attention to social dynamics and take mental notes. I'm almost always in behavioral observation mode (which sometimes bugs me I'll admit) and I apply these observations to what I know. I sometimes feel like Jane Goodall in *Gorillas in the Mist* when I'm at promo events. This night was one of those instances.

At the time I'd been studying what is called Command Presence. If you work in law enforcement, emergency services, or served in the military you'll know this term. My brother was formerly in law enforcement and he explained it as taking control of, by appearing to have, authority in confrontational or high stress situations. When a cop stops you for a speeding ticket he is trained to instinctively adopt a Command Presence when approaching your car. This is what makes people think cops, *generally* seem egotistical or arrogant, but it's this 'presence' that leads them to this. Google search 'command presence', there are hundreds of articles on it.

I decided this evening to experiment a bit with Command Presence. Rather than wear my usual club crawler attire I wore well tailored suit and tie with some very expensive dress shoes. I never wear a tie, even at work. I've always felt a good physique is the best form of peacocking and this met with a lot of success in my past, but a man in a well tailored suit projects a different presence and prompts different (though favorable) responses, not only from women, but men as well.

Command Presence is founded on the associations with an appearance of authority, so it helps when you actually do own that authority. I'm the art director for a major brand of vodka and liquor import company and this place had the full line of bottles I designed, as well as their proprietary vodka being my creation. I am the 'authority' in this regard and this is always an easy 'in' with club people. Within the first 5 minutes of being there I'd gotten multiple IOI and AIs from an exquisite brunette (HB 8.5 easy) after a deliberate push to use Command Presence and taking with her.

Next was the HB 9 waitress that led me up to our VIP section. Maybe 24 y.o. and absolutely stunning, she pulls me away from the bartender and kino-walks me to where our party was meeting. This isn't a stripper, or a paid hostess, she fetches drinks. She initiates convo with me and I use my art director routine that worked with the bartender. All time I maintain an air of authority and take the fatherly role with her. She's visibly impressed, more IOIs, and goes off to bring me a martini.

Later I'd met up with some web agency people and some coworkers from my office. We're launching a new micro-website that I worked on with them. I worked with most of the creative team, but I hadn't met the PR or research people. One of these was a fantastic blonde named Tawny. Maybe 25, an unbelievably hot HB 8.5, had a boyfriend, but not present. Our logistics girl was a squat, Puerto Rican lesbian and she whispers to me that she could get her before I could. I reminded her I was married and wouldn't take her bait, but it was game on from that point. She already knew who I was so that angle was done. I got good eye contact from her and caught her looking twice before I introduced myself formally. I then went Dean Martin on her and added the Command Presence to my 'knowing all about her' attitude. She ate it up and it was at this point I had to dial it down because she was talking about sticking around after the party had broke up and I wasn't about to consolidate anything.

One thing I think older single guys miss out on is exploiting the maturity and wisdom that younger women expect them to have. Think Rat Pack guys, Dean Martin, Sinatra, Hefner, these guys were PUAs well into their 60s (even when they were married). Sure they were celebrities, but modeling that attitude into your 40s can take you a long way with younger women.

Fortunately (or unfortunately) the Command Presence thing was working almost too well. At about the point I was trying to separate my attention from Tawny the waitress brings me a martini. This engagement made for one of the more fascinating observations of female communications I've seen. Tawny was sexy and in a business casual outfit that certainly made her hot, but waitress (never got her name) is in tight black form fitting pants and a tight halter displaying a great rack and a perfectly flat

stomach with navel piercing.

I've previously gone into about how women communicate on levels that men are rarely aware of and here I had the perfect opportunity to see this in actions. Facial gestures, applied kino, innuendo, subcommunication, you name it was all there. Tawny of course has the high ground because waitress is on duty and thus is in a service role, but wow.

I still have to pry myself out of the Tawny predicament and lead a bit about the boyfriend, to my surprise she says he's not really her boyfriend anyway, "more like a friend." Now I'm in trouble, but I hold the Presence and give her the principled opt out "it's a Tuesday night and I probably shouldn't even be drinking because it messes with my morning workout" Oops, shouldn't have added the last part, but that was my non-Presence slipping in. I excused myself around 8:30pm, but not without her letting me know she hopes I'll drop by their studio sometime soon. Pfeww,...

I posted this to encourage older guys to adopt a Command Presence as a means to interact, but it doesn't have to be an act for you. The part of the story I omitted is that while I got a lot of female attention this night, I also got solid in networking with some very influential men who picked up on this. They sought out my association. I could say it was an Alpha thing, but I think it's about the application. I have legitimate confidence and I expressed it with my attitude, expression and appearance. Yes, I have legitimate authority in this instance, but I owned it in a way that was respected. Too many, tragically older, men are afraid to own their authority and/or confidence.

Amused Mastery & Command Presence

As I began with, this experiment was from a few years back, and since then I've seen how Command Presence dovetails very well into Roissy's principle of Amused Mastery. Amused Mastery is a good compliment to Command Presence. It tempers the ass-holish impulse that can result from taking Command Presence too far. It smooths down what can be taken for arrogance.

I think a lot of guys get hung up on the term "aloof". The word conjures up the idea that a guy has to pretend to be looking down his nose at some girl he's interested in in a lame effort to get her to qualify to him. When people read how a guy needs to perfect being "aloof" they tend to think "haughty" or feigned disinterest. Throw that term away right now, because you don't want to be "aloof". What you want is Amused Mastery.

Amused Mastery puts you into a position of maturity while still remaining playfully approachable and forcing a woman to qualify to you by acknowledging your mastery of her (really all women by association) and your surroundings. An attitude of Amused Mastery implies to women that by virtue of your maturity and/or authority you've "seen it all before", you already know what women mean when they say or do what she is doing, and it's amusing to you. You'll play along, but only so far as to cleverly poke fun at her attempts to get you to qualify to her. It means you never take her seriously, like a bratty sister.

I'll admit I never fully appreciated the potential of Amused Mastery until I had a daughter. I find myself naturally using it with her because that's the actual, unforced relation I have with her. Especially now that she's 13. However, I also notice my wife finds Amused Mastery just as appealing, to the point that she includes herself in my Mastery over my daughter. Command Presence is useful when others are only peripherally familiar with you, Amused Mastery is what you need to employ when you're dealing with people who have familiarity with you.

It's particularly effective for older men / younger women Game. Assuming you're in reasonably good shape and have some degree of affluence, being older gives you a degree of authenticity. With

maturity comes an expectation of knowledge and experience for Men. I've used Amused Mastery with my "pour girls" at promo events and it's like cat nip for them. You become that Father figure to them (FILF?) that they crave, but can't seem to get from younger guys.

The Myth of the Biological Clock

December 2, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Popular culture likes to teach women and, by association, unenlightened men that there is an innate biological clock inside each woman that slowly ticks down to a magical period where her maternal instincts at long last predispose her to wanting a child. Perhaps, not so surprisingly, this coincides perfectly with the Myth of Women's Sexual Peak as well as conveniently being the age demographic just post or just prior to when most women hit the Wall.

The concept of a biological clock sounds very convincing on the face of it – it's "biological", and

when it comes to feminine social conventions, nothing convinces women more than their bodies, their selves. In girl-world biological reasonings are always suspicious rationales for men's bad behavior, but when applicable to women, biology is "Mother Nature", and you don't argue with that bitch.

Unfortunately, and as fate would have it, the hard science of biology often tends to crash headlong into feminine social conventions. Lo and behold Many Women Underestimate Fertility Clock's Clang. Who'd have thought? It would appear the cold hard science of women's actual fertility window doesn't exactly coincide with the articles of faith that feminine primacy is teaching them.

A new survey finds a big disconnect when it comes to fertility. The age women think they can conceive a baby is far different from what their bodies are actually capable of. This poses an increasing problem, as more women wait longer than ever to have children.

What's the chance a 30-year-old can get pregnant in one try? Many thought up to 80 percent, while in reality it's less than 30 percent. For a 40-year-old, many assumed up to a 40 percent success rate. It's actually less than 10 percent. And when you keep trying? The survey finds many think you can get pregnant more quickly than it actually happens. It also shows many women underestimate how successful fertility treatments are.

Not only is the myth of the biological clock inaccurate in terms of when a woman should get pregnant, it's dangerously misleading in the odds of becoming pregnant.

"The first thing they say is, 'Why didn't anybody tell me this?'" says Barbara Collura, who co-authored the survey and heads Resolve, the National Infertility Association. She laments that no federal agency pushes this issue, and neither women nor their OB-GYNs tend to bring it up. Though, Collura admits that fading fertility is a hard message to deliver.

"Let's be honest, women don't want to hear that they can't have it all," she says. "We can have a great job, we can have a master's degree, we don't need to worry about child-bearing because that's something that will come. And when it doesn't happen, women are really angry."

I won't argue that women actually possess maternal instincts, I will argue that their understanding of when they manifest has been deliberately distorted by a feminine-centric cultural influence. If women are "angry" about the revelation their inability or difficulty to conceive in their post Wall biological conditions presents, their anger is misdirected. Rather than come down from the heady pedestal of ego-invested female empowerment psychology, they'll blame men for not being suitable fathers, or lacking a will to "play-by-the rules" and satisfy the dictates of the feminine imperative by whiling away their time in porn and video game induced comas.

"I just feel like it's something else they lump onto women that we have no control over," says filmmaker Monica Mingo, who's blogged about her decade-long effort to conceive. She says the real issue is society at large, which is pushing back the age people are expected to settle down and have kids. Mingo didn't even meet her husband until she was 32.

"You tell us your fertile years rapidly decline in your mid-20s," she says. "Well, if I'm not dating anyone, and I want to have a family, what's that information going to do for me?"

Well for one thing it might force you to come to terms with the course you want to set for your future life with an informed choice, rather than blaming it on so-called "Kidult" men when you do realize

you want kids. I guess that's asking too much when you're in your prime party years at film school. Sorry Monica, time's up, and you did have control over it in your pre-Wall years. All the haggard ghosts of feminism are cackling heartily around the cauldron of boiling good intentions in hell.

What were seeing here is a collision of hypergamy and feminine primacy smashing against the harsh reality of biology. The feminine imperative needs to create a new social convention to make this incongruent reality agree with its doctrine. It's been done before with the convenience of Sexual Fluidity. Blame men for not living up to the tenets of the "having it all" ideology and create a convenient new social convention that shames men in its retroactive resolution of the problem it caused itself.

Build a Better Beta

December 5, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For women, nothing is both as frightening and arousing than a Man aware of his own value.

I got a metric ton of feedback with regards to my [Mrs. Doubtfire](#) post and the notion of Game being co-opted to serve the feminine imperative. This sparked an interesting exchange on more than a few [blogs](#) and forums. All of this led me to do a bit of research into how Game principles, not necessarily Game in practice, is being subverted to address feminine-centric mandates. Even the idea of ‘[false flag](#)’ blogging in the manosphere has been suggested as a means to more effectively establish a male-specific popular perspective that might be considered more legitimate.

The problem intrinsic to all of that is that masculinity is now so ridiculed and delegitimized in our feminine-centric reality that any (lame) attempts at subterfuge only make the manosphere look even more like the boys club in the treehouse shooting spitwads at the “mature” girls below. It’s going to come off as game-playing and juvenile, and only serve to make any legitimate point or appeals to logic appear self-serving. That said, I do understand the necessity to be covert in expressing the principles behind Game from a pro-masculine perspective. Men blogging in the manosphere, whether it’s Game theory, PUA, MRA or MGTOW, all assume a horrible risk for publicly expressing their views that a proponent of feminism would rarely need to consider. Professionally, personally, and to an extent, even physically, manosphere bloggers paint a big target on themselves that very few people would sympathize with their being damaged for their outspokenness. If it looks like patriarchy, it’s OK to set their home on fire, and a feminized world of angry women and their identifier mangina sycophants will line up with torches to do so.

Building a Better Beta

None of this is really even a concern for the proponents of a fem-centric culture; they can rest comfortably in a self-affirming, social echo chamber without any real fear of persecution or risk to their career or reputations. However, the utility of exploiting Game in theory (not in practice) to better serve that female centrism hasn't gone unnoticed. This has given rise to what might be called "sanitized Game" – take the primary elements of Game to build a better Beta. With such an overwhelming social undercurrent for men to 'Man-Up' today it's really simple pragmatism to reinterpret Game to serve the expectations and entitlements inherent in fem-centrism. Thus we see Game concepts being co-opted by social conservatives, so-called female manosphere sympathizers and christo-religious revisionists all blogging in disclaimed agreement with Game principles insofar as it serves their particular delusion. What they fail to recognize is that, for all of their efforts to contort Game into their personal agenda's boxes, they're still living in and fostering a feminine-centric imperative. If there's a definition of the Matrix, this is it.

I would argue that most, if not all, are unaware that this is the latent purpose they're serving. The overarching point is to create a more acceptable man for a female defined goal, NOT to truly empower any man. There is no feminine opposite to this; there is no counter effort to make women *more* acceptable to men – in fact this is actively resisted and cast as a form of slavish subservience. This is the extent of the feminine reality; it's so instaurating that men, with the aid of "concerned women", will spend lifetimes seeking ways to better qualify themselves for feminine approval. That's the better Beta they hope to create. One who will Man-Up and be the Alpha as situations and use would warrant, but Beta enough to be subservient to the feminine imperative. They seek a man to be proud of, one who's association reflects a statement of their own quality, yet one they still have implicit control over.

Whether the reasonings are moral, entitlement or 'honor bound' in nature the end result is still feminine primacy. The sales pitch is one of manning up to benefit yourself, but the latent purpose is one of better qualifying for normalized feminine acceptance. What they cannot reconcile is that the same benefits that are inherent in becoming more Alpha (however you choose to define that) are the same traits that threaten his necessary position of subservience as a Beta. This is precisely why 'real' Game, and truly unplugging, cannot be sanitized. This social element wants to keep you plugged in; more Alpha, more confidence, more awareness, is a threat to fem-centrism. It's great that all this Game stuff has finally got you standing up for yourself, but remember who's got the vagina.

The Evolution of Game

In the beginning, Game was about little more than racking up lay-counts. For some guys this will never change; you can't ignore the purely seductionist intent of the origins of Game. Game was (is) for getting laid, and along with that now comes a sort of stigma of the Player. It's against the interests of the feminine imperative that a man might conceivably have some kind of secret, learned system that bypasses her (mythological) feminine intuitions and natural reservations. That's a power that men have sought for millennia. Some might realize it to a degree through power, fame or fortune, but to distribute this figurative ability en masse would be a power shift that would put women at men's mercy. With great power, should come great responsibility. This is the fear that Game represents to the feminine – even the concept of men 'understanding' women's natures must necessarily be ridiculed and shamed even in the attempt. When women are knowable they lose the power of their only actionable agency over men.

Game has evolved into much more than just a set of replicable behaviors for PUAs to ply their craft and get laid. Somewhere along the way a man wondered why these behavior provoked the responses they do in women. What were the core elements that these behaviors and attitudes were operating on in women? Game is still about getting laid, but it's progressed beyond just the practical. Game is really a catch-all term now for lack of a better one. It's moved on to the theory, the principle and the psychology that makes us better Men, and makes women knowable. It's very important that the vision you have of being a "better Man" originates with **YOU**, not with the idealisms of a plugged in moralist or women so fearful of your new awareness that they'll make concerted efforts to supplant it with what makes you a better servant of their insecure imperative. Resist the idea of becoming a better Beta in girl-world and focus on being that Alpha Man as you define it.

Case Study â◻◻ Creative Intelligence

December 6, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Below I have posted descriptions of 4 men from a case study I was involved with as part of a graduate study for personality psychology. Before you ask, no, this wasn't an original study, however it was a measures experiment we performed to see how the results matched with our own university. These descriptions are excerpts from that case study comparing female mate selection. They were presented individually to 101 university women between the ages of 18 and 36. All were single/unmarried and none were aware of the intent of the experiment. I'll present more details of the experiment after you have chance to respond so as not to spoil your genuine responses. Here are the descriptions:

M is an art student. M has always had a passion for painting and plans to pursue a career in art. He creates paintings of people and complex landscapes. His paintings are so lifelike that they are often mistaken for photographs. The consensus amongst his art professors is that he is, by far, the most talented student they have seen. One professor, an expert on lifelike paintings, says he believes M is one of the most talented artists ever to produce these paintings. To make extra money to support his schooling, M has sold a few of his best paintings. They have sold for between 100 and 200 dollars. One professor lamented that M's paintings are worth far more, but like so many other artists, he will

probably never make very much money selling them.

L is an art student. He paints abstract paintings. L came into art by chance. He took an art class as an elective because it fit well in his schedule. For his midterm project, he produced an abstract painting after an hour of “fooling around” with the paint and canvas. The majority of the painting actually consisted of paint he accidentally spilled onto the canvas. A very wealthy man who was looking for art for his home discovered L’s painting in the student art studio. He paid L \$5,000 dollars for the painting. Some of the man’s other wealthy friends liked L’s painting and commissioned a total of \$100,000 in paintings from him. L and his art professors were shocked at the success of L’s paintings, because, in the words of one professor, “he has no real talent, just some good luck.” L continues to capitalize on his success by selling his abstract art.

L and M are considered highly desirable by other women on campus and very attractive. Friends of L and M say that they are dependable, kind, and generous friends.

J is an entrepreneur who had great success in his first business venture. He started a small software business in a friend’s garage. His product was a new kind of software for improving factory designs to radically increase the profitability of manufacturing. Within his first year, J secured contracts with Ford, General Electric, and Boeing. In the next three years, J sold his software to most of the top manufacturing companies in the United States and several of the top companies in Asia. After 5 years in business, J’s company was valued at 120 million dollars and had 250 employees. The Wall Street Journal credited the success of J’s company to the “brilliance and novelty” of J’s product and to J’s “sheer genius as a businessman.” However, J’s company fell victim to misfortune the next year. After J rejected a take-over bid from Microsoft, Microsoft filed a lawsuit claiming that J’s software infringed on some of their patents. Although most experts agreed that the suit had no merit, the cost of defending himself against the lawsuit created huge cash flow problems for J, which drove the company into bankruptcy. Although J has very little money left, he has recently begun a new business venture to sell another of the software products he has invented.

R recently inherited 20 million dollars from the couple who had adopted him when he was a year old. They died in a car crash, having made their fortune in commercial real estate. Before they died, R worked as a sales person at a computer company. Although R worked at the company for several years, he had not advanced past his starting salary or rank within the company. He went to a community college, but after graduation he didn’t feel sure what to do with his life. A friend who was working at the computer company suggested that R join him and work there. In R’s words, “I guess I’m just not very good at this job. At least now I won’t have to worry about money any more.” R and his adoptive parents were very close, and he was deeply saddened by their deaths.

J and R are both attractive and in their mid-twenties. They were recently nominated as two of the most eligible bachelors in Los Angeles.

Bear in mind, these guys are theoretical archetypes, how they relate to women is irrelevant. How the subject women perceived them is what’s being assessed. Of these 4 men, which do you suppose was rated the highest in desirability with which to have a short-term sexual affair with by these women? And which man was rated the highest in desirability to enter into a long-term relationship with?

This study was done to determine comparative priorities in women with regards to male **‘creative intelligence’** vs. **‘provisioning ability’** in female mate selection. I would’ve titled this thread as such, but I wanted to get some unbiased and impulse responses from readers here to see what the

perceptions of these archetypes were from men and the reactions guys expected from women to these archetypes.

You'll notice that care was taken in these archetype descriptions to balance out the physical attractiveness of each man (i.e. both artists were considered equally attractive by peers and both businessmen were 'eligible' bachelors). What was at issue wasn't their extrinsic characteristics – comparative physiques or obvious Alpha presence – but what women chose in regards to these men's intrinsic characteristics. The theory being that Creative Intelligence is of a higher mating value in the short term while a better Provisioning ability is more desirable in the long term. Bear in mind that hypergamy influences the decision making process for both of these sexual strategies. Also added was the caveat that legitimacy of provisioning ability, and the potential for future provisioning in it's absence (i.e. the down on their luck men), played a factor in this mate selection.

Creative Intelligence

So what exactly is "Creative Intelligence"? Although there is no firm consensus on how to define it, we often know it when we see it. We also know a bit about it from a century of creativity research. Within humans, creative intelligence is closely associated with the highly heritable general intelligence, and creative intelligence seems to rely on the generation, selective elaboration, and skillful implementation of ideas and strategies. In other words, creativity represents a strong capacity for successful improvisation, thus it became a desirable, selected-for species survival trait.

The problem is that creativity sounds desirable, as does intelligence, so "creative intelligence" can become a vague term that seems useful for solving any behavioral problem, whether technological, ecological, social, sexual, or cultural. Many plausible adaptive functions explain the origins of human creative intelligence. These include: tool-making and tool-using, hunting, foraging, and food preparation methods, social strategizing within and between groups and sexual courtship dynamics (i.e. hunter-gatherer proto-Game).

Sorry for the psych lesson, but we had to be specific.

Trade Offs

As I elaborated in Schedules of Mating, most women face trade-offs in mating. In selecting a long-term mate, it makes hypergamic sense for women to put greater weight on traits that advertise ability and willingness to invest in protection, provisioning, and care of the woman and her offspring. This will favor the evolution of 'good dad' indicators – reliable cues of paternal investment ability and willingness to participate in those responsibilities. In our past, women of very high mate value (HB 8 and above) had the luxury of attracting a long-term mate who has both good dad potential and good genes. Fast forward through the ages and women have progressively had to settle for a committed partner who is not ideal either paternally or genetically. Then add to this the increasing complexity of men adapting to mimic these cues in order to facilitate their own breeding strategy. Consequently women are, by order of degree, incentivized to secure better genes *or* better paternal care from short-term or extra-pair partners, while simultaneously seeking long term provider males. Either would help at any time.

In this study, the idea was that, issues of relative attraction and arousal being satisfied, women will prefer a male possessing a higher capacity for Creative Intelligence in short-term sexual encounters to ensure the best possible future options for her offspring, while choosing a mate with better Provisioning ability for long term parental investment.

Art and business were chosen as two contrasting domains of work. Each requires distinct styles of

creative intelligence, but both demand combinations of practical and theoretical skills, individual effort and social interaction. Hence, merit-based success in either domain may function as a mental fitness indicator. In each domain (art or business), one vignette described a man who showed high creative intelligence in his work, but who was poor due to bad luck and adverse circumstances. The other vignette in each set described a man who was average on creative intelligence, but who was wealthy due to good luck and beneficial circumstances. All vignettes made clear that each man's creativity level was largely endogenous, reflecting natural (and presumably heritable) talent, but that his wealth level was largely accidental, gained through no merit or fault of his own.

Results

Each woman completed two forced-choice questions: (1) "Based on these descriptions, who do you think you might find more desirable for a short-term sexual affair?"; (2) "Based on these descriptions, who do you think you might find more desirable for a long-term committed relationship?" (L or M in the artist vignettes, and R or J in the entrepreneur vignettes). Next, participants rated the desirability of each man as a short-term mate and as a long-term mate on two 9-point scales (where '1' = not at all desirable, '5' = average; '9' = extremely desirable). The rating questions were as follows: "Overall, how desirable would you find L [M, R, or J] as a long-term partner?" "Overall, how desirable would you find L [M, R, or J] as a short-term partner?"

In this study **M** was overwhelmingly chosen as the short term partner. 89% of the participants chose the naturally talented, but out of luck artist for a short term sexual encounter. 7% chose L the rich artist, 3% chose J the poor/talented businessman and 1% opted for R the wealthy/untalented businessman.

J was also rated highest for long term relationship, but not as significantly as M in the short term. 67% of our subjects chose J, and surprisingly 17% chose L (rich artist). R was rated at 12% and M took 4% for the long term choice.

Professional Mothers

December 6, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





It's called birth control because someone is 'controlling' the birth.

There are presently 41 different types of contraception available for women, for men there are only 2 – vasectomy or a condom – your only line of defense against her 'choice'. The only thing separating a man from a lifetime (not just 18 years) of interacting with the decider of altering the course of his life is a thin layer of latex.

Iron Rule of Tomassi #5

NEVER allow a woman to be in control of the birth.

Always have protection. I've had far too many guys hit me with the argument that they implicitly trust their girlfriends to be on the pill or whatever, and that she "doesn't want kids" only to be an unprepared Daddy 9 month later after 'the accident'. The only accident they had was not being in control of the birth themselves. In fact I'd argue that men need to use extra caution when in an LTR since the ease of getting too relaxed with her is present.

Accidental pregnancy is practically a cottage industry now. For a woman without education (or even with) and without means, an 'unplanned' pregnancy may be a pretty good prospect, especially when every law and social expectation weighs in her favor. These are *Professional Mommies*. When I counseled in Reno I knew a guy who married this woman who had 3 children from 2 Fathers who he himself had impregnated with her 4th. She was a Professional Mother.

Flush it

In 2002 the NBA issued a highly controversial and publicized warning to professional basketball

players stating that players be advised to wear condoms when having sexual intercourse with women when on road games and to “flush the condom down the toilet” in order to dispose of the semen. This warning was the result of several paternity suits that year involving women these players had slept with by retrieving the condoms from the trash and ‘self-impregnating’ themselves with the players semen. The NBA had enough occurrences of this kind to warrant a league-wide warning that year. All of these players are now 100% liable for the welfare of these children and their former partners by default because there are no laws protecting men from fraudulent pregnancies.

To what degree is protection implicitly implied? If a man does everything in his power to avoid a pregnancy (barring abstinence or a vasectomy) and can prove his intent and the woman still becomes pregnant, even by fraud, the man is still liable for that pregnancy. Women are 100% protected and men are 0% protected. I can even go so far as to quote you cases where a man marrying a single mother later divorces her and is still expected to pay future child support for a child he did not father – even without official adoption of the child by the man.

A lot of guys would like to make a moral issue of this but it’s not a question of right or wrong, it’s dealing with the facts of what IS in the environment we find ourselves in today. The fact of the matter is that unless men use prior discretion and take responsibility for the birth ‘control’, not allowing a woman to be solely responsible for it, he is 100% powerless. This means bring your own condoms and flush them yourself, and yes even (especially) in an LTR or marriage. That means standing firm even when she says “take that thing off I’m on the pill and I want to ‘feeeel’ you.” Mothers want to be Mothers, otherwise they’d decide not to be. Single Mommies are far too common an occurrence to bet the odds with the rest of your life.

The sexual revolution had far more to do with the development of hormonal means of birth control than the legalization of abortion. Condoms have been around since before WWII, but even in the Baby Boom there were far less unwanted pregnancies or single motherhood than after the advent of the pill. The pill put the control of birth into the hands of women where before it was a man’s responsibility to put the rubber on and do so correctly if both wanted to avoid smaller versions of themselves running around the house.

The Choice of Professionals

Abortion rates skyrocketed in the decades after estrogen based birth control was developed, thus prompting a need for legal and clinical regulations of abortions as well as reforming paternity laws in the 70s. There had certainly been abortions (both the medical and back-alley variety) prior to this, but if you look at the increase in abortion statistics both before and after the advent of a convenient form of birth control moderated by the women taking it, it’ll blow your mind.

And now even with the vast variety of birth control methods available to women today and 30+ years of safe medical abortions, we still see an increase in single mother families and abortion rates. One would think that these statistics would be lower in light of all this modernization and the ‘leaps’ women have made culturally since the sexual revolution, but sadly no. In fact the single mother birth rate has climbed (adjusted for population) since a leveling off in the late 80s and abortion is just as popular as ever even when new methods such as the ‘morning after pill’ and RU286 are readily available. And conveniently, the social ills as a result are placed squarely on ‘dead-beat Dads’ rather than the women choosing to have the children.

This isn’t a scientific problem, it’s a cultural one. Mothers want to be Mothers. Men are only Fathers when a woman decides this for him even in the happiest of marriages. I think (hope) we’ll see second

sexual revolution once a male form of hormonal contraception is tested and available, but you can bet dicks to donuts that every interested party from the religious to the feminist will fight this method's release to the public at large and come up with every sort of veiled explanation for it's demonization in order to put the agency of birth control exclusively into men's control. I sincerely doubt men will "forget to take it" or have their 'accidents' in the numbers women do.

Controlling the Birth

It's a much different task to put on a condom in the heat of the moment (reactive) than to simply swallow a pill in the morning (proactive). It's arguable what the more difficult task is, to remember to take a pill in the morning or to apply a condom at the appropriate time. In the latter situation there are at least 2 people aware that a condom should be on prior to intercourse; is a woman equally an accomplice in her own pregnancy if she consensually has sex with a guy without a condom? They both know the assumed risks, however a woman forgetting to take her pill isn't reviled as an 'idiot' or negligent as a man not putting on a condom.

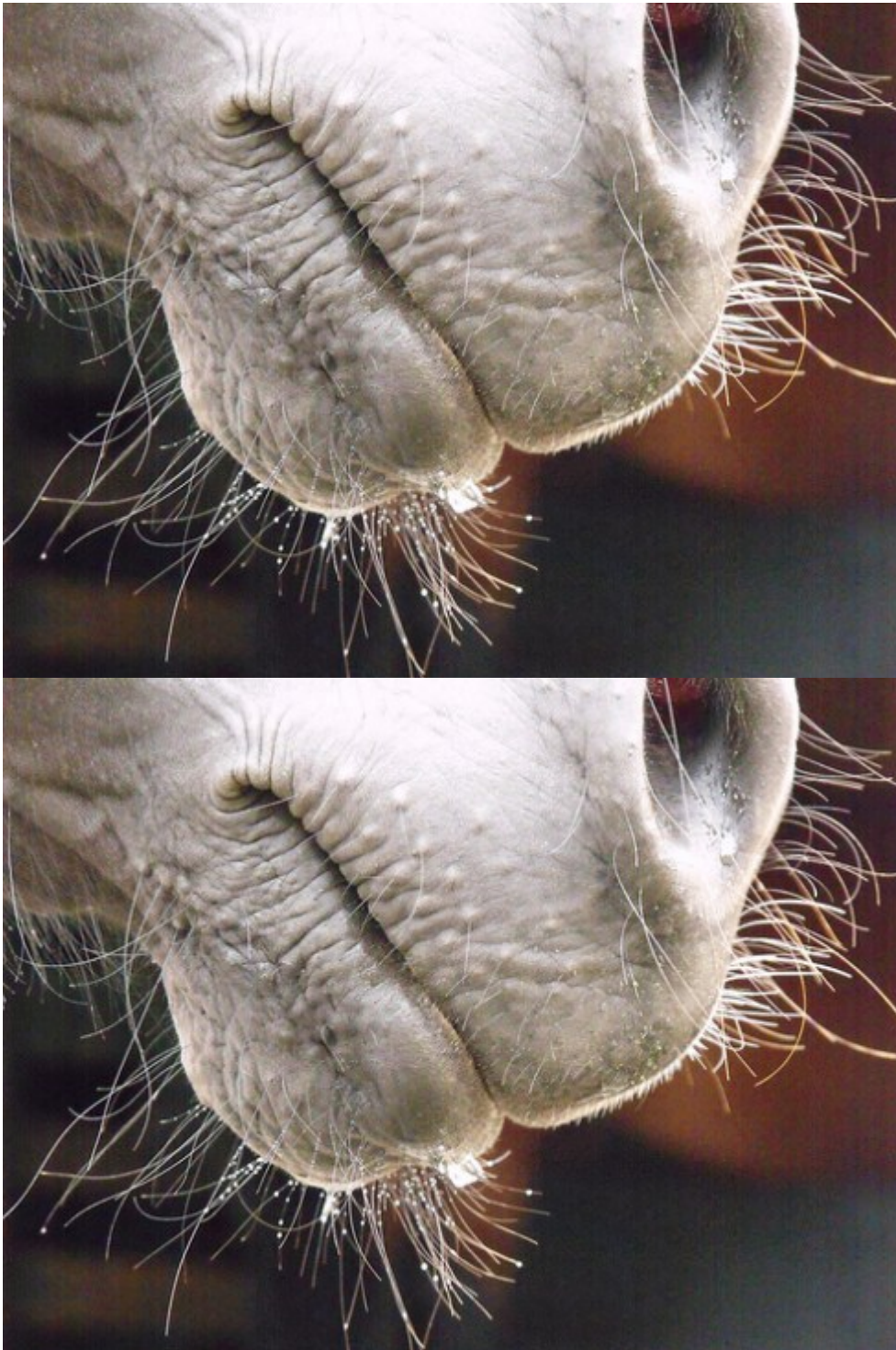
Taking her birth control is up to her and rarely would a guy be certain on a daily basis that his partner was faithfully taking her pill. In fact to even ask about it would be presumptuous and bordering on rude if it's a casual encounter. When a man and a woman fail to take the precaution of putting on a condom they're both aware of it. When she fails to take her pill either accidentally or intentionally, she is the sole party responsible for that pregnancy, but in either case she decides the course of the man's life should this occur.

The obvious answer is to put men in control of the birth – wear a condom. However the nature of mens birth control is reactive and even in the case where a man has the condom in his pocket, he can still be thwarted by her only saying, "don't worry about it, I'm on the pill"; the control shifts the accountability never does.

Forgive me for belaboring the point, but there are no accidental mothers. Consider fertility statistics and that it takes a considerable amount of negligence for a woman to miss several pills on a regular basis to 'accidentally' become pregnant. One could also argue that even a couple engaging in condom-less sex could still be relatively confident that a woman won't get pregnant even if she's missed several pills regularly. Again my point being that it takes effort to become pregnant. Even without any birth control at all and timing my wife's ovulation cycles for our sex it took us 4 months to conceive our daughter. This is why I laugh at the accidental pregnancy excuse so common these days. If a woman wants to become pregnant she can do so with impunity and contrive any excuse she'd like about accidents, but the guy is an 'idiot' for not wearing a condom and taking responsibility for his actions, even if he's led to believe she's taking control of her contraception. Yet he is the one penalized both financially and socially because of her choice.

The Horse's Mouth

December 7, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Women would rather be objectified than idealized.

One of the best litmus tests for how unplugged a guy truly is is how he reacts to the words of his idealized woman. I briefly covered this idea in the Self-Righteous AFC:

You see, when an AFC clings to the mental schemas that make up an AFC mindset it requires a constant need for affirmation and reinforcement, particularly in light of their glaring lack of verifiable success with women while clinging to, and behaving in accordance with the mindset. AFCs are crabs in a barrel – once one get to the top to climb

out another drags him back in. The AFC needs other AFCs to affirm his blatantly obvious lack of success. He needs other AFCs to tell him, “don’t worry just be yourself” or “she’s just not a quality woman because she can’t see how great a guy you are.”

So when an AFC finally does get a second date and then finally does get laid it becomes the ultimate validation for his mindset. “See, you just have to be a nice guy and the right ONE really does come along.” This is when the self-righteous phase begins and he can begin telling his Game / PUA friends that he’s “getting some” now without all the Positive Masculinity claptrap. In actuality he rationalizes away all of the conditions that lead up to him getting the girlfriend and the fundamental flaw that he’s settling for a woman “who’d fuck him”, but this doesn’t stop him from claiming a moral highground. His long wait is over and he’s finally hit paydirt.

This need for validation of a Beta Game mindset is very strong for guys – particularly when you consider a lifetime of being steeped fem-centrism’s conditioning. When you grow up in girl-world you want to believe the idealizations of women are actually attainable. This is what makes the ‘red pill’ so hard to swallow; men truly *want* the fantasy, the romanticism and love, in the context girl-world presents it to them for so long, to really exist for them. This is what makes believing women’s individualized words, rather than their globalized behaviors, so seductive for men – even for Men who’ve become self-aware in the feminine Matrix.

Straight from the Horse’s Mouth

When a woman (or a man impersonating a woman) posts some self-description or personalized experience about how they conform more to this idealization than to the “silly caricatures of bitter misogynists” online, this triggers an internal conflict for men. Men want to believe that the exception to the rule could exist for them since it agrees with his initial social conditioning, but the learned, unplugged, conditioning he’s applying to see the forest for the trees, and factoring in women’s generalized, observable behaviors as a better method for determining intent, fights against this. Becoming Game-aware teaches Men that the medium is the message, but to varying degrees Men still want to believe that women are completely self-honest, rational agents, and cognizant of their internal motivations. Eventually applied behaviorism puts the truth to this deception, but it’s very hard to let go of that want for an easier answer.

In our ‘plugged in’ years, men rely on the same deductive pragmatism with women that we use to solve most other problems. Our problem solving natures predispose us to objectifying the elements of a problem to arrive at a solution. Even our neural wiring is designed to achieve this end, so it’s literally a ‘no-brainer’ to want reliable, rational data on which to base our plan to solve a problem – in this case getting laid and receiving intimate approval from a woman. Thus our next question is “what do women want?”

What Women Want

I can remember asking this very question uncounted times in my plugged-in teenage years. Hindsight being what it is, I can only laugh now when I read teenage guys still asking the same thing 4 generations later. It seems so intuitive and considerate of a woman’s sensibilities; guys think it presents the countenance that a man cares enough to create himself in her idealized image. Women and girls naturally love to answer this question because it gives them a default authority, while at the same time feeds their attention needs. It’s such a popular topic that even rom-com movies are based on the question and the zany misunderstandings that result from men’s ridiculous attempts to

understand the oh-so unknowable, mysterious natures of women's true desires. Silly, silly men.

The truth is much simpler. Women either lack the awareness and self-honesty to acknowledge what it is about men that women in *general* (not just individualized to themselves) want, or they deliberately misdirect and evade men's efforts to make deductive sense of their motivations because, in truth, they want a guy who 'gets it' on his own without having to be told. In either case, whether due to ignorance or duplicity, the secret of the ugly, cruel truth of female hypergamy is to be protected and obfuscated as women's first priority. So important is keeping this truth from men that the feminine imperative must socialize it into women's collective psyches. One of the great threats that Game theory represents to feminine primacy is revealing the truth, and the atrocities that result from feminine hypergamy. What do women want? Maximized hypergamy with a man blissfully unaware of hypergamy. The perfect union of emotional investment, parental investment and provisional investment with her hypergamous nature.

However, men still want to believe that women earnestly want to communicate their intimate desires in an effort to make better men. We believe that women, the emotional, erratic, dramatic, mysterious and romantic creatures of story are also consistent, well-grounded pragmatists that rival men themselves and are only waiting for the man unique enough to listen to her. And the more her story agrees with our mental construct of what women *should* want, the more we want to believe she exists. If she's convinced of the story this is all the validation most men ever need – he got it from the source, a woman who confirmed the fantasy.

Chasing Amy

December 8, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Beware of making a Quality woman your substitute for a ONEitis idealization.

As an addendum to the [Good Girls Do](#) post from a week back I'm submitting an insightful story about the disillusionment [Christian beta-males had with Amy Grant](#).

Here we have a purile Amy Grant-as-sex-object; only that object fits an idealization so she becomes

the mythical Quality goal for moralistic men. She fit the bill perfectly; hot, virtuous, talented, etc. She offered the perfect fantasy in that she (or other women like her) would be patiently waiting for her husband-to-be (i.e. them) to share her virginity on their marriage night, be the best sexual experience conceivable in this reality, PLUS the best virtuous experience by definition.

All that comes crashing to the ground when Amy gets off on the pre-marital sex, “she enjoyed it”, and falls from grace. She becomes human, the idealization shatters and the vitriol ensues. Now she’s secular, an insincere charlatan that led them to believe something false. She’s suddenly “low quality” and they hate her more passionately than had she not fit their idealization to begin with, and all the girls who modeled themselves after her are now suspect of her sins by association.

People are going to be people. What this essay doesn’t elaborate upon is that eventually Amy Grant cheated on her husband with Vince Gill (also cheating on his first wife) and they got married and are all fat, rich and happy.

Sex, Amy Grant and the Quest for the Righteous Fox

By Mark Olsen

Almost a decade ago, riding a church bus back from the obligatory summer choir trip, a friend turned to me and I heard these words for the first time. “Hey, check out Amy Grant.”

I slid the earphones off my head and wrinkled my nose. “Yeah, I know. That folksy singer, the sincere one.”

I’d heard about her, read some gracious reviews of her first few releases, but my curiosity had never ignited. Her image seemed kind of limpid. And then my friend handed me a copy of a Christian mag. There lay a full-color picture of Amy, beckoning from the page.

“No. I mean, check her out. She’s all right.”

So I checked out Amy’s picture. All of a sudden, my interest knew no bounds.

You have to understand. Back then, in the waning years of high school, my church friends and I were the epitome of Contemporary Christian Youth. We were the paradigm. We would pray for our back-slidden acquaintances and then go watch them perform at keg parties. We would scrutinize Pat Benatar and Styx albums for signs of latent Christianity. We would agonize over the dearth of hot guitar licks in so-called Christian rock. Then, having gratefully discovered Phil Keaggy, we would play him to our unsaved friends, bending towards the speakers with satisfied grins, watching eagerly for their silent nods of approval.

All this is relevant. It’s relevant because high atop this slightly marginal, oddly acclimated Christian teenage-male subculture, towered the seductive **Myth of the Righteous Fox**.

Hovering languidly at the end of our frustratingly virtuous dating rainbow, this beautiful and unsullied babe of legend had rejected the lure of football jocks and fast cars and saved her beauty for an earnest Bible-studier and choir-attender (who also happened to be cool, hip, and into rock’n’roll) – someone, of course, remarkably like us. The Righteous Fox would be God’s reward for having survived, for having endured. He knew how many youth group videos on sexual purity, and the saccharine, fifties-laced condescension of countless off-the-cuff pastors’ talks we endured. She was our revenge on those unsaved guys who’d nearly convinced us we’d missed the action.

Reduced to its bare Quixotic core, the Quest for the Righteous Fox consisted of a never-ending search for that really cool, deeply spiritual chick who'd hung out with the guys just long enough to make every last one – except for ourselves – overlook her blinding-yet-unobtrusive beauty (Pointing out once again the Quest's most delusional side-effect: The Fallacy of Original Attraction).

Only one problem though: true Righteous Foxes were (and still are) incredibly hard to find. And nearly impossible to find before another hard-scramming Christian dude discovered her first. Yet the fantasy persisted. It invariably followed these exacting parameters:

We and The Fox would spot each other someday, eyeing each other soulfully over the pages of our Bible study guides, knowing, with that mutual instinct borne of fate, that we had found **The One**. We would ply her with a typically Christian courtship, spent in the festive embrace of a youth or college church group. Then finally, mere hours after a ceremony of Contemporary Christian music interspersed with wedding vows, she would reward our years of grudging virginity with the pure abandon of sanctified lust. (The best kind of sex there is – we 'just knew' it.)

"She's out there," we'd say. "Just waiting for me."

But for a while, we weren't so sure. The girls in our youth group ... well, we didn't think they qualified, on account of the babe criterion. Familiarity breeds ... well, you know. We caught fleeting glimpses of The Righteous Fox at youth rallies, desperately scanning the crowds, pining for another glance like Richard Dreyfuss in "American Graffiti". We spoke longingly of the babe-laden youth group in the neighboring town. But she never seemed to find her way into our lives.

That is, until Amy.

Amy made our blood boil; she burrowed into our imaginations and oppressed our dreams. She made us gape shamelessly, as I did when I first saw in person Amy's big doe-eyed sincerity, cascading brown hair and crooked smile, and was smitten with the knowledge that God had finally epitomized the Righteous Fox in human form. Amazing thing though: along with the knowledge came the blazingly idiotic notion that I alone had apprehended this miraculous insight.

But the idiocy didn't last long. Midway through my first Amy concert, I looked down from the sight of her wafting one more song for Him and over at my best friend Ted. I realized it was all over. Our eyes met and we both knew, fresh from the eyes of our private fantasy, that this was no bolt-from-a-blue-sky occurrence. The affliction was well-nigh universal, shot through the heart of every glazed-over, slack-jawed Christian male in the concert hall that night.

Her beauty wasn't – quite – what you'd call striking. It was different than striking. Amy's appeal went much deeper than mere physical perfection. And the sincere, profound beauty Amy manifested, she seemed – no surprise to us – unaware of. (She might cultivate her looks, but she'd also – somehow – remain completely oblivious to them.)

If you were to go out with Amy, you could count on her not to cake on the make-up. You could just tell. And a girl like her probably wouldn't kiss you on the first date – although she wouldn't make you wait much longer either. (No gratuitous prudery in Amy's life.) And she'd never complain about the flaking paint job on your car. You'd never innocently trust

in her character, then hear the guys report with leering tones on Monday morning that she'd been spotted sneaking beers in the Dairy Queen parking lot. No, you'd known where Amy'd been – on a Youth Council retreat with a gaggle of lesser companions, plotting hayrides and witnessing strategies. And as for the premarital thing ... don't even think about it.

Man, did Gary Chapman ever shatter that pipe dream.

First, I heard she was engaged. Through my grief and dismay, I discerned only a slight tarnish on my luminous Amy image. But some time later, I heard the worst.

She'd gotten married. Worse yet, by the time I'd heard, the wedding had actually taken place weeks before, meaning that – barring some unlikely scenario – the union had most certainly been consummated. That hurt. Gary had compelled Amy (through some unfair form of coercion, no doubt), to say, "I do," to someone other than ourselves. The simultaneous dream of a million young evangelical men vanished in one night. And the ever-so-subtle sexual backlash began the very next day.

Amy didn't help, of course. Not only did she fail to keep the subject of sex a secret, but she actually started intimating that she rather ... well... enjoyed it. Stories started circulating of unsettling, injudicious comments made to magazines and concert audiences. (Did she actually mention "...getting our rocks off..." to Rolling Stone? Certainly not something "Jesus would say.")

I noticed the backlash myself beginning with Amy's first video. Ted could hardly contain his indignation over one salacious sequence in which Amy shed her jacket and the camera followed the garment – apparently not briskly enough – down over the inflammatory regions of her body and to the floor. "It's almost pornographic," he said. I watched it with him, and saw nothing remotely lewd in the move. (Just the same, our eyes never left the screen. We never blinked.)

Soon I started to notice a pattern. The guys were grumbling. The girls were growing catty. I noticed, within my own dreams, a growing dissatisfaction with my cherished mental-Amy-scenarios. My short-reel romantic visions were falling off the sprocket before I could even begin the date that inevitably followed our accidental back-stage, love-at-first-sight meeting. All because of the interloper husband, whose presence had transformed those visions from highly unlikely into now empty fantasy. And also, quite frankly, because Amy was no longer a virgin. The script had lost its appeal. The Righteous Fox had tumbled off our rainbow.

Then it got worse. Amy mutated from the soft-focus Vermeer-lit goddess of the 'Age to Age' album cover into the leopard-skinned temptress of the 'Unguarded' album jacket. The guitars started coming out of the shadows. The drummer started using drumsticks. Finally, Amy seemed to have done what everyone had feared so long: "Gone secular." And Amy "going secular" gave our collective discomfort a channel for expression. We turned on her with a vengeance.

It's been years, of course, since all this took place. And in that time, many culturally plugged-in Christians have become aware of a fairly pervasive, surprisingly virulent anti-Amy backlash. Most intelligently assume that it stems from the dilemma surrounding whether a Christian performer should dilute or reduce their religiosity to broaden a potential audience. Again, the old debate over "going secular." In light of her recent mega-

stardom, it sounds logical.

Naah. It's about sex.

It's about this: she used to be ours, and now she isn't. She used to be Contemporary Christian subculture's fresh, untouched, pretty young secret. Then she gave herself away. First to a man, then to the unwashed masses over in Adult Contemporary. And now years later, many of us still haven't forgiven her. We haven't forgiven Amy for getting married, for daring to admit that she is a sexual being, for bearing children (lest we forget, the most glaring result of carnal relations). Most of all, we've never forgiven her for not choosing us.

Among the women, many of whom appear to be the most strident Amy critics of later years, I detect the venting of some long-repressed frustrations. They're the "other girls" of our youth groups. The ones who saw the best guys hold out for a dream; causing them to attend Valentine's banquets with their little brothers. They're the ones the Quest left behind. The girls who, somewhere between graduation and first summer back from college, mysteriously acquired the mystery and allure we thought they'd lacked.

They're the women we married.

They don't make love every time with the ardor of twenty pent-up years, and they don't "submit" quite as well as Marabel Morgan would recommend. They don't spout spiritual wisdom every time they open their mouth. But they're the ones who took us in after the Righteous Fox fell from grace.

Meanwhile, Amy seems to opt for surprisingly mundane activities back down on the farm. Conceiving children. Bearing children. Raising children. Hosting Bible studies. Mending a marriage. Keeping in touch with friends. Sound familiar? Maybe a few years off that rainbow, the archetype turned into — gasp — a real-life woman after all.

I didn't repost this story as some indictment of Christian culture, but rather as an example of how plugged-in men develop idealization of their "Quality Woman." Neither am I trying to convince anyone that "all women are sluts, never trust them." Both of those characterizations are binary extremes, women lie somewhere in between. It's a much healthier starting point for men to understand women from the perspective of coming to terms with their pre-conditioned idealization. Your sweet little virgin wants to fuck, and your whore still wants to be a soccer mom.

The Mechanics of Kino

December 9, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It's no secret that I think one of the best ways to practice Game is to understand the mechanics behind Game. It's very important to remind ourselves why what were doing is (or should be) effective and what exactly that effect is to predict an outcome. Ironically I take the most amount of criticism for disassembling Game mechanics from both sides of the debate. Women naturally hate explanations of the crimson arts because in revealing the blueprints for how Game techniques and principles functionally operate, they acknowledge their Achilles heels and feel forced to scramble and misdirect or mischaracterize Game for fear of the sisterhood being wantonly manipulated by less than scrupulous men.

Male Game critics (i.e. manginas) have similar misgivings, but I also get a bit of flak from Game practitioners who's only real concern is making the technique work without any care for functionality. Lastly, there are guys who think it's really kind of remedial to review Game principles and prefer my theory over the "under the hood" disassemblies of Game.

I think stressing the importance of Game mechanics is necessary. I was actually taken aback a little by the responses I got from my [Learning to Read](#) post. "Stick to theory man, we know this shit already." With all of the current debate about how Game is evolving and to what end I think it's really necessary, occasionally, to explore the fundamentals more thoroughly. We assume (myself

included) that anyone reading a manosphere / Game blog *must* be familiar with the techniques and concepts behind them, however I'm increasingly having to defend core principles of Game precisely because opponents lack even a basic understanding of the mechanics of a particular principle or technique. If you're unfamiliar with the functionality of Neg Hits, why would you think a woman wouldn't react to them with anything but offense and insult?

So, it's with all this in mind that I will occasionally return to the basics and hopefully help further a more thorough understanding of why Game works. Try to remember that the freshly unplugged guy still in the discovery phase of his awakening doesn't have the benefit of having read Mystery Method or even knowing what alt.fast.seduction ever was.

The Mechanics of Kino (kinesthetics)

Human beings require touch and physical affection to bolster praise and self-affirmation.

Children need this in great amounts when in their infancy and I'd argue into their teenage years as well. Babies need contact with their mothers and all OB/GYN neonatal caregivers are instructed to pick up and cuddle newborns since this human contact is essential in triggering hormonal and immuno-chemical changes that benefit the survival of the child.

All mammals to some degree employ this physical connection to one another and so do we. A pat on the back, a hug from a parent, an embrace between lovers, or even sick or elderly people petting a dog or cat — goes a long way for stimulating not only the sympathetic nerve and immune systems, but also the psycho-biological feelings of well-being that come from the endorphins that accompany the stimulus. That's the nuts and bolts of Kino. Your touch is a stimulus, but it's how that stimulus is interpreted that makes or breaks how it's employed.

Casual Kino

Casual kino is something we already do to a greater or lesser degree unconsciously. The act of petting a dog is Casual Kino. Once your subconscious (and sometimes conscious) has determined whether an animal is friendly, the natural unconscious impulse is to pet it. Why do we do this instead of just going on about our business?

The latent reason is because we want to gain its favor (some would say to 'tame' it), but we also experience physical pleasure from that simple act of stroking a cat, petting a dog, etc. This same Casual Kino holds true for people as well. This type of Kino isn't meant as intimate contact so much as subtle reassurance of acceptability by that person. In other words, to tame them.

There are also cultural and conditional rules that make Kino more or less acceptable. Dutch men and women for instance greet women with three kisses on alternating cheeks and in other cultures certain acceptability of subtle gestures of Kino are expected. Unfortunately modern westernized American culture is probably the most uptight in this regard. While contact between unrelated males is usually limited to a handshake or a pat on the back, the older an individual is the more acceptable it becomes to be more affectionate with them — as if there is an unconscious understanding in humans that the older an individual is the more affection that person needs to stimulate these health benefiting responses.

I'm sure you've encountered the 'touchy-feely' kind of people? Try to remember what it was about them that made them remarkable. Did they make you more comfortable or less comfortable in their presence? In some instances I'm sure you could call Kino 'groping', but this is when the line between subtle Kino and intimate Kino has been crossed. Likewise the touchy-feely person betrays a

neediness for this contact, most certainly as a result of deprivation, thus conveying a subconscious message that the person hasn't been found acceptable for touch for any number of reasons in the past.

Using Kino

The trick to effective Kino is to make the contact seem casual and subtle without crossing into betraying intent of intimacy seeking or to present the appearance of 'needing' the contact.

For instance, we may consider a slight squeeze back from a woman whose hand you've just grasped as an indicator of interest (IOI), but this connotes something different than the woman who grasps your inner thigh while sitting down for drinks or dinner. The same holds true for men in the opposite role of delivering a message with touch, only it is much more exaggerated.

Bear in mind that women are far more adept at interpersonal communications than men are aware of. They covertly communicate with innuendo, subtle and carefully chosen words, visual and non-verbal communications to be sure (i.e. dirty looks) and, of course, touch. They will understand a male's intent when he is unaware that he is even communicating it to her — and nothing belies this intent better than carelessly applied Kino.

Strategic Kino

Casual Kino is easy to understand, but Strategic Kino is an art. Recall that physical touch engenders bio-chemical changes in a person — this is the basis of Strategic Kino. In this Kino we establish a reward-reinforcer relationship with our target.

This principle is rooted in behavioral and child psychology — we reward children with praise and affection for a desired behavior, but remove it when an undesired behavior is performed. This is effective because of an actual physical need for this contact. Reinforce desired behavior — deincestivize (not punish) undesired behavior.

It should also be emphasized that this Kino is only ever effective after a dominance / affirmation seeking relationship is established. Using effective Neg Hits, demonstrating higher value (DHV) and making your target see you as the PRIZE is essential. Kino without a pretext of higher value only worsens your approach and you slip into the creepy zone. Strategic Kino is just one tool in a Man's tool box and using Kino prior to setting yourself up as the objective for her will in all likelihood turn her off to you. You have to establish a perceived value for her prior to initiating any casual touching. That said, the principle of Strategic Kino is to reward your target with touch for appropriate responses while in conversation. Your target should be isolated to ensure there is no external interference. This Kino is akin to shutting your target out in the initial stages of opening to a group by keeping your back to her and only recognizing her when she becomes insistent. Your touch becomes comforting to her once you've established a baseline for this sense of comfort.

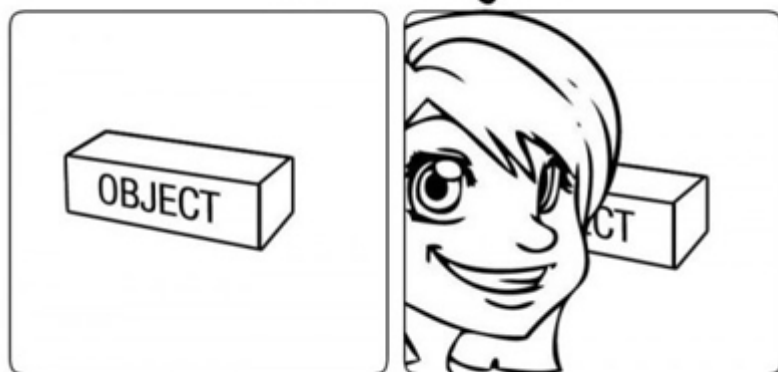
Remember, there is a bio-chemical element to touch, so on a subtle level her body becomes accustomed to this. When it is removed (and you've made this touch valuable), she will covertly understand that this touch implies approval and acceptance, and the absence of it connotes a lack of affirmation.

As with most things Game, what you're looking for is reciprocation of your effort on which you can then amplify to a next level, ultimately resulting in intimacy and/or sex. Game is a dance and a language — as a Man you need to lead and direct the intercourse, but it's vital to see the signs of reciprocation and the willingness of a woman to dance with you. Returned kino is an excellent IOI (indicator of interest) and confirmation of a willing 'dance' partner.

Protracted SMV

December 12, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)

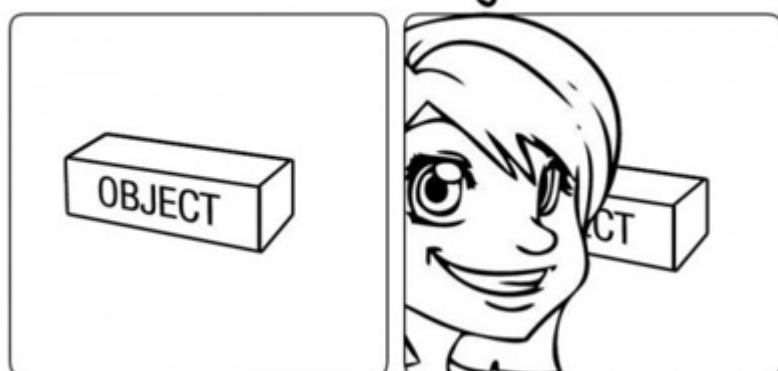
Photographing something you want
to show everyone



Males

Females

Photographing something you want
to show everyone



Males

Females

Leave it to [Roissy](#) to scoop me on my own posts:

Rollo Tomassi writes:

Thank you Mark Zuckerberg for creating the single greatest time-comparative engine men have ever known. I'm not a big fan of Face Book from a male standpoint, but if it has any redeeming aspect it's that it provably shows men, in stark contrast, how women's SMV declines. This is driven home all the better because the subject women are usually ones he's known personally for a few years.

I entered my 20s in the early 90s, well before the internet went mainstream. I can vividly remember the women I was banging then and the ones who wouldn't have a thing to do with me. Now I see them 20 years later thanks to social media and every single one is just ravaged by time and lifestyle. I've accepted friend requests from women whose memory from 20+ years ago are ones of flirtatious, beautiful lust-inspiring youth, all to be shattered when I see photos of them in their late 30s and early 40s. Then I pray to God and thank Him for sparing me from being yoked to cows like that in spite of my consuming desire at the

time to get with them.

Take a minute to digest this: we are really the first generation of men to have such a convenient comparative tool. There was a time when a man could get with (or not) some girl he fancied and never see her again. Young men hear all the time how inconsequential the women they pine for really are in the grand scheme of things. Now the older men giving him advice have a tool to prove and emphasize that advice, and women have cause to lament the ugly, provable truth.

I had imagined going into this dynamic in more detail when I wrote it a few months back, but Roissy's pretty much summed up my thoughts fairly well. However, one thing I couldn't have accounted for is the inevitable female response to this dynamic, as represented in the comments by Maya (the troll):

Such a pleasure when you see us getting old and worthless, isn't it?
If this makes you feel better about yourself ...

I can fully understand why women would think men acknowledging this would be mean-spirited. Women's innate solipsism predisposes them to thinking that viscerally identifying their SMV's decay is an attack on them personally. Vitally important ego-investments tend to bring out that kind of defensiveness. That's really not what I had in mind when I wrote that.

I primarily write for Men's benefit, though I think women may learn something along with it. In writing this, my intent was to provide men with an overall perspective of their own, protracted SMV in comparison to women's protracted SMV. Naturally, women will see that as an affront because it casts their sexual strategies in a negative light, but think about the beta chump struggling with thoughts of suicide because he thinks he's losing his soul-mate in a break up at 19. We may live in girl-world, but sometimes our emotional wellbeing, even our own survival, depends on resisting it's influences. As I said, I believe Face Book, and the greater part of social media, dynamically serves the feminine imperative – attention, affirmation, voyeurism, gossip, etc. – but allow a man to even recognize a use for it that serves to put things into a masculine-positive perspective and he's attacked and shamed for it by default.

It's a simple matter to tell a guy he's dodged a bullet in the cosmic scheme of things, but it's altogether different to provably show him how he's dodging it. For all the evils of facebook at least it gives him an ability to see the forest for the trees, but the feminine can't even afford him that. You must stay dumb, you must stay plugged-in for the feminine to maintain primacy. For all the benefits of a globally connected world, the feminine imperative expects you to accept a feminine-centric normalization of it.

Timeline of the Professional Woman

December 13, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Most ‘professional’ women are forced into an uncomfortable choice in life. Generally women in this demographic have decided to pursue a career at the sacrifice of caring for a family, and for some, initially, there is a learned disdain for the idea of being ‘trapped’ in a domestic life. Some are aware of this sacrifice and some are not. Most professional women swallowed the all too common ideology that “you can have it all”, a ‘rewarding’ career, a family and are deserving of an equally professional, equally intellectual husband that will respect her choosing the career path and equally share in what she perceives as his domestic duties. This of course is the new image of the American Dream for egalitarian equalists. And like most professional women, at some point they come to realize this dream is false because the sacrifices required to attain this fantasy defeat it’s own conditions.

Timeline of the Professional Woman

At age 18 she’s progressed through high school with a high GPA and her single mother or 2 parent equalist family (only rarely is it a single father) has raised her to believe she can go far, and through the financial aid available only for women and/or the college fund her parents planned for her to be

ready to compete in “a man’s world”, she’s ready for college. Not a bad thing for a woman who understands the future sacrifices she’s about to make and is ready to actually meet the challenges of a University and a ‘promising’ professional career.

At age 24-26 she’s achieved a bachelor’s or master’s degree, perhaps a doctorate by 28. More often than not though it’s a bachelor’s degree, and an expectation of professional respect in the professional world. 90% of professional women graduate with education, psychology, journalism or communication degrees. That’s not to say some don’t seek out careers in law or medicine or business, they do, but in far fewer numbers. Regardless of her education, her expectations are the same as her peers – once in the workplace she will be rewarded and respected based on merit. Unfortunately, in the professional world, things don’t go as smoothly as her Women’s Studies teacher prepared her for. She discovers that to function as a professional she is also required to be responsible as a professional and more times than not, it’s not all that ‘rewarding’. In fact it entails a lot of rejection and a lot of hard work at the sacrifice of a personal life and personal relationships.

At 30 she sees the girlfriends she went to college with married and perhaps having their 2nd child. She still clings to the self-affirmation that her choice requires she have, but can’t understand why she hasn’t ‘gotten it all’ by now. She’s single or may even be divorced at this point, but looking for that ‘professional’ and intellectual equal of masculinity that the fantasy sold her, yet it hasn’t quite worked out that way. Most guys her age don’t have the intellect she expects they should or they lack the status in their careers. Men more successful and mature aren’t interested in her since she pales in comparison to the 22 y.o. women they seem to prefer.

At 35 she’s achieved quite a bit in her career, but has no prospect for a family at this point. She enjoys reading the articles in the women’s magazines that affirm what she thinks she experiences often enough – that men her age are juvenile with ‘fragile egos’ and only want to become involved with women in their 20’s because they feel ‘threatened’ by a woman who would dare to be their equal. The truth being that the men who she’d consider her peers are hardly juvenile at this age, but rather calculating, they generally have a better understanding of what they want and what is satisfying for them after more than a few failed attempts and have learned how the game is played to a greater or lesser degree. Particularly professional men of the same or higher status than she, since they have more access to being particular with the women they choose to become involved with. They are aware that the 35+ y.o. professional woman’s personality has been shaped by 12-15 years of expectations of ‘having it all’ and they are aware that she is generally not a good candidate to start a family with since he knows all too well the sacrifices and responsibilities necessary to achieve his own status. A career man rarely sees a career woman as a good choice for a wife or an LTR, not because he’s ‘threatened’ by her status, but because he’s known and worked with enough of them once he’s reached 35+ years of age to steer clear of them.

Men typically could care less what a woman earns or what she does to earn it – it’s simply not a factor in attraction for us – we don’t take a woman’s status or wealth into consideration; all she has to be is hot. That is a guy’s one condition for intimacy, physical attraction, sexual availability. She’s gotta be hot – whether she makes six figures or is in the pit of poverty is irrelevant in attraction. Oprah and Star Jone’s husbands still have to get aroused, and all the money in the world won’t be any better an aphrodisiac.

Status, wealth and the other rewards that result from ‘professional’ life are conditions women have for MEN in attraction. That’s not to discount men being physically attractive or other conditions, but women have far more conditions for their intimacy than men, and these conditions are predicated on

characteristics that prove a man as a good provider for her and any future offspring's security. These male characteristics (or sometimes just the prospects of a man attaining them) are defined by women as having value and are therefore attractive. Attractive enough to make a man with these qualities one to be competed over with other women. Women define what is masculine, they define what male traits have value for their investment of intimacy. Men define what is feminine, they define what female traits have value for their investment of their provision of security and meeting the condition criteria women place on them for their intimacy.

The 'Today's Woman' crowd loves to use this pseudo-fear that men are expected to have in response as to why guy's ought to be ashamed of themselves for basing their attraction on the physical by blaming it on 'men's fragile egos' or how they 'feel threatened by professional women'. It comes down to an expectation and entitlement from their 'professionalism' that men should redefine their own attraction based on what women find attractive in the masculine.

This is the overreach of the feminine imperative – to attempt to thwart men's biological predispositions by convincing them what they should find attractive and arousing in women. This becomes all the more ironic when you consider that the women the imperative would have men be attracted to are masculinized versions of women.

Women in the professional realm would *like* the conditions for attraction to be predicated upon their professional status (wealth), individual merit and/or aspects of their personal integrity, and a whole list of esoteric qualities, but they still fight against men's basic impulses – **she's-go-to-be-hot!** If a woman is attractive, a man is more than happy to have her foot the bill regardless of comparative incomes, it's just icing on the cake for us, but this is analogous to a woman who marries a rich guy who also happens to be good looking and fun in bed.

As most women bemoan, men have a tendency to see women as sex objects in attraction. Women have a tendency to see men as success objects. The problem with this 'professional woman' mythology is that professional women want to be success objects themselves, but nature keeps confounding their efforts.

Now, all of that said, if a woman's choice is to enter the public realm and pursue a career in the same fashion that men have for years, more power to her. Great, you go girl, so long as she understands the responsibilities and liabilities of doing so. They should also thoughroughly understand that men will define what is attractive for them, not women, professional or otherwise.

Qualities of the Prince

December 14, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You know, I'm not quite sure if my readership is aware of this, but I'm a Prince. No really, I'm a Prince (stop laughing), or at least that's the expectation I've come to have others recognize in me after sifting through women's online profiles on such fantastical dating resources such as Plenty of Fish and OK Cupid. But don't think I'm such a rare bird, because amazingly enough, if you're reading this blog, you're probably a Prince too! And you didn't even realize it did you?

You see, virtually all the women you encounter on these Buffers online dating resources are simply undiscovered, under-appreciated jewels in the rough. They're Princesses, and goddammit they deserve to be treated as such. Just reading through each profile is like going on safari and encountering a virtual cornucopia of rare and exotic animals (kind of like a zoo), each meticulously described in encyclopedic detail of their uniqueness and rarity of finding. What mere mortal man could possibly deserve to touch such feminine refinery?

A few years ago the denizens of the SoSuave forum accidentally conducted one of the most humorous social experiments ever performed. A member by the handle of Bonhomme was a frequenter of Plenty of Fish and noticed an interesting trend in women's profiles. Though most of the women using online dating run the gamut from hopelessly fat to 2-drink fuckability, the one thing most had in common was an entirely overblown sense of self-worth to compliment their grossly overrated self-impression of their sexual market value (SMV for those of you playing the home game). This is nothing shocking for unplugged Men; the 'community' has long held that social media and online Buffers work in tandem to convince a woman she's 1 to 2 degrees higher on her SMV scale. What hadn't been studied up to then was the descriptors and qualifications that online women used in both their "list of demands" and their own self-evaluations, or "the brochure of value added features" any man with common sense (see fem-centric conditioning) would ever be considered a 'Man' for appreciating in a woman.

The following is an example pulled from a typical profile:

Here is a well thought out idea of what kind of guy I am interested in... 5'10" or taller, lives near by, compassionate, intelligent, giving, VERY Attractive (someone other than your

mother or sister has said so, lol) and in shape, prefer self employed, FAMILY orientated, open to new spontaneous things, likes to camp, likes to golf, wants children, would be a good father and faithful husband, a gentleman, gives me my space when I need it, not a nerd or too sarcastic, can take a hint, social, calls for no reason, remembers sending a note or a nominal gift IS romantic and necessary, respectful, sense of humor, and thinks the world of me. I am not interested in anyone older than 41 and anyone who makes less money than me since I do not plan on changing the lifestyle I have grown accustom to and hope to one day be a stay at home mom and furthermore... my children will never want for ANYTHING (but of course will not be spoiled brats either lol). You should also love animals ❌

❌ I am not attracted to red heads at all lol sorry.

Wow! A rare find indeed. Thank heaven for the internet in providing men such a valuable resource that we might encounter such rational and strong women as this. This is one common example, but by far the most common self-references women made involved the word “Princess” – “I’m a Princess waiting for my Prince” or “I’ll admit it, I’m a Princess, I just need to find a man who can appreciate that and treat me right.”

Well, far be it from Rollo J. Tomassi to deny these undiscovered royals their due! Quickly I began to craft a cunning profile of my own; one which these pouting Princesses would surely recognize as that of none other than the Crown Prince of Man-dom. Using their own profile’s jingoisms and idioms as a template, I established an idealized persona, one that any woman worth her equalist “common sense” salt would instantly be irresistible to,...

Here is a well thought out idea of what kind of gal I am interested in...5’ 5” or taller, but not over 6 feet (because while I don’t mind being eye to eye with you, I won’t ever be looking up to you), lives close enough to be at my house within 10 minutes after I make the call, genuinely passionate, intelligent enough to be good company, sexually available (preferably insatiable) and VERY attractive – we’re talking Jessica Alba, Keyra Augustina attractive – women with a body-fat percentage higher than 8% need not apply. Must be employed but not so well as you’ll interfere with our sexual activities, FAMILY oriented, but only after you’ve hit 30-33, open to spontaneous sex (you know, like outdoor stuff or a surprise 3 way with one of your hot girlfriends after our 2nd martini), likes to camp (in the nude), knows not to complain when I go play golf with the clients from work.

She must want children *after* 33 years of age if at all, and only after she’s proven to be a good mother and faithful wife, must be a lady with class and know when the right time is to speak and not to speak, not a prude or bitch, can take the first hint, sociable, unexpectedly texts me pictures of her wearing something new from Fredericks of Hollywood, understands that the best gift she can give me is expressing her desire to fuck me like a wild animal, and also understands that gifts for her are treats or rewards for desired behavior.

Must be respectful of my decisions being final, can’t take herself too seriously and thinks the world of me. I’m not interested in anyone over 31 (since this is most women’s expiration date anyway), she cannot have exorbitant spending habits or a credit debtload in excess of \$1,000 since I do not plan on changing the lifestyle I have grown accustom to and hope to one day be able to send my own children to college (rather than pay for your student debt), and furthermore... my children will be taught to reasonably earn their achievements on their own and respect the decisions of their Father and mother (and absolutely will not be

spoiled brats either). I'm very attracted to redheads, blondes, brunettes, Latinas, Asians, African-Americans, Pacific Islanders, etc., pretty much any woman that meets my physical requirements. I am not attracted at all to even slightly fat women no matter how much "inner beauty" you think you may possess. Hope to meet you soon, your Prince.

There! What woman could possibly fail to appreciate all of the qualities of a Prince based on their very own template? Insidious, clever *and* witty. All I had to do was await what could only be a landslide of returned affection and positive responses. I contemplated how I would have to let down the poor cast off Princesses who failed to meet my humble criteria as the first response came in,...

"I read your profile, and is any of it serious?????"

A bit perturbed I reply,

Why do you think it's not serious? Am I not allowed to be a bit specific?

"Sorry not about to put up with your kind of shit."

Strange and yet strange again. Here I'd learned that self-confidence and assertiveness were traits women admired in the land of gender-equalism. Ah, perhaps this Princess was a bit jaded by such a dearth of qualified Princes at her disposal. I waited a bit more and was rewarded by a Princess called 'Lil Sweet Heart' who'd randomly read my glowing self-description,...

"what a profile

see iam a strong willed person!!

i speak when i want to say what i want and when i want and the way ur profile sounds i dont we;d be a match and the part about raising a spoiled brat thats a hard one to over come depends what u see as spoiled sure my boys r a bit spoiled well a lot but thats the way i was raised and it did me no wrong my kids know that they have to work to earn their spending and treats but no reason why a parent cant buy something just because so maybe ur profile can off wrong but my feeling is not some one id wanna meet hmmmmm"

Egads! I respond,

*"Honestly, I **really** tried to read your message to me, but all of the bastardized English and the run-on sentences made it virtually impossible to understand what you were trying to say."*

I do say. Whomever this royal child's *au pair* was is deserving of a public scourging! The thought of so ill-preparing a Princess for courtly discourse with the Man who will one day be her King is inexcusable. Bah, the blazes with this one, I'll be patient on another,...

"uh, yeah, i don't think so. maybe your profile's a joke (which would make it less sad), but i don't find it amusing, not my sense of humour at all.and the fact that i'm even bothering to reply to say no, rather than just ignore you, should tell you how distasteful it is.happy hunting. (though you'd have better luck if you went back in time 100 years or so, have fun finding chics like that today)

After checking out your profile, you are one of the rudest people i've even encountered. In your dreams..."

Hmm, I was beginning to see a flaw in my profile design. You see I had simply reworded the profile of my original Princess' profile and changed the gender specific terms to the masculine, while adding a bit of my own desires to the outline of the ideal Princess I'd like to meet. After all, they all want to be treated like Princesses, I'm just asking to be treated like a Prince. But,..perhaps I'd been remiss in my waiting for the Princesses to respond. How unmanly of me – I would seek out my prize and pursue her. This profile caught my eye,...

"I am friendly, outgoing, generous, loyal, honest and adventurous. I work in a hospital. I also drive and have my own car.

I love to get my nails done every two weeks. I love fashion and style. I care about pop culture and social issues.

I have an IQ of 146. I am extremely intelligent and educated.

First Date: I don't want to meet Cheaters, users, players, haters, crumb bums, guys who want booty calls or fuck buddies... ya'll don't let the door hit cha on the way out... I guess I'm looking to meet someone around my own age, who is taller than me preferably caucasian, attractive, who likes to work out, has a unique, ghetto and sarcastic sense of humor like me."

Well, not the ideal prize I'd been seeking, but perhaps this was another jewel in the rough that just needed a bit of spit and polish. I respond in the affirmative to her brassy, assertive equalist nature. After reading my profile, she responds,...

"i make my own money and pay for my own shit.. and for someone with such high standards take a good look in the mirror because these girls aka Jessica Alba are way out of your league... if you want someone who is hot at least BE hot yourself!"

I found this confusing since I had no picture on my profile at this point. I'd have to address that, but strange that the assumption was that my physical stature would necessarily be inadequate for her. I respond,...

"Dear woman, for someone with such a high opinion of her intelligence your grammar, punctuation and syntax are far from reflecting this. You type like shit."

What I'd found most entertaining of this whole affair is that these women somehow feel compelled to respond to the profile. As if it were some personal affront to their sensibilities that it should need their attention to correct, rather than simply move on to the next profile. Judging from the frequency and intensity of the responses, how many men do you suppose responded to the original woman's profile with the same fervor?

One of the best ways to illustrate how insaturated feminization has become in society is to flip the gender script on certain gender-specific dynamics. As funny as all this was, it serves to show that women live and operate in gender assumptions that they simply take as normalized conditions. Were a Man to publicly expect the terms and demands for his own provisioning and intimate access that women demand without an afterthought, he's instantly accused of misogyny at worst, comedy at best. There are many more dynamics that illustrate this fem-centric normalization. My critics get fits of hysteria when I describe the acculturated, feminine-centric undercurrent operating in society. Girl-world is the only world for them, so pulling back the iron-veil of the feminine reality like this is usually a hard revelation. Ironically it's the vitriol engendered in the responses to my reworded

profile that prove the point.

Compatibility

December 15, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There is a groupie for every male endeavor. Except World of Warcraft. – Roissy

Rollo, what are the Best Hobbies for meeting chicks?

Yeah...i know..you're not suppose to be looking for chicks while you are practicing your hobby but...fuck that crap. I'm always on the lookout....and hanging with a bunch of drunk dudes who play softball on the weekend in SWELTERING heat doesn't sound like my gig.

It's very entertaining for me to hear guys reason as to why they got into yoga, or my all time favorite, salsa dancing as some means of meeting girls. I mean really, if that's the goal you choose to devote the precious few hours of your leisure time to then I suppose a guy ought to take up scrap-booking or zumba.

If you're picking up a hobby in order to meet women all you're doing is attempting to Identify with what you expect your idealized woman to appreciate. If you get into something for this reason it's not a hobby, it's a Buffer.

Successful men don't chase success – success chases them. Women are going to expect you to have your own uncontrived, interests, passions and hobbies established before meeting them.

However, I do think the desire of finding a common interest prior to, or in order to hook up with women is an interesting one. The MGTOW crowd will of course use this as a prime illustration of how men autonomously shape themselves to the ideals of women. And in the terms of living in the feminine reality they'd be right. You see, whenever a Man engages in any leisure activity, passion, hobby, etc. that doesn't directly benefit his wife / GF it's always perceived as a waste of time. If she cannot realize a tangible result that benefits her – or by way of her, the potential “family” or the “relationship” – your effort is pointless and frivolous in contrast to engaging her, entertaining her or relating with her. Again we see the hypergamous feminine imperative of girl-world. If it's not directly benefiting women, it's not benefiting humanity in general.

That said, you can stretch this association quite a bit. If you enjoy playing basketball after work with friends or hitting the gym, there is a benefit to her – your improved health, better looks, less fat, etc. so the “hobby” is more tolerable. There is a kind of hierarchy of leisure activities, hobbies, passions, etc. that women rank based on how it relates to themselves and the social perceptions that are associated with it. You could even make the case that playing X-Box helps you decompress after a hard day at work, but this is less tolerable than something that has tangible benefits or at least the association of benefits for a woman. You have to learn how to mediate this in an LTR. It's actually a fantastic opportunity to maintain the frame within a relationship if you have the wherewithal to endure her protests. I have a LOT of passions and interests that I enjoy. Some directly benefit my wife, others don't, but the moment I give one up, I surrender and that's the moment she loses respect for my authority as a Man. I fully acknowledge there are interests I have that Mrs. Tomassi is casually indifferent to or outright despises, but were I to acquiesce with “OK honey, you win, I'll stop it with such and such”, I lose prominence.

Nothing irks me more than AFC husbands who abdicated their authority and prominence by giving up things that they loved prior to marriage. And then they tell me how “thankful” they are that they married a woman who “allows” him to watch Hockey occasionally on the little TV set they have in their bedroom (not the widescreen in the living room). If guys are obsessively playing fantasy football or baseball in preference to banging their wives, I think the first place to start is with the wife. Most often it's a referendum on her. Men should not need to create their own space, their home should be their space. Your home should be your ‘Man-Cave’.

Common Interests

When I was dating my wife we shared one common interest – fucking like rabbits whenever and wherever. There's are very few things my wife and I do together as a couple as far as common interests go. We don't share hobbies, we do bodybuilding, but separately, she taught me to ski when we were first married, but after our daughter was born we ended that.

I think in general people place far too much importance on “common interests” as if it's some kind of glue that should hold a relationship together. I think shared beliefs and appreciation for individual identities is much more vital for a strong relationship than whether or not you both enjoy tennis. It's our differences in personality and how the traits of our individual characters complement each other that makes a couple grow. I have a tendency to intellectualize things; my wife's ‘common sense’ simple wisdom helps temper this in me. My wife is generally very impatient, and I have the patience of Job (particularly with our daughter) – this complements her deficit. My wife is a ‘worst case

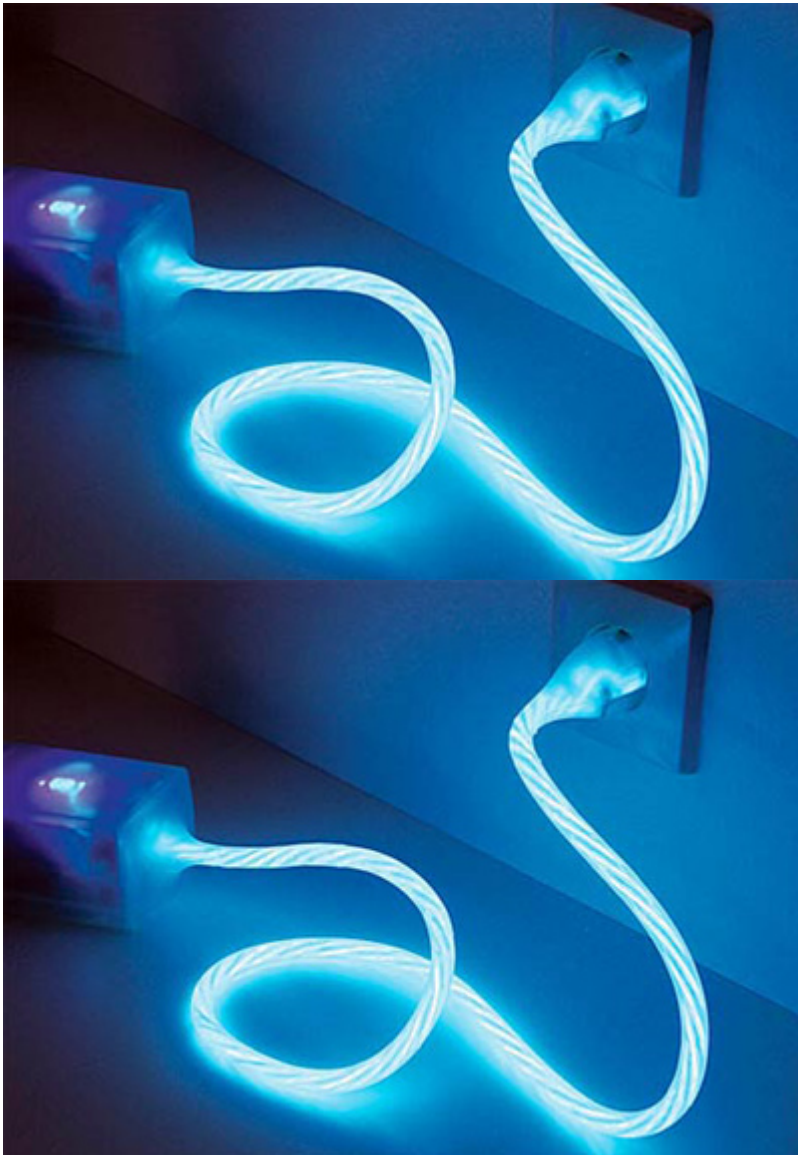
scenario' worrier, I tend to be more pragmatic and optimistic and this balances another aspect of our relationship. I have a tendency to be more artistic and passionate and this fills a need she has, but is unable to articulate. It's differences in identity that complement the deficits of the other and a vibrant appreciation of them that account for strong couples.

I would advise guys to re-think this compatibility myth. Every time I see these 40 point personality tests that "ensure compatibility" on eHarmony I want to puke. They're all based on shared commonalities and this has a potential to lead to disaster. Men need to be able to excel in certain areas or activities in their lives that serve as a renewable source of social proof for the women they pair-bond with. Gender equalists will of course take offense to this in assuming it's adversarial – as is always their tact – presuming that a woman reduce herself to 'allow' her man to win at something. The reality is that women *want* a Man who's good at something because it serves to gratify women's innate narcissism as a source of associative pride for her. Women want a Man other men want to be, and other women want to fuck, and in the context of an LTR or marriage, a guy with an exceptional, recognized talent or passionate dedication to something, however compartmentalized it is, can be all the reminder she needs to help validate her decision to commit to that Man.

As nice as it is to have a mate that shares your interests, a relationship based on how alike the couple is only leads to homogenization and stagnation.

Truth to Power

December 16, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Denying the utility of Power, vilifying it's usages, is in itself a means of using Power.

Real change works from the inside out. If you don't change your mind about yourself you won't change anything else. Women can change their hair color, their makeup, clothes, breast size, and any number of cosmetic alterations on a whim or as they can afford them, but the constant discontent, the constant inadequacies they complain of are rooted in their self-perceptions, not how others perceive them.

This is an outside-in mentality; hoping the external will change the internal, and it's just this mentality that lesser men apply to themselves – the only difference being the application. The AFC (for lack of a better term) has the same problem as the vain woman (OK, really any woman) – a lack of true self-understanding of their own problem. It's very difficult to do self-analysis and self-criticism, particularly when it comes to questioning our own beliefs and the reasons our personalities are what they are. It's akin to telling someone they're not living their lives 'correctly' or that they're raising their children 'wrong'; only it's more difficult because we're doing the telling about ourselves to ourselves. Self-estimation (not self-esteem) NEVER happens spontaneously, there always has to

be some crisis to prompt it. Anxiety, trauma and crisis are necessary catalysts to stimulate self-consciousness. A breakup, a death, a betrayal; tragically, it's at these points in our lives that we do our best introspection, we have our 'moments of clarity' and yes, discover what abysmal, simpering chumps we've allowed ourselves to be molded into.

Denial

The first step to really unplugging from our preconditioning (i.e the feminine Matrix) is recognizing that this conditioning has led to the beliefs we think are integral to our personalities. The psychological term for this is called 'ego-investment'. When a person internalizes a mental schema so thoroughly, and has become conditioned to it for so long, it becomes an integral part of their personality. So to attack the belief is to, literally, attack the person. This is why we see such a violent reaction to people's political, religious, inter-social/inter-sexual, inter-gender, etc. expressions of belief – they perceive it as a personal attack, even when presented with irrefutable, empirical evidence that challenges the veracity of those beliefs.

One common frustration that Game-aware Men express is how difficult it is to open an AFC's eyes as to why he's not hooking up, why he's not getting dates (or 2nd dates if he is), why he's constantly getting LJBf rejections, etc., and all the flaws in what is really ego-investment internalizations. As I'm fond of saying, it's dirty work unplugging chumps from the Matrix, and this is made all the more difficult when a person is in a categorical state of denial.

People resort to denial when recognizing that the truth would destroy something they hold dear. In the case of a cheating partner, denial lets you avoid acknowledging evidence of your own humiliation. Short of catching a spouse in bed with your best friend, evidence of infidelity is usually ambiguous. It's motivated skepticism. You're more skeptical of things you don't want to believe and demand a higher level of proof. Denial is unconscious, or it wouldn't work: if you know you're closing your eyes to the truth, some part of you knows what the truth is and denial can't perform its protective function.

One thing we all struggle to protect is a positive self-image. The more important the aspect of your self-image that's challenged by the truth, the more likely you are to go into denial. If you have a strong sense of self-worth and competence, your self-image can take hits but remain largely intact; if you're beset by self-doubt (a hallmark of self-righteous AFC thinking), however, any acknowledgment of failure can be devastating and any admission of error painful to the point of being unthinkable. Self-justification and denial arise from the dissonance between believing you're competent, and making a mistake, which clashes with that image. Solution: deny the mistake. Attribute it to an outside element (women won't play by "the rules") rather than resort to introspection (maybe I'm wrong about "the rules"?).

Therefore we see AFCs tenaciously cling to a moralistic sense of purpose in their methods which is only reinforced by popular culture in our media, our music, eHarmony, our religion, etc.

Articles of Power

The term Power has a lot of misapplied connotations to it. When we think of Powerful people, we think of influence, wealth, prestige, status and the ability to have others do our bidding – all of these are not Power. And as much as we'd like to convince ourselves that women are attracted to this Power, this is false. Because what I've described as aspects of Power here are really manifestations of Power. Here's a cosmic secret revealed for you:

Real Power is the degree to which a person has control over their own circumstances. Real

Power is the degree to which we control the directions of our lives.

When we allow our thinking, our personality disorders and our mental schemas, combined with their accompanying behaviors, to determine the course of our decisions, we relinquish real Power. The man who succumbs, by force or by will, to the responsibilities, liabilities and accountabilities that are required of him by society, marriage, commitment, family, fatherhood, career choice, etc. leaves him very little influence over the course of his own life.

The painter Paul Gauguin is one of history's most powerful men. At middle age Paul was a "successful" banker, with a wife and children and by all appearances, a man of great merit and considerable wealth. Then one day Paul decided he'd had enough and wanted to paint. He left his wife, children and his money, and decided he would become a painter. He cast off his former life to live the life he chose, he had the power to assume control of it. Eventually he died in Tahiti, but not after having one of the most interesting of lives and becoming a world renowned painter. You may think, what a horrible man he was to abandon his responsibilities to selfishly pursue his own desires, but the fact remains that he had the Power within himself to do so that most men would shudder to even consider. So entrapped are we in our self-expectation and self-imposed limitations that we fail to see that we have always had the keys to our own prisons – we're just scared shitless to use them.

This Power is the root of that all important 'confidence' we toss out every time we tell a 19 y.o. chump what women really want so he can get laid. It's this ability to make our own decisions, right or wrong, and to confidently own them that separate us from "other guys." It's this self-guided Power that evokes a seemingly irrational confidence to Spin Plates, to assert ourselves and to be unafraid to make ourselves the PRIZE, and it's just this Power that women want to be associated with.

Lack of this Power is exactly what makes master PUAs revert to some of the most pathetic AFCs once they become involved in an LTR. They sell women on this idealization and the perception that they possess this Power only to discover the AFC insecurities these behaviors were meant to cover up once they've bought the act. This isn't to devalue PUA skills as effective behavior sets, rather it's meant to illustrate the behaviors that should be manifest as a result of effecting a real personal change. It should be that adopting a positive-masculine mental schema prompts these PUA skills as a result. Instead we have the cart before the horse in a mad rush to get that all important pussy we've been deprived of for so long, by masking our deficit in real Power and understanding with rote memorized PUA techniques hoping that by practicing them they'll turn into "natural game" and we'll mature enough to initiate a lasting personal change.

Mr. Perfect

December 19, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rational reader Edger had an interesting question:

“Rollo, I don’t get it. Why would a woman stay with a guy she knows is a chump? I find it interesting how women will stay with their boyfriend’s/husband’s regardless if they’re AFC. Yea, there will be those guys who will say they get with these men for their money, or stay with them for financial security, but come on, we all know women will generally ONLY give their intimacy to men who have their game down tight and fit the profile – doesn’t matter how much they make. We know you don’t need to make a lot of money to get laid or to develop relationship with a woman. I have seen many many dudes who have

had shit, develop long term relationships with hot women. But to be more specific, how do these AFC's get with these women in the first place if they're AFC's to begin with? This is where it gets confusing..”

Why would a woman stay with an AFC? A lot of reasons actually, but there are some commonalities. First, there's the guy that was once the Jerk, who had been attractive enough, or played the role well enough, to get involved with a woman who successfully “changed” him. And in an effort to better identify with what she's convinced him (and herself) that he ought to be living up to, he reverts to being an AFC in the relationship. She can't complain because he's changed into what she thought she was supposed to want in a guy, but he's turned into the kind of guy she'd never have been attracted to if she were to meet him while single. So she stays with him up until the point that she meets another Jerk who she wants to fuck and eventually ‘fixes’ him too.

Second, let's not forget that some of the most wealthy and physically attractive men also happen to be the biggest AFCs you'll ever meet. I realize that sounds odd, but the wealthy man and the attractive man have little to prompt them to re-think their own behaviors. Because they are more readily rewarded with female intimacy, there's less reason to question the framework of intergender relations, and / or their own predispositions and conditionings that would make them AFCs.

I once worked with this guy named Jake who was model quality good looking. He had no trouble with attracting women, and most would simply approach him, but Jake was probably the biggest AFC tool I'd ever met. He used to constantly complain that he couldn't get a girlfriend or keep a girl interested in him, even though he was tapping beautiful women every other weekend. Once he opened his mouth and spilled his life story out on the restaurant table on the first date these girls would run for the hills. He literally had ONEitis for ANY girl he was dating at the time and swallowed hook, line and sinker the soul-mate mythology. He tried to be friends, tried to be sensitive, tried to be funny, tried to be savior and every other AFC technique in the book, but all this did was push these women away from him. They enjoyed being fucked by the guy, but when he started up the ice cream cones and puppy dogs, cuddle-bitch mentality, they moved on to other guys.

In other words AFCs aren't all dorks and geeks, and being attractive doesn't insulate you from internalizing stupid, feminized romanticisms. Nice Guys may finish last, but that doesn't mean they don't finish at all, and some manage to get laid occasionally along the way.

Mr. Perfect

The problem with guys like Jake is that they strive to fit a feminine-centric idealization. They want to be *perfect* for her.

Quoted from Mr. Right Does Not Exist:

Three in four women believe there is no such thing as the perfect man, with most seeing their partner as only 69 per cent perfect.

The poll of 2,000 women showed more than 75 per cent believed the perfect man did not exist.

It seems that women are actually quite realistic on what they look for from their partner.

“While they might happily overlook a few common flaws from their guys, there are certain behaviors that men just won't get away with.” The results showed one in five women think their partner only pretends to listen to them while leaving clothes on the bedroom floor and

snoring were among other gripes. The perfect man would be expected to make an effort with his partner's friends, avoid using her toothbrush, stay clean-shaven and not be lazy.

Feel free to read the rest if you can stomach it. I realize this is a sugary breakfast cereal of an article, but it serves to establish a point,...

Perfect is Boring.

Say that again, Perfect is boring. It seems counterintuitive, but it's your imperfection that makes you attractive. There's an implied, ambient confidence that's radiated from a Man who knows what a woman's *stated* ideal of perfection would be and yet refuses to embody it for her. That underlying message to her is "I know you hate having the toilet seat left up, but I'm supremely confident enough in your attraction, and other women's attraction, to me that I'll ignore your silly pet peeves rather than pander to them." It's the guy who engages in this pandering by attempting to be a woman's stated ideal who sends the message that he is really optionless. It's essentially a failed meta-shit test. It says to her that he'll be a willing participant in his own manipulation.

As I've written in prior posts, women will never substantively appreciate the efforts a man makes to facilitate her reality. A feminine-centric reality means that any extraneous attempt he makes to appease her will be interpreted as the normative. It's just expected that he'll do her bidding, because that's just what guys are supposed to do. Yet it is the Man who refuses, either consciously or as a matter of course, to engage in trying to appease her who holds women's attentions the most. If there is a categoric Alpha trait it's just this obliviousness to the wants of a fem-centric norm.

Mr. Perfect doesn't get extra points for being perfect because the aspects of that "perfection" is the expected norm. It's boring because it's mundane. The problem of a feminized norm is that it makes feminine similarities between the genders the ideal state. It ignores, willfully or otherwise, that biomechanics has evolved an appreciation for the differences in the genders to be primarily attractive to the other. The more like we become – men becoming feminine, women becoming masculine – the more we lose that innate attraction. This goes for the aspects we both love and hate about the other gender.

In defying this inborn attraction, and making attempts to socialize it to better fit the feminine sensibility, we grate against what is really characteristic of each gender. In the natural world Men will be Men and despite the protestations, women really don't want it any other way.

The Feminine Reality

December 21, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I think one of the basic premises I acknowledge in my essays is one that even some of the more ‘enlightened’ Men of the ‘community’ don’t entirely grasp. This is the presumption of a feminine reality. Sometimes I refer to this as the *female imperative*, other times I might colloquially express it in terms of it being “The Matrix” for an ease of understanding, but I always presume my readers (even of my comments on other blogs or forums) have a basic understanding of this.

I think I may be a bit mistaken in this.

Everything a man experiences, every social conditioning he receives from the earliest age, every accepted social norm and every expectation of him to qualify as the definition of a mature adult Man in contemporary society is designed to serve the female imperative. Moralists wallow in it, absolutists and defeated white knights existentially depend upon it, and even the better part of relativists still (often unwittingly) feed and serve the feminine purpose. In fact, so all encompassing is this reality

that we define our masculinity in the terms of how well we can accommodate that feminine influence. Our media celebrates it, and brooks no dissent. There is very little dissent, since to peel back the veneer is to be at odds with a reality defined by the female purpose. You feel lonely because you can't understand it's influence, and the conditioning you've been subjected to defines the objective solution to curing that feeling. You base the decisions of your future, your education, your career, your religious beliefs, even where you'll choose to live, to better accommodate the feminine influence either in the present or in preparation of accommodating it in the future.

You get married, out of fear for not being found acceptable of it, or from social shame for not yet having accepted your role in service to the imperative. Your children are offered in tribute to it, while in turn you unknowingly perpetuate it in them. You pay tribute in alimony, in divorce proceedings, in the expected sacrifices your career demands to maintain its influence in your own life and in society at large. You exist to facilitate a feminine reality.

We can excuse it with moralisms, we can attach notions of honor and stability to it, we can even convince ourselves that the feminine imperative is OUR own imperative, but regardless, men still serve it.

Sexual Strategies

For one gender to realize their sexual imperative the other must sacrifice their own. This is the root source of power the feminine imperative uses to establish its own reality as the normative one. From this flows the rules of engagement for dating / mating, operative social conventions used to maintain cognitive dominance, and laws and legalities that bind society to the benefit of the feminine. From this is derived men's default status as the 'disposable' sex, while women are the protected sex. It's this root that the imperative uses to excuse (not apologize for) the most blatant inconsistencies and atrocities of women.

Monogamy and fidelity are only useful when paired with an optimized hypergamy. Without that optimization, they're inconvenient obligations to the the feminine reality.

In order to effect this reality men must be convinced of a degree of more control than the feminine imperative exerts. They must believe that it is they who are the masters of a reality defined by the feminine, while remaining dependent upon the systems that the feminine reality outlines for them. So they are told they are Kings, brutes, savages, patricians, intellectuals, anything that might convince them that the reality they exist in is privileged and expressly serves their purpose. Already the 'protected sex', this all encourages the default presumption of victimhood for the feminine.

The crowning irony of the feminine reality is that men should be accused of patriarchy while enabling the very framework of the feminine imperative. The feminine sexual strategy is victorious because even under the contrived auspices of male oppression, it's still the female goal-state that is agreed upon as the correct effort. Satisfying the feminine imperative, achieving the ends of the feminine sexual strategy is still the normative condition. Men's goals are aberrant, women's are beatific.

Forgive me if I've waxed a bit too poetic here, but it's important to see the Matrix for what it really is. The next occasion you lock horns with even the most well-meaning woman's (or mangina's) opinions about life, relationships, marriage, having babies, religion, etc. understand that her perceptions are based in this reality. She's correct because her beliefs line up with what the framework of her reality reinforced in her as correct. Any other frame of reference is either utterly

alien to her at best, wicked and evil at worst.

Morpheus: The Matrix is a system, Neo. That system is our enemy. But when you're inside, you look around, what do you see? Businessmen, teachers, lawyers, carpenters. The very minds of the people we are trying to save. But until we do, these people are still a part of that system and that makes them our enemy. You have to understand, most of these people are not ready to be unplugged. **And many of them are so inured, so hopelessly dependent on the system, that they will fight to protect it.**

Fem-Centrism

December 21, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



My intent with yesterday's (relax, they're just tits) post was to illustrate how the reality in which we find things "normal" is rendered by fem-centric influence. Across ethnicities, and encompassing all manner of social diversity, this influence is so insaturated into culture, laws, media, entertainment, from our collective social consciousness to our individual psyches that we simply take it for granted as the operative framework in which we live. I realize this is a tough pill to swallow, because the male imperative does in fact intersect with the female imperative depending on mutual goals. However, the point is that the operative framework, the reality we function in, is defined by the

feminine.

I can remember first becoming aware of just the hints of this the first time I watched a popular sitcom on TV with a critical eye. There simply were no positively masculine actors or roles in ANY show, and rather every male was ridiculed for his masculinity. This then led into other aspects of society and media I was just starting to become aware of. Feminization was everywhere, but my inner guilt for even considering that possibility was hindering my unplugging from it.

I remember at first feeling guilty about feeling offended by just my noticing this. I felt ashamed of myself for thinking that maybe things weren't as 'normal' as women would like me to think. What I didn't understand was that this was part of my conditioning; to internalize a sense of shame for questioning that 'normalcy'. A lot of men never get past this programming and never unplug. It's just too embedded in "who they are", and the resulting internal conflict will prompt them to deny the realities of their condition and sometimes actively fight others who challenge the normalcy they need in order to exist.

Once I'd gotten past the self-shame, I began to notice other patterns and interlocking social conventions that promoted this fem-centrism. From the macro dynamics of divorce laws and legal definitions of rape, to the gender bias in military conscription (drafting only men to die in war) and down to the smallest details of mundane water cooler talk in the work place, I began to realize just how overwhelming this influence is on our existences.

Observing the Framework

Recently I listened to an advice radio talk show where a woman called in in emotional distress with her husband's actions. Apparently she'd dated the man for a year or two before marriage and they talked about how neither wanted children from the outset. Prior to the marriage both agreed, no kids, that is until about a year into their marriage the wife had secretly gone off the pill and made deliberate efforts in her sexual activities with her husband in order to conceive. Trouble was she wasn't getting pregnant. Only later did the man confess that he'd had a vasectomy so as not to risk having kids with any woman he paired up with.

The ensuing indignation wasn't directed at the woman's admitted duplicity and covert efforts to deceive her husband into thinking she'd had an accidental pregnancy, but rather all the fires of hell were concentrated on this man's alleged deception of her. This serves as a prime example of how the feminine reality frames the directions of our lives. Publicly and privately, not even an afterthought was spared for the woman's motivation and desperate measures to achieve her sexual imperative because **the feminine imperative is normalized as the CORRECT goal of any conflict.** A woman's existential imperative, her happiness, her contentment, her protection, her provisioning, her empowerment, literally anything that benefits the feminine is not only encouraged socially, but in most cases mandated by law. Ironically, most doctors require a wife's written consent to perform a vasectomy on a married man; not because of a legal mandate, but rather to avoid legal retaliations and damages from a wife. By hook or by crook, her imperative is the CORRECT one.

Some will argue that it hasn't always been thus, and that in certain eras women have been reduced to property like cattle. While that may have some merit I would argue that the perpetuation of this notion better serves the new feminine reality in promoting a need for recognition of victim status and thus a need for restitution. The truth is that even the most ardent supporters of reconciling a "patriarchal past" are still operating in the feminine reality in the now. Other than sultans and emperors, very few men born prior to the dark ages have ever really 'owned' a woman.

Sexual Revolution

I got into a hypothetical debate with an online friend as to what it would mean to humanity (and masculinity in particular) if a new method of birth control was developed with the specific and unique ability to allow men to control conception to the same degree women were given with hormonal contraception in the mid-sixties. I thought it interesting that human effort could create reliable contraception for women in the 60's, yet in 2011 we can map the human genome and yet not figure out how to afford men the same degree of birth control?

Put simply, the feminine imperative will not allow this.

Imagine the social and economic damage to the feminine infrastructure if Prometheus gave such fire to Men? Imagine that balance of control veering back into the masculine; for men to literally have the exclusive choice to fulfill a woman's sexual strategy or not.

The conversation got heated. Men could never be trusted with such a power! Surely humanity would come to a grinding, apocalyptic end if the feminine sexual strategy was thwarted by reliable male contraception. Societies would be sundered, populations would nosedive, and the nuclear family would be replaced with a neo-tribalism dictated by men's sexual strategies. Honestly, you'd think the discovery of atomic weapons was on par with such an invention.

The ridiculous, pathetic endemically juvenile and perverse masculinity that 50 years of feminization created could never be trusted to further humanity in pursuing their sex's inborn imperatives.

Yet, this is precisely the power that was put into the hands of women in the 1960's and remains today. The threat that male contraception represents to the feminine imperative is one of controlling the framework of which gender's sexual strategy will be the normative. Prior to the advent of female-exclusive hormonal birth control and the sexual revolution that resulted from it, the gender playing field was level, if not tipped in favor of masculinity due to men's provisioning being a motivating factor in women achieving their own gender imperative. Latex prophylactics were available in the 40's, and this may have afforded men a slight advantage, but both parties knew and agreed to the terms of their sexual activity at the time of copulation.

Once feminine-exclusive birth control was convenient and available the locus of control switched to feminine primacy. Her imperative became the normalized imperative. His sexual imperative was only a means to achieving her own, and now the control was firmly placed in favor of feminine hypergamy. Whether in the developing world or in first world nations, the onus of directing the course of humanity fell upon women, and thus the feminine reality evolved into what it is today.

A Ship in a Harbor

December 23, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A ship in a harbor is safe, but that's not what ships were meant to do.

Once upon a time there were two old men talking about the places they lived and how each thought their homes were the best places to live. The first was born and raised in a remote town in rural Montana. He always spoke lovingly about his hometown and often boasted it was the most beautiful place in the world, though he'd never been more than a few miles beyond it's borders. He was proud to be from a small town and had lived there his entire life because it was genuinely a wonderful place

to live. He often said it was the best place in the world to settle down in.

The second man was from the same town, but he left at 18 to join the Navy. In the course of his enlistment he'd traveled to Singapore, Australia, the Philippines, Guam, and many other countries in the Asian Pacific. Additionally he'd spent time at several Naval bases in San Diego, Hawaii and San Francisco. Later he traveled to Panama, through the canal and was stationed in Florida and South Carolina. After his time in the Navy, he went to a university in New York and later became an investment banker traveling to Britain, the Netherlands, France, Germany and Spain. In his 50's he was commissioned to be a US Ambassador to several countries in the Middle East. In his travels he'd experienced the best and the worst of humanity. He'd been met with grace and hospitality as well as hate and hostility. Ultimately he'd decided to retire in New Zealand, because it was the most welcoming and beautiful country he'd traveled to in the course of his life – and proud, he too believed his home to be the best place in the world to settle down in.

Which of these two men's advice should a young man consider when it comes time for him to call a place his home?

Late Term Virgins

December 23, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Anyone seen the [Virgin Diaries](#) yet?

Originally Posted by jafyk on the SoSuave forum:

| What's your take on people waiting to get married to have sex?

I could simply take the easy way out of this and defer to my now infamous [Wait for It?](#) post, but I don't think it would sufficiently address the phenomena of women abstaining from sex until marriage. I mention women here implicitly because there's no man on planet earth with a mean average testosterone level who wants to wait for sexual intercourse. For guys who convince themselves of this sadistic delusion it's generally an element of their particular form of Beta Game.

Many an AFC believes that having held onto his virginity for so long is a great selling point for himself. It follows the standard [Beta Game](#) protocol of attempting to instill value by proxy. In other words "I'm not like those other guys, I held onto my virginity this long and you are so special a girl that I'll forego this conviction to bang YOU, you lucky special girl you." The assumption is that she'll be so flattered by such an offer she'll reciprocate with all her unbridled lust. Of course the more likely scenario is she'll use this confession as a convenient **out** of the situation by saying how she could never live up to his expectations – essentially a moralized version of the LJBF escape clause. She's not the girl he's looking for. By admitting this, he's essentially saying "I was saving my virginity for the woman who'll be my wife." The covert message is just short of a marriage proposal; marriage being the pretext for sexual intimacy. Needless to say, this will often be overwhelming for the girl.

All that said, and as odd as it sounds, I can appreciate the conviction of saving oneself for marriage. As impractical as it's become, the latent purposes for doing so do make practical sense, or at least they used to. Unfortunately the idea has been subjected to the modern insecurities and inconsistencies of the overly religious, smashing headlong into modern entitlements of contemporary feminine hypergamy. Without turning this into a theology thread, the idea of maintaining virginity has become a hinderance to full maturity in modern times, and this is then exacerbated by confused and inconsistent understanding of gender definitions from the past 50 or so years of feminization. Religion is no insulation against the rigors of the sexual marketplace and the church is no shelter from the Matrix, and if anything, feminization thrives there.

Simply put there are experiences and opportunities for personal growth that only embracing our sexuality can offer. One point I regularly make with respect to AFCs is that at some stage in their maturation they became retarded. I use "retarded" in the clinical, not the derogatory sense here; their social maturation becomes held up by their lack of access to experiences that would help them develop new cognitive models. Most of the time this is due to an inability to see past old conventions they learned in adolescence which halts them from passing to the next level so to speak. The problem with saving oneself for marriage becomes apparent in this. I'm not saying there is no merit in it, just that most people subscribing to it blindly do so without understanding the limitations inherent in it.

From my experience in the church, most men I know are either so entirely unprepared for the responsibilities of marriage they tend to hook up with single mothers, or they see marriage as an inconvenient obstacle to their getting to fuck and marry at 19 in order to be "legitimately having sex" with no caution or condition whatsoever to whom they marry. Add to this the predominance of weak-masculine, asexual fathers and dominant masculinized mothers insisting on the feminine as priority and the religious AFC cycle continues. I should also add that this arrangement of marriage-for-sex is total abdication to the feminine imperative. The new feminine primacy paradigm figured out the utility of using duplicitous traditionalism to further it's influence long ago.

The Odysseus Effect

One last conflict that "late term virgins" have to resolve is that in order to get to a point of intimacy with a woman – in order to marry them and thus have sex – is that there is a necessary sexual desire for both people. The conflict is this; in order to get to that pure, acceptable sexuality there is a needed sexual desire that has to preexist. It's exactly this lusty taboo (sin) about sex that is necessary to prompt a person to marriage (holy). The selling point is a mutual sexual interest – we want to fuck people who want to fuck us – and this 'forbidden fruit' dynamic is a primary element in Virgin Game. If you have a professed strong conviction against premarital sex, and your desire for a woman is more consuming than that conviction, you're essentially willing to defy the gods to fuck her. What woman, especially the pollyanna religious variety, wouldn't appreciate being elevated above the dictates of God? It's the ultimate in pedestalizations.

Women in Love

December 27, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Men believe that love matters for the sake of it. Women love opportunistically.

Today's pull quote comes from Xpat Ranting's blog. The discourse there is brief, but insightful:

I really, really, really hope the myth that girls are the hopeless romantics gets kicked to the curb ASAP. Everyone needs to realize that men are the "romantics pretending to be realists" and women; vice versa

I found this particularly thought provoking – Men are the romantics forced to be the realists, while women are the realists using romanticisms to effect their imperatives (hypergamy). This is a heaping mouthful of cruel reality to swallow, and dovetails nicely into the sixth Iron Rule of Tomassi:

Iron Rule of Tomassi #6

Women are utterly incapable of loving a man in the way that a man expects to be loved.

In its simplicity this speaks volumes about the condition of Men. It accurately expresses a pervasive nihilism that Men must either confront and accept, or be driven insane in denial for the rest of their lives when they fail to come to terms with the disillusionment.

Women are incapable of loving men in a way that a man idealizes is possible, in a way he thinks she *should* be capable of.

In the same respect that women cannot appreciate the sacrifices men are expected to make in order to facilitate their imperatives, women can't actualize how a man would have himself loved by her. It is not the natural state of women, and the moment he attempts to explain his ideal love, that's the point at which his idealization becomes her obligation. Our girlfriends, our wives, daughters and even our mothers are all incapable of this idealized love. As nice as it would be to relax, trust and be

vulnerable, upfront, rational and open, the great abyss is still the lack of an ability for women to love Men as Men would like them to.

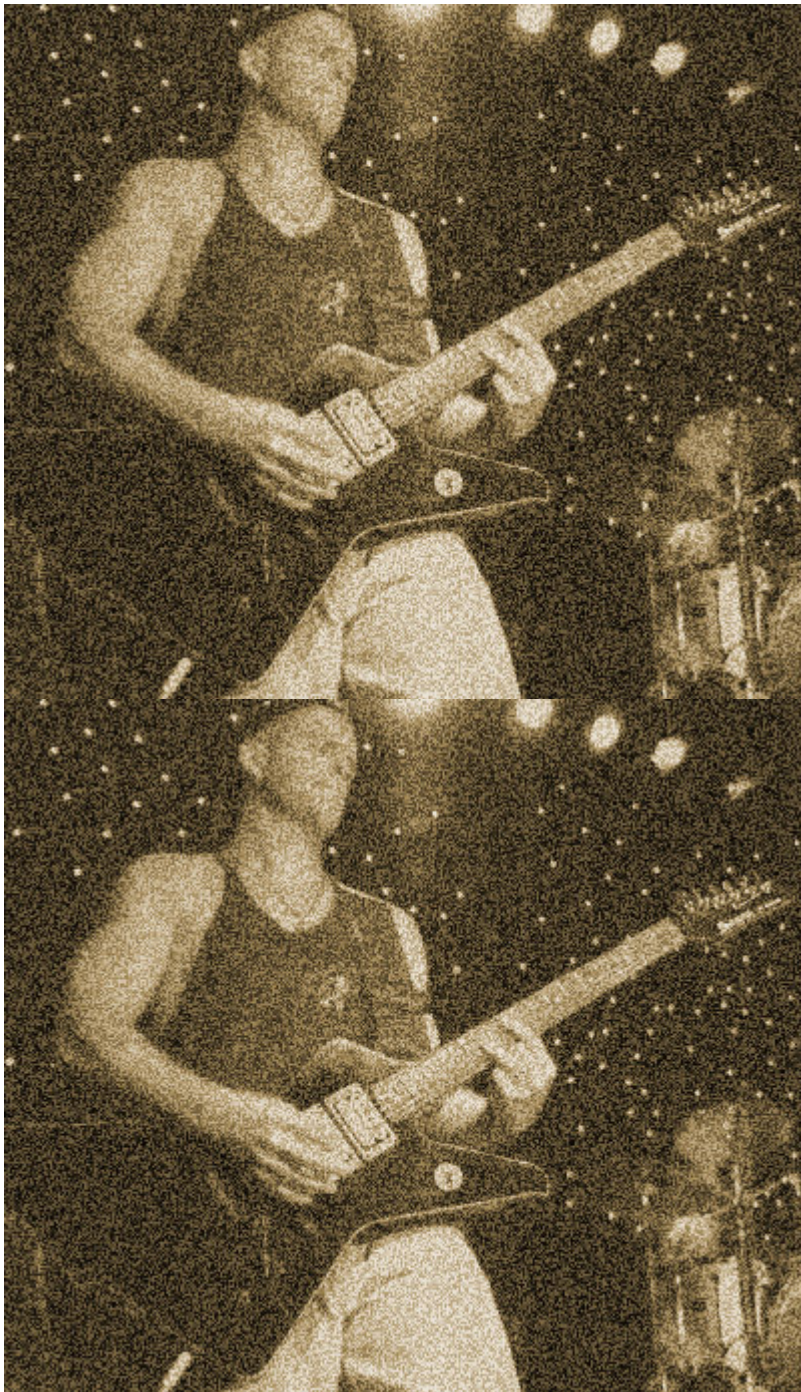
For the plugged-in beta, this aspect of 'awakening' is very difficult to confront. Even in the face of constant, often traumatic, controversions to what a man hopes will be his reward for living up to qualifying for a woman's love and intimacy, he'll still hold onto that Disneyesque ideal.

It's very important to understand that this love archetype is an artifact from our earliest feminized conditioning. It's much healthier to accept that it isn't possible and live within that framework. If she's there, she's there, if not, oh well. She's not incapable of love in the way she defines it, she's incapable of love as you would have it. She doesn't lack the capacity for connection and emotional investment, she lacks the capacity for the connection you think would ideally suit you.

The resulting love that defines a long-term couple's relationship is the result of coming to an understanding of this impossibility and re-imagining what it should be for Men. Men have been, and should be, the more dominant gender, not because of some imagined divine right or physical prowess, but because on some rudimentary psychological level we ought to realized that a woman's love is contingent upon our capacity to maintain that love in spite of a woman's hypergamy. By order of degrees, hypergamy will define who a woman loves and who she will not, depending upon her own opportunities and capacity to attract it.

The Death of Rollo Tomassi

December 28, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rollo, I'm only 17 (soon to be 18..) but I am looking for some wise advice from some older men..

Anyway, I am in my Senior year of high school and throughout it all I have slacked off completely. I am actually half a credit behind, in order for me to graduate in June. I am just barely scraping by. I have not taken any foreign language courses so I am very unlikely college/university bound.

For these past 4 years I have been obsessed with the idea of becoming a rockstar. I have been playing bass since I was little, I am very good from what people tell me and I have

talent, but anytime I get a band going it becomes a failure.. I really don't feel like I'm getting anywhere in life. My friend (who is also the guitarist in my "band") wants to go to music school up in Hollywood which would help us out a lot, and maybe even find more/better musicians.. but I do not come from a very wealthy family. This school is just like the cost for a university, and I don't think they give loans to these kind of schools.. even if they did. There's no guarantee I could even make a living afterwards. My mom has been pushing me to go to graphics art school, which is what I wanted to do for awhile, but I don't think I can make it because of my grades.. and to be honest, I really don't feel like that is what I want to do with the rest of my life. So not only am I in my last year of HS and have no idea what I'm going to do.. I'm so far deep in a hole that even if I choose to do something it would be impossible to get there. I just feel really hopeless right now.

Have you ever been in my situation and got out of it? Can I still be successful?

After reading your initial post I feel like I'm typing this response back to my 19 y.o. self because over 20 years ago I WAS you. So please bear with me by reading this carefully.

In 1987, at 19, I wanted nothing more for my life than to be in a band. I'd actually learned this from the time I was 14 when I discovered that just by saying I was in a band and had long hair girls would be more interested in me. I muddled my way through a big inner-city high school in L.A. as a C student just doing what was necessary to get passable grades since this was a hinderance to what I wanted to do – be in a band. Notice I didn't say "be a musician"; the music had to be good and rock hard of course, but it was the status and social proof that came from being a band member and the effect this had on girls that really prompted the desire.

I didn't know how to play a guitar and I literally stole my first guitar. I HAD to learn how to play it. I'd always been a very creative kid, I acted in drama, and I could write well, but my true, natural, God-given gift was my ability to draw and paint. I loved guitar as well, but it never came to me naturally, I had to want to do it and to this day I still study and practice it because I want to be good at it.

By the time I'd graduated, I'd had my first real girlfriend and my first ugly AFC break up. I had no direction to my life and my very passive aggressive, and masculinity-deficient AFC father had never had the interest to guide me or prepare me as an adult. He too was more interested in securing a nominal supply of pussy than be a father, but in all honesty his father before him was kind of whipped too. So I went and did what any metal-head kid in the late 80's would do, I joined a band.

I worked at a music store in L.A., not because I was trying to live the dream, but because I had to have a job and go to community college to rent what was my own room for 18 years with my dad and his 'empowered' 2nd wife. I met up with a LOT of musicians, but back then you didn't have to be a good guitarist, you had to be a guitar god (which I wasn't), so I joined a band and played bass. I stole a bass and I "borrowed" long term a good amp and some other equipment to play. To my surprise the bands I played in became very popular in the Hollywood metal scene, but I certainly wasn't playing for the money – because there was none. In fact we payed *to* play more than we actually made money. No, it was the top shelf ass I was pulling every time I played that kept me going at it. I loved the scene. The music was great and it was a new adventure every weekend we played. I bought a motorcycle and would literally roll up to gigs with my bass in a gig bag slung over my back.

I lived the minor league Hollywood rock star fantasy for about 4 years. Eventually I got good enough at guitar to play as a studio musician and do session work. I played on TV several times as a hired

guitarist for up and coming solo acts. I played in about 4 original projects, 2 of which were openers for national acts. My hair was blonde, down to my ass and I was rail thin (I did start bodybuilding at this time though). All of this was going on and I was getting into networking with L.A. producers, just looking for an opening to get on with a national act, until I met her,...

Lucifer's Daughter

I didn't meet Lucifer's daughter at a gig, I met her in the community college bookstore; you know, the place chumps tell you is the best for meeting 'quality women'. I still had my education to entertain in order to get what was basically a free ride at home and I met her buying books for a semester. She was a 'good' girl, but hot as hell – close to an HB 9 by my high standards of that time. I had to actually work to get with her. I took her out on real "dates" rather than banging her the night we met like the girls in a club as I was used to. Nothing prepared me for the living hell of an LTR I had with her. Once I'd locked into a monogamous relationship with her the party was over. The band I was in disintegrated and she was so insanely jealous of my previous fuck buddies that I didn't even consider looking for another band to join. I was a prisoner of hers. She went off to a university and I played the good sacrificial savior. My life was ruined because of this woman. In actuality I was trapped in her borderline personality disorder (BPD) cycle and associated myself as being the source of *her* problem.

After a 4 year psychotic episode of an LTR I was a shadow of what I was previously. She had a degree and was moving on, I had shit. At 26 I was ruined. After this I decided it was time to grow the fuck up and do what I needed to do, but I was starting over with absolutely nothing. I started using my real talents, I got into commercial design and became a successful art director for multi-million dollar companies and only later, at 32 did I get my BFA and Psych degree. My wife and daughter had to pay the price for my lack of foresight and earlier decisions.

I did well for myself once I'd made that cross over to real adulthood. There was no manosphere then and no men I knew who could open my eyes to anything. I had to come to terms with the direction I'd let my life go. I still play guitar and I've been in 3 bands since then, but I play now because I love to play, not because I get paid or laid. I use my real, natural gifts to pay the mortgage. I write, I've played the lead role in MacBeth in theatre, I use my artistic talents everyday in my work, I do video and web work, I've done peer counseling, I lift weights and I've been a B class competitive fencer all in this time. All that and so much more.

You have to live your life. Life is a process of *doing*. I can sit here and type and everyone else can too, but it's ultimately you who's going to do what you will. You'll still probably get into the scene no matter what us mature men will tell you. I WAS you. My advice is to grow yourself up now rather than later. You can be independent, you can live on your own, but ask yourself what are your real gifts and talents? How can you best enhance them? College? You CAN go to college if you want. The thing I lacked at 19 was this insight and the courage to act on it. I wanted pussy and I got it, but I was unprepared to deal with being an AFC in the long term.

I had to kill the old Rollo Tomassi after my hell relationship. He needed killing.

Point, Counterpoint

December 29, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For women it's the story of Me.

As I've mentioned in past essays, the communicative methods characteristic of each gender primarily stem from differences in both brain function and acculturation. Women tend to rely on emotive and experiential instincts to develop an opinion or belief; men tend to rely on deductive reasoning from generalized facts to specific premises to come to an opinion.

This then is reflected in either gender's preferred method of communication – women in the nuanced and covert, men in the blunt and overt. Using this as a premise, I'm of the opinion that the vast majority of failings to come to what should be an easy, logical consensus among both genders is frustrated by each gender's interpretation of a problem or a social issue.

From a male perspective there is an assumption that a well reasoned, well cited establishment of point will be understood and respected as fact for a general purpose of resolving a debate. Statistics, analysis, correlation of fact and connecting related ideas and information should all serve to make a cogent argument. This isn't to say that men won't use personal experience to illustrate a point, but the purpose in doing so is rooted in making his example an easy to understand version of his *reasoned* perspective. For the greater part, men's reasonings are derived from extrinsic sources, while using intrinsic sources to embellish or illustrate a specific premise.

Women on the other hand almost exclusively rely upon personal experience and anecdotal evidence to form a premise; only using extrinsic information to support their personal interpretations when the source agrees with that premise. The innate solipsism of women promotes a self-centric primary position as the beginning of forming a premise and then progresses to extrinsic sources for ancillary support.

Case in point: Careers and Marriage. This linked article is from a 2006 opinion piece published by Forbes Magazine. Bear in mind that this is roughly six years ago; well before the current 'Man Up' frenzy that the Hymowitz and Bollick's articles inspired. As you read, notice the argumentative positions each author begins with. Michael Noer's piece begins with a concise statement of premise and then followed by reasoned extrinsic data:

While everyone knows that marriage can be stressful, recent studies have found professional women are more likely to get divorced, more likely to cheat and less likely to have children. And if they do have kids, they are more likely to be unhappy about it. A recent study in *Social Forces*, a research journal, found that women—even those with a “feminist” outlook—are happier when their husband is the primary breadwinner.

Elizabeth Corcoran begins her counter opinion from her own personal perspective:

OK, call me a cougar. I've been working since the day I graduated from college 20-odd years ago. I have two grade-school-aged children. Work definitely takes up more than 35 hours a week for me. Thankfully, I do seem to make more than \$30,000. All of which, according to Michael, should make me a wretched wife.

In spite of those dangerous statistics, my husband and I are about to celebrate our 18th wedding anniversary. You'll see us snuggling at a mountain-winery concert this month, enjoying the occasion. I don't think I'm all that unusual—so it seemed like a good time to test Michael's grim assertions.

Peppy, sassy, and containing all the elements of indignation that women crave to hold their interest while wrapped in a personalization that puts women (her deliberate target readership), into an associative role. Essentially she's inviting women to live vicariously through her exceptional experience to prove a counterpoint.

Many factors contribute to a stable marriage, including the marital status of your spouse's parents (folks with divorced parents are significantly more likely to get divorced themselves), age at first marriage, race, religious beliefs and socio-economic status. And, of course, many working women are indeed happily and fruitfully married—it's just that they are less likely to be so than nonworking women. And that, statistically speaking, is the rub

Here Michael reasons from statistical evidence and even makes a slight point of contrition to allow for exception to those statistics. Elizabeth then opts to redirect the debate:

The experts cited in his story think that professional women are more likely to get divorced, to cheat and to be grumpy about either having kids or not having them. But rather than rush to blame the woman, let's not overlook the other key variable: What is the guy doing?

Note to guys: Start by going to the gym. Then try some new music. Or a book. Or a movie. Keep connected to the rest of the world. You'll win—and so will your marriage.

It's easy to see this as the shaming tactic it is, but it's also an attempt to reframe the debate by focusing on what women always return to as preeminent in any debate – satisfying the feminine imperative. If Michael's point is in fact valid then the fault lies with men, not women. And how does a woman establish this premise? By casting herself and feminine primacy as the operative goal.

Nobel laureate Gary S. Becker argued that when the labor specialization in a marriage decreases—if, for example, both spouses have careers—the overall value of the marriage is lower for both partners because less of the total needed work is getting done, making life harder for both partners and divorce more likely. And, indeed, empirical studies have concluded just that.

Again, Michael provides expert witness to fortify his premise. Elizabeth continues with the story of Me:

For us, the list starts with taxes, vacation planning and investment management. My husband likes that stuff, and it leaves me yawning. Bless him for doing it. Give me the wireless Internet system, the garden or just about any routine home repairs, and I'm suddenly the savant. Tear us apart, and we'd both be pitiful idiots trying to learn unfamiliar routines.

Michael is right that longer work hours force two-career couples to try harder to clear out blocks of family time. When we do, though, we get to enjoy a lot more. We understand each other's career jokes and frustrations. We're better sounding boards on what to do next. And at dinner parties, we actually like to be seated at the same table.

Feel free to pick through the entire article, but you get the illustration here. Such as it is, I haven't drawn attention to this to put women's argumentative approach or opinion formation into a bad light. Rather I've done so to give Men a better perspective of what to expect when a difference of opinion arises. There is in fact some merit to calculating personal feelings and experiences into both sides of a debate. A feminine approach may help to buffer a man's more cold understanding of fact, while a masculine rationalism serves to buffer women's emotionalist perspective.

The problem with appreciating both of these approaches is that in the present feminine-centric environment we find ourselves in, feminine primacy takes precedent. A woman's feelings and interpretations are the de facto correct ones, and statistical analysis or a more rational approach is an impediment to this. You'll see this played out in any forum or blog comment thread in which there is disagreement between genders. For Men their position comes about by objective consensus and aggregate data; for women it's the story of Me.

Plate Theory IV: Goal-State Monogamy

December 30, 2011 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Whenever a guy uninitiated to the concept of spinning plates reads the theory for the first time his first response is usually rejection of it because it conflicts with their monogamy-as-goal mindset. Understand, this is always going to be a tough stretch for any AFC of course, but also the ‘natural’ guy who doesn’t have much trouble attracting women. Monogamy-as-a-goal is a feminine imperative social contrivance, but it also has roots in our natural desire for security, so it makes anything even remotely like plate spinning counterintuitive. The feminine imperative pounds into men’s collective consciousnesses over the course of a lifetime that monogamy will cure loneliness, make them responsible, provide them with a constant supply of sex, and a host of other things that assures them it’s “the right thing to do” and in their own best interest. This then leads the more option-less individuals to develop and practice AFC methods and rationales in accordance with what they believe

(and have been told by) women is required of them in order to achieve their monogamous intimacy. So understandably when the principle of being non-exclusive is presented to them in a rational way (in stead of a ridiculed way as it's normally passed off as) it conflicts with this perceived path to happiness in monogamy. The very idea that any man would be better off with more options in this arena of life, or could feasibly and logistically pull it off seems foreign. As a counter to this he makes up rationales as to why it wont work or wont work for him.

Logistics

"I can't spin plates because I have too little time, I can't manage more than one without the other finding out, etc."

If you are indeed spinning plates in a healthy, upfront, non-exclusive way this should never be an issue. There are Game-aware Men with less time than most who manage 4-5 different girls in a week without having them consume all their leisure and business time. I don't suggest that you go this route per se, because for the better part PUAs rely on a dishonesty in non-exclusivity. However, the reason they are capable of this is because they've perfected plate spinning effectively enough to have the plates spin themselves.

Most uninitiated AFCs reason that they MUST, at all costs, apply a constant effort to each and every girl they encounter at risk of losing a "good one." Besides this being indicative of 'soul-mate thinking', what they fear is losing a plate because they are unaccustomed to having the leisure to do so. This is evidence of a scarcity mentality that is a result of their monogamy-as-goal preconditioning. Plate Theory necessitates an attitude of fearlessness – not carelessness, fearlessness. When you're practicing Plate Theory your plates should call you. You are the PRIZE and the Prince who's time is valuable and sought after. You should be the object of women's pursuit. That said, you still have to make an effort to see them and keep the attention you do apply to them valuable, but this must be done with the attitude that if one plate falls you're confident in your other options or your ability to generate new options.

Personality Type

"I'm just not like that. I don't want to be considered a playah. I could never do that to a woman. How can anyone be like that?"

This rationale is a common one and not limited just to AFCs. There are plenty of otherwise confident, positively masculine men who'd still think they owe it to women to allow them to set the frame of their relationships without any fear of competition anxiety. Players are men who're dishonest – they are not spinning plates because they are isolating each plate independent of the other, and this goes back to logistics. Of course you can't find time for anything else if all you do is try to coordinate each individual story with each plate for fear that they discover each other. The plate spinning Man has no need for this, because he **NEVER IMPLIES EXCLUSIVITY TO ANY PLATE**. Either they accept this or they're not a plate to consider. Done in a frank, honest, yet indirect above-table way you will not be a 'Player' and you will establish yourself as Man who's attention is worth competing for.

Women would rather share a successful man than be saddled with a faithful loser. This perfectly sums up Plate Theory vs. Monogamy-as-Goal mindsets. Men in general gravely underestimate the power of female competition anxiety and how useful it really is. As I've said before, women are natural plate theorists – they are accustomed from a very early age to mitigate multiple sex-interests,

they simply learn how to balance their indirect communications with that anxiety in their own plate spinning. Anxiety in women is good for men. Even when they make no effort to use it or would never consider it if they knew it's usefulness it is ALWAYS present. Everything a woman does on a daily basis is colored by competition anxiety. Make up, clothing, shoes (God, the SHOES!), indirect communications with men and women, social contrivances, comparing and evaluating dates and possible suitors, EVERYTHING is bourn from this competitive desire to achieve security with the best possible guy and make damn sure the girl next door doesn't get him first. This anxiety is analogous to men's consummate fear of rejection and all of the myriad rationales he'll create and the Buffers he'll devise to avoid it.

Bear in mind that monogamy is a dictate of the feminine imperative. It is the social contract that the feminine ultimately needs in order to quell a constant desire for security in a very chaotic world. When you are predisposed to monogamy-as-goal thinking, or trying to break yourself of this, understand that this is a tool of the feminine imperative. That's not to discount the overall merits of monogamy, but it is to make you aware of how it's acculturated into men as a responsibility to providing monogamy. Men who find themselves in a state of internal conflict about abandoning monogamy-as-goal are really confronting a fundamental shift in their prior conditioning.

Plate Theory V: Lady's Game

January 2, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had a good amount of response on last Friday's Plate Theory post asking for a more complete idea of women being natural Plate Theorists, so I thought I'd elaborate on this.

Female Plate Theory

For as often as I've mentioned women being natural plate theorists, I don't think I've ever gone into detail about it. I think it's pretty well established that I completely disagree with idea that women will only fuck one guy at a time. I could outline several women I know from experience in this, but really, observing behavior will bear this out fairly predictably. I will however agree that they are predisposed to, and are socially encouraged to, seek monogamy, but as in all things female the talk rarely matches the behavior. Sexuality is a woman's first, best agency and even the homeliest woman know this – even when they're just complaining about other women using it.

The principle that a woman's first priority is to seek out security is true, and we'd be wise to bear this in mind when evaluating motives for behavior, but their methodology is what's in question here. There is an understandable confusion for guys in this respect. On one hand women present a constant facade that the fear of being perceived as a slut (i.e. concurrently fucking more than one guy at a time) is primary to their self-respect and respectability. However, this has to be tempered with the desire to experience a variety of men in order to ensure the security/provisioning from the best among them. So in order to facilitate this women must practice a kind of calculated hypocrisy that is socially reinforced by the gender as a whole as well as some men (usually those so optionless as to excuse the

behavior in order to get to her sexuality, or guys so conditioned that they overlook it as normal).

It is socially acceptable for a woman to blatantly spin plates.

Does this sound outrageous? While a woman who makes her sexual practices a bit too overt runs the risk of being perceived as a slut (which is dubious in this age as it is), most relatively attractive women covertly have a constant bullpen of starters ready to go to bat at any one time – these are also known as ‘Orbiters’. These are the attention providers, the “maybe” guys. And it makes little difference in terms of available options which she chooses at any given time, the very fact that she has five or six of them pursuing her is enough to boost her sense of self-worth, her social status within her same-gender peers, and give her the confidence to drop any one of her plates at a moments notice for any reason knowing that 2 or 3 more guys (or 20 more on facebook) stand ready to take his place, no questions asked and prepared rationalizations at the ready.

In addition, this practice is socially reinforced by women doing the same thing and the social conventions constructed to excuse the behavior. It’s the unspoken rule of a woman’s prerogative; *she can always change her mind*. This is a powerful tool for women – in any situation, if a woman doesn’t choose to be sexual it is necessarily forced (or obligated), even when it’s after the fact. Either the “Jerk” forced her, physically or emotionally, or she had thought she wanted to, but later reconsidered – it makes little difference. In all social situations the default is to side with the feminine, the “weaker sex” – women, from sympathy or empathy, and men, from a desire to eventually become intimate with them. Dalrock expertly describes this convention in his “Don’t hit me, I’m a girl” post.

In either instance, the feminine prerogative is socially reinforced. That’s important to understand because even by my focusing on it here as a male, my motives for doing so become suspect. That’s how embedded this dynamic is – to question it risks ostracization. However, I also understand that for the greater part of women, this plate spinning dynamic isn’t a conscious effort on their part. In fact I’d suggest that it’s so thoroughly recognized that women default to it autonomously. Also, this is a good example of the first principle of power – when you have power, always feign powerlessness.

Free Reign

So, with a firm understanding that their behaviors will for the most part be excused, they are free to practice the feminine form of plate theory unhindered by social reprisal. The feminine plate spinning involves much more than sex though. Remember that attention is the coin of the realm in female society. The capacity to command attention determines self-esteem, peer status, sexual selectivity, and a host of other factors in a woman’s life, so spinning plates becomes more than just a “which guy am I gonna bang tonight” prospect. This dynamic and these factors are what makes women natural plate spinners. Even when a woman has no intention of ever becoming sexual with a “maybe” guy, his attention still has some value to her. It appeals to the long term prospective for security that’s a continuous subroutine running in her hindbrain. This is the rudimentary psychology behind hypergamy.

Now, combine all of this with women’s native language – covert communication – and it’s natural for a man to assume that a woman will only ever become sexual with one guy at a time. This serves the latent purpose of keeping him in a kind of stasis. If he assumes women will only be sexual under the precondition of commitment she is free to spin plates (essentially weighing options) as she pleases and sample at will what she sees as in her hypergamic best interest at the time. If the carrot looks good enough the guy will patiently pull the cart until such time as another, better carrot comes along.

Either way he's in that stasis. If a guy were to see her social and psychological machinations for what they are, he'd never pull the cart – so it serves women best that men think commitment should always be required for intimacy, even in the face of her behavior directly contradicting this.

Plate Wars

Lastly, this social dynamic serves as a very effective weapon for women against each other. As I stated in the last Plate Theory post, competition anxiety between women is something men can exploit for their own plate spinning, but the reason it is useful is because women so readily use it against each other. For a woman to say another is a “slut” translates into an overt betrayal of this unspoken social contrivance. She essentially is saying, “the rules are that women require commitment for sex, but here's one who'll never be worthy of any guy's commitment because she won't play by the rules you suckers think she will.”

She is tacitly disqualified for a man's commitment and is, at least in the accusing woman's mind, a reduced threat in this feminine competition. She becomes exposed in the same game they're all playing and in being so loses attention and therefore status and personal esteem. It seems petty to guys, but it's really intra-gender warfare. Think of how many times an exceptionally attractive woman, that is completely anonymous to a group of women you happen to be with, berate her based on appearance alone. “She's must be a tramp if she dressed like that.” These are the same women who'll berate a man for basing his estimation of a woman on her outer appearance. This is feminine competition anxiety. Ask a woman to name the most attractive female actress they can think of. Odds are it will be a woman (who as a guy you'd never think of) who presents the least threat of this anxiety.

Gentlemen, as I'm fond of saying, women will fuck. They may not fuck you, they may not fuck me, but they will fuck someone. The girl who bangs the hot guy at the foam party in Cancun on Spring Break within 5 minutes of meeting him is the same girl who wants you to believe that they'll only fuck one guy at a time and then after commitment. All women are sexual, you just need to be the right guy at the right time for the job.

The Rush

January 3, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

For today's post we're going to do a little experiment. Before you press the play button, take a deep breath, and while it is work-safe, you may want to plug your headphones in or be in someplace where you can be uninterrupted for 10 minutes. Be forewarned that any women within casual listening distance will likely be provoked to indefensible, yet hysterical defense of the sisterhood after eavesdropping. Pay attention to your heart rate and do quick self assessment of your mood. As you listen to this, be aware of the chemical reaction percolating in your bloodstream as the inevitable end comes. Then be aware of how you physically feel afterwards. Ok, press play.

All done? How was that for you? Heart rate up?

I must admit, I got an adrenaline rush out of that. Kind of like watching a car wreck in slow motion. However, I find that kind of ironic since any number of daytime shows (i.e. Tyra Banks, et. al.) have been basically doing the same shit for decades now. A lot of guys acknowledge the power of the chemical rush, but it's only episodes like this that make it real for them. I'm sure most of the guys hearing this felt it; the high of adrenaline, endorphins, dopamine, etc., this is the chemical cocktail that women come to crave. I've read the chemical profile is very similar to that of heroin. Indignation triggers it for women in the same way sex and death trigger it for Men.

The main reason I wanted to pick this apart is because there's a lot of elements to the whole incident. There's so much at play in this, it's hard to know where to begin. It's interesting to read the responses to gauge what impacts people first. Women naturally lean toward the guy being classless for opting to hash this out in a very public forum, yet it feel fully justified for doing it themselves for decades. White Knights will come out of the woodwork to defend the indefensible in spite of the circumstance responding viscerally to a woman weeping. How did you feel when you heard the girl cry? We can pour through the reasons why the guy was a chump to have been living with her for as long as he did, but think of this more from the perspective of the physical effect it has upon the listeners.

Funny how even when a woman confesses to her infidelity we'll look for ANY angle available to still cast her in the victim's role. We'll readily analyze the guy's history, we'll euphemize her misconduct as a "mistake" (or she'll do it for us), and we'll speculate "where her heart is really at."

| "but, Rollo, dumping the hor in private would have achieved the same end."

I'm not so sure about that. I'll be the first to advocate against revenge, but for pragmatic reasons (wasted effort), not so guys can cling to some self-righteous high ground. If the guy is resolved to break it off with her, and he has the opportunity to rub it in (on valentines day, caught red handed, thinking a proposal is due, etc.), but instead holds back and discreetly pulls up stakes, does it have the same impact? Would she genuinely appreciate the gesture? How would she ever know that he could've resorted to publicly humiliating her yet chose not to?

The guy opting for the "high-road" would be the only one capable of appreciating what he could've

done if he hadn't, and even his expressing his option to do so makes him sound vain and conceited. By all rights this woman was under the impression that he was going to propose to her on-air and was utterly crushed instead. How does a woman spared from this ever make that kind of acknowledgement?

The answer is she doesn't. I'm not saying he should've done it, but in light of the life-altering gravity of entering into as binding a commitment as marriage (a topic of much discussion in the manosphere), I can understand why he'd consider it. We can call him a chump for living with the woman for 5 years, but he's a chump who'd made the decision to commit and had the ring to prove his intent. She on the other hand, knew he'd decided to enter into this commitment, and not only betrayed that, but KNOWINGLY, and happily, was ready to let him propose in spite of herself.

"Is justice somehow rendered as "less than justice" when it is administered by your OWN HAND?"

Therein lies the rub. There will always exist an element of bias (revenge) whenever one enacts what they perceive as justice. Women are almost universally absolved of this. Carrie Underwood can write a chart topping song about vandalizing the truck of a cheating lover that women (and men) will gleefully memorize the lyrics and sing along with, but let a man publicly humiliate a caught-in-the-act, cheating lover and "he's less of a man" and runs the risk of having his personal life ruined as a result.

As far as this guy breaking Iron Rule #4; yes, the guy's a fool for having done so for 3 years, and I'd go so far as to say an even bigger fool for being monogamous with a solitary woman for 5 years during his prime (I assume Chris was in his 20's). My point was to illustrate his degree of commitment (he bought a ring) not to justify his having lived with her as long as he did. Contrast this incident with Tiger Woods situation: a lot has been made about commitment being tantamount to male virtue, so my emphasis was his readiness to commit and the gravity it bears on a man's life.

There was another aspect that I hadn't considered in this. I don't entirely believe that reversing the roles to understand a contrast would be applicable in this case. Generally women don't ask men to marry them. I understand it happens, but never to the degree that a man must prepare to make a proposal of marriage. Chris had resolved in his mind to marry the girl, and acted on this resolve by buying a ring and planning to propose on V-Day. Men are the True Romantics; Women simply do not have a parallel experience for this.

I understand this is a bit of a stretch, but for a moment let's assume Chris knew exactly the future liabilities of his commitment – all of those high-road, morally binding liabilities Tiger reneged on in his marriage – should his response to her deception be any less measured than what he did when you think of what he'd almost committed to?

Think of the impact his commitment to her would've entailed; think of how it would effect their families, his career and / or educational opportunities, their future children and their personal decisions, his finances, his psychological well being, their quality of life, and the list goes on, but essentially he was betting his future life on this girl. The guy was a hair's breadth from making that commitment when he discovered the deception. I think she got off rather lightly.

*I've got to give props to the guys over at the BodyBuilding.com forums for rediscovering this link for me. I had originally used this audio in a SoSuave forum post back in February of 2010 and lost the audio link. Thanks guys.

Five Minutes of Alpha

January 4, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Back in September of 2010 the inimitable Roissy (aka Heartiste) graced the manosphere with an [insightful post](#) about Katy Perry and an [intriguing meltdown](#) she had whilst spotting an old high school crush she had in the audience at one of her shows. My how time changes the landscape of our realities in so few years.

As is Roissy's gift for prophecy, he accurately summed up the whole affair thusly:

Five minutes of alpha — even worse, five minutes of alpha rejection — can fuck with the heads of even the most desirable women. And continue fucking with them years later. In comparison — if the reports are to be believed — women who divorce beta schlubs after years of marriage pretty much forget them before the ink is dry on the papers.

Flash forward to January of 2012 and we find our previously boastful, pre-marriage [Katy Perry in divorce proceedings with a situationally famous Russel Brand](#). But,...wait you say, isn't this the same ~~Katy Hudson~~ Perry who so publicly shamed her first Alpha love Shane Lopes?

Perry dedicated her next song, a kiss-off anthem from her double-platinum 2008 disc "One of the Boys," to her former crush and even tweaked a lyric in the middle of the song for the occasion, singing, "I can't believe I fell in love with Shane Lopes."

At the end of the tune, she looked directly at Lopes, held up her hand — which prominently displays her engagement ring [**ed. Russel's dowery investment**] — and said, "That's cool, I got mine," and mockingly blew him a kiss.

Yeah, that same one. Yet the plot still thickens with the billboard chart topping hit/video released by ~~Hudson~~ Perry aptly entitled "The ONE that got away" (*apologies for subjecting my readership to this audio mayonnaise), wherein we find a visibly aged Katy retrospectively pining away for her post high school Alpha artist lover of a bygone decade in the luxurious home of whom we presume is her aging beta providership for the duration of her soon to be ending life.

For all the internal conflicts and psychology that caffeinates the rationalization hamster in women, I'll admit that it occasionally makes for some convincing artistic statements. I was almost feeling sorry for the young Katy, that is until her past lover comically swerves to avoid a Laurel Canyon rockslide and dives off a cliff in his 70's Mustang. The premise that the guy plummets to his death then absolves our heroine of the liability of her next most significant life choice; settling for the unexciting beta provider responsible for what we presume is the duration of her lavish, yet empty, life. He's not the One that got away due to any reason she implicitly enacted, he's the one who was blamelessly taken from her by fate. Tragic reality replaced by fairytale .

Poor, poor Katy. Her Alpha love is forever denied to her. I wonder how Russel Brand feels after watching this? Like maybe a (situationally) Alpha high school QB with little more than a GED can still upstage a Hollywood actor if his impact is significant enough on a woman? I can't help but imagine that Katy is oblivious to the irony of all this. That's the real tragedy; that women would be convinced of this [soul-mate pornography](#), while still subject to the [War Brides](#) dynamic. Still more ironic is Katy Perry's story as a parallel to contemporary western women's. Party and dance, settle in with the provider before the inevitable Wall impact and pine for the One that got away.

A League of Your Own

January 5, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Rollo, I’m newly Game-aware, red pill guy and I’ve been meeting girls with more and more success since my conversion, but I can’t help the feeling that the really hot girls I want to get with are so out of my league.

Any suggestions?”

Iron Rule of Tomassi #8

Always let a woman figure out why she won’t fuck you, never do it for her.

An integral part of maintaining the feminine imperative as the societal imperative involves keeping women as the primary sexual selectors. As I’ve detailed in many prior comments and posts, this means that a woman’s sexual strategy necessitates that she be in as optimized a condition as her capacity (attractiveness) allows for her to choose from the best males available to satisfy that strategy.

This is really the definition of hypergamy, and on an individual level, I believe only the most plugged in of men don’t realize this to some degree of consciousness. However, what I think escapes a lot of men is the complex nature of hypergamy on a social scale. For hypergamy to sustain its dominant position as the default sexual strategy for our society, it’s necessary for the feminine imperative to

maintain existing, foster new, and normalize complex social conventions that serve it. The scope of these conventions range from the individualized psychological conditioning early in life to the grand scale of social engineering (e.g. Feminism, Religion, Government, etc.)

One of these social conventions that operates in the spectrum of the personal to the societal is the idea of 'leagues'. The fundamental idea that Social Matching Theory details is that "*All things being equal, an individual will tend to be attracted to, and are more likely to pair off with, another individual who is of the same or like degree of physical attractiveness as themselves.*" In a vacuum, this is the germ of the idea behind the 'leagues'. The social convention of 'leagues' mentality is where 'all things are not equal' and used to support the feminine imperative, while conveniently still supporting the principle of social matching theory.

The latent function of 'leagues' is to encourage men to filter themselves out for women's intimate approval.

As social conditions progress and become more complex, so too do men's ability to mimic the personal attributes of providership and security. In other words, lesser men become intelligent enough to circumvent women's existing sexual filters and thus thwart their sexual strategy. These ever increasing complexities made it hard to identify optimally suitable men from the pretenders, and women, being the primary sexual selector, needed various social constructs to sort the wheat from the chaff. With each subsequent generation they couldn't be expected to do all of this detective work on their own so the feminine imperative enlisted the aid of the men themselves and created self-perpetuated, self-internalized social doctrines for men to comply with in order to exist in a feminine defined society.

The concept of leagues is just one of these doctrines. Your self-doubt about your worthiness of a woman's intimacy stems from a preconditioned idea that 'you're out of her league'. The booster club optimist idea that "if you think you can't, you're right" is true, and boundless enthusiasm may overcome some obstacles, but to address the source of the disease it's more important to ask yourself *why* you've been taught to think you can't. A lot of approach anxiety comes from your own self-impression – Am I smooth, hot, affluent, funny, confident, interesting, decisive, well-dressed enough to earn an HB 9's attention? How about an HB 6? Our great danger is not that we aim too high and fail, but that we aim too low and succeed.

I'm not debating the legitimacy of the evaluative standards of the sexual market place – it's a harsh, often cruel reality – what I'm really trying to do is open your eyes as to why you believe you're only meritorious of an HB 7. Looks count for a lot, as does Game, affluence, personality, talent, etc. but is your self-estimation accurate, or are you a voluntary participant in your own self-devaluation in the SMP courtesy of the leagues mentality the feminine imperative would have you believe?

The Economy of the League

As I stated above the purpose of fomenting a stratified League mentality in men serves to autonomously filter the lesser from the greater men for women to choose from, however, it also functions to increase the valuation of the feminine as a commodity. Like any great economic entity, the feminine imperative lives and dies by its ability to inflate its value in the marketplace. Essentially the feminine imperative is a marketer. One of the sad ironies of this, and the last, century is that the feminine imperative has attempted to base women's SMP valuation on a collective importance to the detriment of the individual woman's SMV. For men this is inverted; a man's sexual valuation is primarily individualized, while men as a collective gender are devaluated in the SMP.

What I mean by this is that, as a collective entity women's sexuality cannot afford to be perceived as anything less than the more valued prize. If all vaginas are considered the gold standard then men's sexual default value will always be lower. By this definition men, on whole, are out of women's league.

For further consideration let's assume that average men, most being varying degrees of beta, are blessed with the 'miraculous gift' of an average woman's sexual attentions. The power dynamic is already pre-established to defer to a feminine frame, so it's small wonder that men would be prone to ONEitis even with an objectively average woman. This is the intent of the League schema – to unobjectively predispose men to commitment with women who under objective condition couldn't enjoy the same selectivity. Roissy once postulated that for a healthy relationship to exist the Man must be recognized by the woman to be 1-2 points above her own SMV. This is a pretty tall order considering the feminine imperative's emphasis on women's sexuality being the more valued as default. And this is to say nothing of contemporary women's overinflated self-evaluations due to the rise of social media.

Gaming the League

All of the above isn't to say that there isn't a kernel of truth to the notion of leagues; it's just not the "truth" men have been led to believe. For as much as the feminine imperative would have men subscribe to Leagues, it equally seeks to exempt women from the same League hierarchy by evaluating women as a whole. Needless to say men have their own rating systems – most popularly the ubiquitously physical HB 10 scale. I should add that it's a foregone conclusion that any rating system men would establish for women in the feminine reality would necessarily need to be ridiculed, shamed and demonized, but you knew that already.

Irrational self-confidence is a good start to circumventing and unlearning the concept of Leagues; unlearning this conditioning being the operative goal. The Game-aware Man can actually use the concept of Leagues to his advantage with enough guile. When you approach a woman without regard to a League mentality or even a Zen-like obliviousness to it, you send the message that there's more to you than a feminine reality can control. It's exactly this disregard for the influence of the feminine imperative that makes the Alpha attractive; he's unaware of, or indifferent to the rules his conditioning should've taught him earlier. Just in the attempt of Gaming a woman obviously "out of your league" you flip the feminine script by planting a seed of doubt (and prompting imagination) about your perceived value. Doubt is a very powerful tool, in fact the very concept of Leagues is founded upon men's self-doubt. Turn that tool to your advantage by disregarding women's social convention of Leagues.

The Slut Paradox

January 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Every man wants a slut, he just wants her to be HIS slut.

ANDREW DICE CLAY: Hey, is that your chick there?

GUY IN THE AUDIENCE: Yeah!

DICE: Damn she's pretty hot!

GUY: Yeah,...

DICE: You been together a while?

GUY: About 6 months.

DICE: Nice. She faithful to you?

GUY: Oh yeah.

DICE: She good in bed?

GUY: *nods head enthusiastically*

DICE: She suck a good dick?

GUY: (laughing) Ohhh yeah,...heheh,...

DICE: I suppose the next question would be, "How do you suppose she got that way?"

If you had an idealized Quality Woman girlfriend who was smoking hot, well adjusted mentally, loyal, would make a good mother, came from a good family, etc. etc., but would only ever begrudgingly have sex with you, in missionary position only, never consider giving you head, and only once a month (in 13 minute increments) because she'd been conditioned to believe that sex was immoral and she didn't want to be thought of as a slut, would you marry her?

This is the Slut Paradox that vexes contemporary man; what number of prior lovers can a woman have that *would* be acceptable for you? Seven? Five? How many hobby horses should there be on the cock carousel before a woman is a slut? Don't bother answering this, because for your average (beta) man, the number – even if you could get full disclosure – is irrelevant to him.

You see, thanks to the pre-existing social infrastructure that the feminine imperative has established, the average man can't believe his luck when he finally does become sexual with a woman – whether it's his first time or it's the hundredth with his wife. So high is her pedestal that it's literally a twist of fate. The gods have smiled upon him with the sexual favors of a woman, and his good fortune is made all the better when his lover already knows how to perfectly suck his cock just like the women in all the porn he's watched since he was twelve. No questions are asked – you don't qualify a gift from the gods, you just accept it.

The Slut Paradox is a very complex issue because it wraps up so much social, emotional and biological importance and details. I'm using the 'average' man here as a starting point because he's the social majority; he's the benchmark for how both genders approach the paradox, because it's *his* discretion to give a woman's sexual past any kind of gravity. For as much as women will bleat on about "slut status" and double standards, it really all comes down to how the average – in this case beta – male contends with (or doesn't) a woman's sexual past. As enlightened Game-aware Men we're largely exceptions to this rule, or at least blamefully aware of the mechanics of it.

In the initial attraction and arousal stages of a sexual pairing, the average guy doesn't care about a woman's prior sex life. It's only after that pairing becomes solidified that it becomes a consideration.

Unless a woman is a porn actress, I don't think it's the number of guys that bothers Men; and I don't even think it's the details of how many dicks she's had. What's bugs men is that they want to possess her. Men want her genuine desire, but know other guys have had it already and moved on – and they're cool with it, and she's cool with it, but he's not because he wants to own her. He wants to know that he's getting the best of what she has to offer sexually and emotionally. He wants to know that HE'S the guy who brings out the slut in her that no other guy has experienced fully.

This is the root of the paradox issue. The average guy is playing by the feminine imperative's stated rule set. He wants monogamy, he had to work at it. He had to negotiate with her for what she willingly, genuinely, desired to do with 5 other guys (assuming she's honest). And on some level, he knows her desire for him is compromised because he had to plead his case with her so she'd warm up to him. Only now that he's gotten what he's idealized for so long he realizes other's have had it before him without anything that comes even close what he invested to get.

Alpha Widows

Now before I get run up the flagpole here, I'm completely aware of the studies indicating a woman's capacity to bond monogamously is inversely proportionate to the number of sexual partners she's experienced prior to monogamy. I won't argue the merit of that concept, but I also don't think that it fully encompasses the dynamic. I say this because, as Katy Perry so adequately illustrated recently, even ONE prior lover (or even unrequited obsession) can be Alpha enough to upset that bonded monogamous balance. These are the Alpha Widows – women so significantly impacted by a former Alpha (or perceptually so) lover that she's left with an emotional imprint that even the most dutiful, loving beta-provider can never compete with. A woman doesn't have to have been an archetypal slut in order to have difficulty in pair bonded monogamy.

So again I'll ask, how many is too many? For an Alpha Widow, one's enough. It's my contention that

the Slut Paradox isn't a numbers game so much as it's an Alpha impact game. What if your new partner has only banged a mere 2 men before you, but engaged in intense sexual experiences she feels self-conscious about doing with you? Is she a slut?

As a final thought, I should add that women have long been aware of the utility that the Slut Paradox represents in maintaining primacy for their sexual strategy. I elaborated on this in the [The Tool of ASD](#),

Services Rendered

January 9, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Buy a man a whore and you get him laid for an evening. Teach a man Game and you get him laid for a lifetime.

If you aren't already familiar with the writings of Ferdinand Bardamu, owner / proprietor of In Mala Fide, I'd suggest you take a half an hour or so of your blog reading time to peruse his work. I pay homage to the Man primarily because he's got an original insight, particular when it comes to observations of intergender dynamics. Today's offering was the topic [Why You Shouldn't Trust Men Who Can't Get Laid](#), and it's really a brilliant observation that served as a recent springboard for another topic I've been asked to cover numerous times – the role of prostitution in intergender relations.

Ferd's observation was that of what appeared to be a ~~dweeb~~ relatively socially inept guy getting his

hands buffed by a tag team, mother & daughter working a mall kiosk:

My friend pointed at the kiosk outside of FYE, where a dweeby youngish kid was having his hands washed in a sink.

The Israeli mother-daughter duo who ran the kiosk were well-known for the scam they were running — selling massively overpriced soaps and shampoos supposedly containing Dead Sea salt. They used a combination of hard sell techniques, sexual charm and guilt to reel in people and get them to leave with their wallets a little lighter. Watching the busty mom ring up items on the register while her college-aged daughter soaked the dweeb's hands, visions of incestuous threesomes danced in my head.

It would have been easy to go, “Haha, what a loser, he just got swindled into spending \$80 on bath soap.” But looking at the guy, I realized something else. He wasn't inherently repulsive-looking — messy dark blonde hair, skinny, glasses — but his slumped posture and look of defeat suggested loserdom, of many lonely nights masturbating in the glow of a computer screen. This was probably the first time in eons that a woman touched him or talked to him outside of a professional context. How could he resist? He couldn't. I felt sorry for him.

The kid at the mall was essentially a ‘John’ for a couple of mother & daughter prostitutes. What was he paying for? Physical contact from a woman. It's an indictment of the point to which our society has progressed to that women can now sell themselves without actually having to deliver sexual services. So disconnected have men become that even women's feigned interest and the vaguest passings of kino / touch can be monetized. Women have learned that men will pay to be nice to them. Strippers know this very well. What mom and daughter were doing here was tapping into providing a need for attention starved men. There are other examples of this, however the operative point is understanding the elemental exchange in the transactions men agree to with women.

The blogger Advocatus Diaboli has written extensively on the subject and his preference for relying on escorts as a means to satisfying his sexual needs. He sums his position up succinctly in the comment thread of Ferd's article:

That is precisely why using escorts and buying sex is so liberating. **The only thing between you and hot ass is whether you can pay or not..**

Paying For It

This is a very uncomfortable principle for Game-aware men to confront. I think what a lot of guy's fail to grasp is AD's reasoning behind his decision to use escorts. There will undoubtedly be the predictably ingrained responses about him being a core misogynist, he has psychological issues or he was so burned in the past by women that this is his misguided retribution for all of that. I've read his blog for over a year now and my opinion is that he's really being more pragmatic than he is lashing out. The guy impresses me as someone who's done a lot of critical thinking and came to the conclusion that the solution to his need for sex is just deductive reasoning.

That's a tough pill to swallow for guy's invested in the tenets of Game — because it essentially invalidates Game in a practical sense. I'd argue that it doesn't invalidate Game from a theoretical perspective, but in practice, if you can buy the means to your sexual satisfaction what's the point of practicing Game?

What I think hits so close to the mark for most guy's calling him some hapless loser for paying for sex is that they CAN see his logic, but still choose to play by a set of rules they think is morally or socially correct. They still believe in a social contract between men and women that dictates that if they're not directly paying a hooker for services rendered, they're not technically paying for sex. It's scary for them to see the cold facts in light of investing themselves in the hope that women will love and understand them in ways they think they can or should. They'll recoil from the discomfort of confronting this by calling him maladjusted, but it's due more to his exposing incongruent ideas with experiences.

Public Relations in the SMP

Needless to say, the feminine imperative will always default to demonizing prostitution. It has a vested interest in maintaining a supreme valuation of gender, both amongst women themselves and for the purposes of shaming men. The sad fact remains though; ***you will always pay for sex in some form***. You can finance it in the long term (marriage), you can beat off to the advertising (porn), you can rent it for an evening (prostitutes) or you can pay for it by more conventional means, but rest assured, you will pay for it. All AD is really doing is distilling this idea down to core elements and looking for the best service for his money.

Once you've crossed that line, Game, in practice, becomes irrelevant (for purposes of becoming sexual with women at least). I've got to admit, I have far more respect for AD than I ever would for guys subscribing to the "true forced loneliness" idea, and when you think about it, isn't removing oneself from the game the ultimate goal of the MGTOW denomination of the manosphere? AD has at least, if not more, sexual experience with a larger variety of women than most betas or even some self-evincing PUAs do based on numbers alone.

Furthermore, a guy can flex a sense of confidence around 'unpaid' women when he's safe in the knowledge that he could have (and has had) sex with women who'd otherwise be higher than her own sexual market value. It's much easier to display the devil may care attitude women find so attractive when you really have nothing to lose. So from a certain perspective, using escorts can be a form of plate spinning. Granted, you *are* paying for the experiences, but it may be worth the trade off when you consider the time and cost invested in maintaining a solitary 'unpaid' plate.

Cost and Benefits

Whenever anyone makes a cost to benefits comparison in regard to sex with women it's inevitably going to draw up some very uncomfortable truths. On a very base, psychological level, guys want desperately to believe that there exists some woman with the capacity to love and relate to them unconditionally, in spite of an inherent, predictable and provable hypergamy. Prostitution and social interdependence with men has been what has historically kept that hypergamy in check. Post sexual revolution, Game has evolved as a countermeasure to hypergamy, but it's hard to ignore the utility of a classic like prostitution.

Even for the MRA guys who are well versed in the nuts and bolts of gender dynamics from a social and biological standpoint, it's too terrible a thought to think that all the results of their efforts really just hinge upon how well he's able to satisfy her base hypergamic list of prerequisites instead of some more esoteric value they both share together as a couple. It devalues that humanity, in a way similar to confronting nihilism, or having a deeply held ego-invested belief empirically dispelled.

Naturally, women will reinforce the opposite perception. It's in the feminine's interest to shame and deride any man pointing out the Achilles heel in their equation. It's equally important to shame and

deride her sisters who'd make a living from practicing the same truth they need to repress. Gold Diggers, Attention Whores, they're both threats of overtly exposing the mechanics behind the feminine imperative – which is essentially an exchange of provisioning for sexual service – so they must be marginalized and shamed to keep the social convention operating as discreetly as possible. Sexuality defines our relations with women. Sex is the deal breaker. Sex is the glue that holds relationships together.

Sex is the deal breaker, without it a woman becomes your mother or sister. How you choose to address that need for sex, what price you're willing to tolerate is at the heart of what AD is getting at in his posts. Why would anyone pay for a substandard experience at an exorbitantly overblown price? \$80 will legally get you a reasonably satisfying blow job in Nevada. \$300 might get you laid with an HB7 for an hour.

For Better or Worse

Before anyone gets the wrong idea, what I'm driving at here isn't an endorsement of opting for prostitution. It's in the interests of understanding Game in its totality that I'm exploring this. I've never directly paid for sex – and I lived in the state of Nevada for 8 years. I have however paid for sex (and probably far more than the direct route) in the traditional sense by over-investing in women's intimacy for minimal or mediocre returns. I should think that this is a common thread for most men whilst plugged into the social contracts the Matrix normalizes for us. Either we don't know any better (lack of options) or we've been convinced that the experience is priceless (pedestal mentality).

One of the primary reasons I disagree with the MGTOW or TFL movements is this desire to remove oneself from interacting with women. Basically they don't want to play by the rules of the female imperative, and while there's merit in rejecting it, I fundamentally don't believe that abdication is desirable or even achievable. Isolation is dangerous – building fortresses around yourself only cuts you off from information and experiences that will help you become a better Man. And while I think it's an unavoidable reality to pay women for sex in some context, I would still advocate for learning Game (theory and practice) to maximize a Man's potential for getting the best return on his investments. The Game-aware man is a student of the sexual market place, and he knows that it's essentially a commodities market.

The Tao of Game

January 10, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

生き甲斐

生き甲斐

There are a great many concepts in Game Theory that are difficult to accurately define. Understanding the intricacies of intergender dynamics is often a tough road to hoe due to individualized interpretations of what a particular term or concept should mean in a global sense. ‘Game Theory’ is even a term I’m kind of struggling with since people think it seems to exclude the actual practicing, or real world development of the same principles I explore on this blog. For the record, I believe it’s just as important to hone one’s PUA skills / tools as it is to understand why they work.

Ikigai

The concept of Alpha is another sticking point for a lot of men, both plugged-in or unplugged from the feminine Matrix – some even rejecting the concepts of alpha and beta wholesale. I find that for the most part people have a very tough time reconciling the unvarnished principles of Game Theory and, to a greater degree, the way Evolutionary Psychology compliments it, with a learned sense of moral or ethical justice they believe should be essential to human interactions. I think human beings, to varying degrees, have an in-born capacity for revulsion to ideas that reveal a very realistic,

unavoidable nihilism existing in the fundamental nature of the world. By that I mean that we seem to have some feral-level refusal for what we think would be a hopeless situation. The Japanese have a term for this called “Ikigai“, loosely translated as “a reason for being”. It would not surprise me in the least if in the future we find that humans (and other higher order animals) have specific neural ‘software’ directly linked to this rejection of the hopeless. Obviously a neural wiring that promotes Ikigai would be a very valuable evolutionary survival asset for a species.

Paradoxically though, just in the suggesting of an evolved, biological root for rejecting nihilism, it confirms the validity of that hopeless condition. In other words, the same evo-psych-prompted root that grants us a capacity to desire justice or provides with us a sense of morality (however defined) is the same root that forces us to obstinately reject the reality of our situations. The same psyche that wants to reject environmentally valid concepts like alpha/beta, hypergamy, the SMP, or a plethora of other difficult to accept Game Theory ideas is the same psyche that wants to reject the hopelessness they may or may not represent.

Bear this in mind when you come across a new concept in Game. The reality we find ourselves in is very cruel when you approach it from a binary, right or wrong, absolutist standpoint. It may satisfy a need to feel self-righteous, but it’s never a good starting point for real understanding that may benefit you later. This is what detractors of evo-psych struggle with; factoring in a human element into environmental and biological determinants. We don’t call a cheetah running down a gazelle on the African savannah ‘evil’ or unjust, or the gazelle undeserving of death. It just is.

If I were to dangle a juicy raw steak in front of the nose of a hungry Doberman, could I blame the dog for taking a piece of my hand off with the steak when he bites at it? He’s just doing what a hungry dog does. When your wife’s vagina tingles in the presence of a Man displaying evolutionarily developed Alpha cues, or you get a hardon viewing the body of a beautiful naked woman, this is the biological imperative at work. It’s not right or wrong, it just is.

Biology Trumps Conviction

This position usually grates against the grain for people invested in the ideology of personal responsibility. They think it means biological determinism, and therefor grants a free pass for all sins. However, what I’m implying is that the overriding influence is that of our biology; there would be no need for convictions if it weren’t. The mistake lies in thinking that convictions are the measure and biology is the limiter. It’s not that you can resist temptation, but rather that the temptation exists in the first place. There is no temptation without motivation. What most people fail to grasp here is that no conviction to alter behavior, mindset, belief, etc. would be necessary for an individual if the operative state (biology in this instance) weren’t conflicting with what we perceive are in our overall best interests. Biology trumps conviction because it is the operative state for us.

Biology determines what convictions we need to construct in order to optimize our existences. We then compound this with progressively more complex layerings of “conviction” upon our state in order to address inconsistencies in our natural desires. And then, conversely, our natural impulses will prompt us to rationalize loopholes in the articles of our convictions which will allow for our biological imperatives to be expressed.

Take sex out of the equation for a moment. As an am-circuit bodybuilder I have to stay cut for an upcoming competition. So I effectively starve myself for the prior 6 weeks of all the food that my body instinctively wants. Every fiber in my body wants to pound down a slice of pizza, but my conviction to look good and be at my optimal best for the competition overwhelms that primal

urge. You'd say "well, see, conviction trumps biology", but the operative state is what my biology is prompting me to do; eat starchy / sugary foods in order to prevent starvation and maximize my survival capacity by retaining energy reserves in case of emergency. My hunger is the operative state; without it that conviction to repress it isn't extraordinary. Conviction is subordinate to biology, because right after the pose-down I'm at the pizzeria eating 3 slices of suprema.

Because my biology is the operative state, inevitably conviction will be unsustainable to prevent it from manifesting in some form. Some of these are socially acceptable, some of these are socially forgivable, some of these will earn you a life in prison. Sometimes that means the girl gets drunk, he was cute and she bangs the guy in spite of herself. Sometimes it means celibate priests become pedophiles as their only means of sexual expression, and sometimes it means a homosexual comes out of the closet. There are social consequences for all these expressions to varying degree, but again, the motivator is the biological imperative.

The sexual marketplace as we know it today is the result of biological opportunism intermingling with societal buffers that are in a constant state of flux. Religious convictions and appeals to moralism are no insulation against hypergamy and the sexual marketplace. In fact, often, the more ardent the conviction, the more influential the biological imperative.

I find it's a much healthier position to accept a balance between our biologically derived impulses and our higher aspirations. It's not one or the other. It's OK to want to fuck just for the sake of fucking – it doesn't have to be some source of existential meaning. It is as equally unhealthy to convince oneself that self-repressions are virtues as it is to think that unfettered indulgences are freedoms. There is a balance.

The Curse of Jung

January 12, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The sexual revolution represents a far more significant turning point in human events than I think most people living post-sexual revolution will ever fully appreciate. I was born after it, and I would presume most of the influential participants involved in our current gender discourse today were also products of a post sexual revolution acculturation. The vast majority of authors dutifully typing away on both manosphere and feministing blogs are, for the better part, results of the social-gender restructuring that occurred in the late 60s. With this in mind I think it's important to reflect on the era prior to this to really grasp the significance of that change, and to understand how we've come to take certain aspects of our new gender reality as simply matter of fact. It's hard to believe there was a time when we didn't need to ask why men were Men.

1950

A lot of critics of really anything pro-masculine today will always fall back on the canard that the 'misogynist' author would "love to return to the 1950's". The epithet "misogynist" is as useful as "homophobe" for the same reason that it's an easy throw-away label to help disqualify a dissenting point of view. If it's hurtful or forces critical thinking that challenges an ego investment it's far easier to categorize the offender as holding to outdated modes of thinking. Make your opponent's views an anachronism and your perspective appears more valid simply because it seems the more novel and developed. But were the 1950's some gilded age of masculism? What about the 30's or 40's, or even the 19th century? Feminists and feminized men fondly resurrect the specter of the 1950's as if the decade were some apex turning point in women's enslavement; like the Hebrews under Pharaoh's yoke yearning for the promised land. All the men who held any sway over society are caricatures of white, middle class boors – more Archie Bunker than Ward Cleaver, but even Ward's benevolence

and bearing would be suspect of passive-aggressive patriarchy.

What's tragic in this silly dismissal of a masculine mindset is that it presumes any man in this, or the past three generations could ever have any realistic frame of reference for life in the 1950's. This is doubly true for contemporary women using this shaming association, but in recognizing this we have to open up a new pandora's box. What else is the feminine imperative using (deliberate or unconsciously) as "common sense" to rise to prominence?

Modern feminist understanding of gender, and really our feminized society as a whole, is based to its very foundations on an anachronism even more outdated than some mythologized chauvinist era when "men had it so good, while women were their doting, unwitting slaves."

The Curse of Jung

I go into a lot of detail describing feminine social conventions on this blog. Some people think it's unfair to target just female conventions; there are after all many other social conventions that apply to men as well. I'd agree with this of course, and besides this blog's focus being given to the social/psychological aspects of Game, those male conventions have already been (and still are) the subject of, literally, centuries of analysis and scrutiny. However, I'm going to focus on one to illustrate the progression of the cultural shift that was prompted by the sexual revolution.

Among the many archetypically masculine traits is a man's reservations of emotion. For various biological and neurological reasons, men are the more rational of the sexes. This isn't to deny them an emotional element. Indeed I've described men as the true romantics, however, classically men have to a better degree than women, been the more reserved gender when it comes to expressing emotion. What I've just described here is one of the base tenets of Carl Jung's school of psychological theory. It's kind of ironic that Freud would be so vilified by modern feminism, yet find his protege Jung would contribute so much to the fundamentals of the feminization of society.

One of the key elements Jung introduced into western culture's popular consciousness is the theory of anima and animus; that each individual, irrespective of sex, possesses greater or lesser degrees of association and manifested behavior of masculine and feminine psychological affiliations. In 2012, when you hear a 6 year old girl tell a 6 year old boy "you need to get in touch with your feminine side" in order to get him to comply with her, you can begin to understand the scope to which this idea has been internalized into societies collective consciousness. So long and so thoroughly has this theory been repeated and perpetuated that we can scarcely trace back its origins – it's simply taken as fact that men and women possess varying degrees of masculine and feminine energies. First and second wave feminism founded their psychological premises of gender on Jung's ideas and so evolved the reasonings for a push towards the social feminization we know today. The seeds for the feminine-centrism we take for granted today were planted by a Swiss psychiatrist in the early 1900's.

Whether or not there's merit to Jung's ideas, there's little doubt of the impact they had on feminism. Early feminists saw Jung's theory as the perfect springboard to further a pretense of 'gender equality'; thus making individual gender balance (i.e. androgyny) a new idealized goal state. Men simply needed to be *perfected* by exploring their 'feared' feminine natures, and women needed to be allowed the opportunity and freedom to masculinize themselves in order to perfect that androgynous balance. Introduce convenient, feminine controlled hormonal contraception and viola, gender equalism was born.

Dangerous Thoughts

I'm going to introduce a radical thought into the gender landscape that's been manicured by the

feminine imperative and Jungian theory for so long; what if it's a good thing Men should be masculine and women should be feminine? What if it's beneficial to our species survival that our very biologies are complimentary to our gender? What if we should be teaching our boys to get in touch with their masculine sides? What if gender is actually more nature than it is nurture? What if Jung got it wrong and we've allowed the feminine imperative to standardized our perceptions of gender for over a century based on an incorrect presumption?

The prevailing feminist wisdom clings to the Jung inspired notion that gender is a just social creation and one that sustains a Patriarchal hierarchy. All we need do is dress our children in as neutral an environment as possible and society will progress towards a more idealized, more humane, androgynous norm. But this is counter to the new data we find with ever increasing regularity, both in clinical studies as well as a better scientific understanding of neurology and endocrinology and their relation to sexuality and gender identity. In the early 1900's Jung lacked even a fraction of the knowledge we've studied and proved about the human animal in 2012. In addition to this we have over 100 years of advances in fields of psychology that didn't even exist in Jung's time. We've seen the social impact of over 40 years of feminized Jungian theory – are we seriously going to continue this ideology, oblivious to the long outdated legacy it has on contemporary culture? Are we going to allow the originator of Beta Game to continue defining what constitutes masculinity and femininity in our society?

Just Be Yourself

January 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



We are who we say we are.

Is the woman who applies make up everyday ‘being herself’? How about the woman with implants, is she ‘being herself’? What about the woman wearing high heels because it boosts her height 4 inches? Is the girl you see in nothing but party pics on FaceBook being herself? Lets turn it the other way, what of the woman wearing a business suit that emphasizes her shoulders with pads in the jacket is she ‘being herself’? If she colors her hair does this make her less genuine?

If being ourselves is an idealized state then I should reasonably be able to expect a like-minded fitness model to be attracted to me even if my greatest passion is to sit on my couch, eat a large pizza and wash it down with a 6 pack of Michelob while watching Monday Night Football, right? After all, I am just being myself – it’s who I am.

Believe and so you shall become

The hardest distinction the uninitiated have with the JBY (just be yourself) dynamic is that personality is malleable. Personality is always in flux. The person you are today isn’t who you were 2 years ago, nor the person you’ll be 2 years from now. There are traits and characteristics we may carry with us for a lifetime, but even these are subject to change depending upon circumstance. You define what being yourself is at any given moment and it’s relative to your personal conditions and environment. So where do you draw the line? When does a genuine change of character become legitimate rather than being ‘shallow’ or ‘superficial’? Those are just catch terms that women (and too many chumps) have used with success over the centuries and men have internalized as being

states of perception that women think are undesirable, yet they never accurately define. Rather, they stay intentionally ambiguous and relative to an individual woman's interpretation, while their behaviors indicate their own motivations.

You are who you believe you are, and you are who she perceives you to be.

One of the hardest things for anyone, male or female, to hear is that they need to change their lifestyle because it implies that their just 'being themselves' is in some way at fault for their present conditions. It's analogous to telling someone they're not living their lives 'correctly' or that they're raising their kids wrong. If I have a friend that is shooting heroin and I actively encourage him to stop and make an effort to help him 'clean up', society calls me a hero or a savior. When I encourage my friend to quit smoking before she gets cancer, I'm a concerned good-friend helping my friend with a health risk behavior. But when I tell a friend he needs to change his approach to women and this is a reason for his unhappiness and he needs to change his outlook on, and approach with women, look better and feel better, then I'm a 'shallow' prick and insensitive to his 'problem'. Worse still is even attempting to offer constructive criticism, in as positive a light possible, that a person can improve themselves by changing their outlook and modifying their behavior.

Personality is not only malleable, but it can change dramatically under specific conditions. An easy example of this is veterans with post traumatic stress disorder. These men were exposed to traumatic environments that fundamentally altered their personalities. While this is an extreme illustration it proves that becoming a 'different person' is a matter of conditions. If my conditions are such that I enjoy sitting at home eating a whole pizza, washing it down with a six pack of Budweiser and watching Anime on a Friday evening, can I realistically expect that hot fitness instructor at the gym to come on over and genuinely want to fuck my brains out? And why not? After all I'm only being myself and she should "love me for who I am", right? If this were my case, the conditions that define my personality are incongruous with attracting and/or maintaining a relationship with someone whose conditions are not my own.

JBY is an operative social convention that aids hypergamy.

Women are only too happy to endorse and reinforce JBY for the conscious reasoning that it 'sounds like the right thing to say'. It's an unassailable position; who wouldn't want you to be *you*? If what counts is all on the inside then anyone telling you to change MUST be manipulating you for their own selfish reasons. This dovetails nicely into the popularized ~~fat-acceptance~~ self-acceptance mantra most women will fall back on when the impact of the Wall begins to manifest itself in their physiques and they want to be loved for "who they are" rather than what they used to look like. However, on a subconscious level, the latent purpose of fostering the JBY social convention in men is yet another sexual selection filtering mechanism. Actually it's more of a filtering failsafe in that by socially mandating a genuineness in the general populace of men, women are more secure in the accuracy of their sexual assessment of men. If all men are Just Being Themselves and are encouraged to be the person they 'truly are', this then aids a woman in determining which man will best satisfy her hypergamy.

As I've stated in many a prior post, women claim to want honesty from men, but no woman wants full disclosure. In a general sense I advise this because it serves to sustain a Man's aura of mystery, only to be progressively discovered by women with the appropriate levels of interest and responsiveness to men. However, another reason to remain deliberately ambiguous is to defuse the JBY dynamic that women assume would be a man's default psychology.

Iron Rule of Tomassi #8

Always let a woman figure out why she won't fuck you, never do it for her.

An integral part of maintaining the feminine imperative as the societal imperative involves keeping women as the primary sexual selectors. As I've detailed in many prior comments and posts, this means that a woman's sexual strategy necessitates that she be in as optimized a condition as her capacity (attractiveness) allows for her to choose from the best males available to satisfy that strategy.

JBV is a tool in maintaining the feminine imperative as the social imperative. Furthermore JBV serves in optimizing hypergamy in aiding a woman's sense of security about assessing which man will best suit her hypergamy. Ironically, the JBV dynamic gets upended once a monogamous relationship is established by a woman's anxiety for 'fixing' her partner once in that relationship. What was once the pseudo-genuineness of just him being himself is replaced by "I'm working on him" in order for him to become the ideal man to meet with her hypergamic approval – thus exposing the calculated nonsense JBV really is to begin with.

We are who we say we are

We can alter our own personalities and have them altered by our conditions or any combination of the two, but to suggest that personality is static is a falsehood. The trap is to think that altering personality is in anyway disingenuous – there are certainly terrific 'actors' or 'poseurs', and the like, that when we are confronted with them we sense (or even know) that they are pushing an envelope that they may not be entirely comfortable with, but there is merit to a 'fake it till you make it' doctrine. We only perceive it as being 'false', 'superficial' or as "trying to be something you're not" when we have a concept or knowledge of a previous set of personality behaviors. If you met a likable cocky-funny guy at a club this weekend, how are you to know whether he's the real deal or stretching the limits of his personality if you've never met him before?

Law 25: Re-Create Yourself

Do not accept the roles that society foists on you. Re-create yourself by forging a new identity, one that commands attention and never bores the audience. Be the master of your own image rather than letting others define it for you. Incorporate dramatic devices into your public gestures and actions—your power will be enhanced and your character will seem larger than life.

Why Marriage Needs Men

January 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I'd very much like to leave religion, at least in the organized sense, as a topic for another blog, however, as it applies to Game and intergender social dynamics it's occurred to me that this isn't entirely possible. Since its inception the SoSuave community has had a strict policy against threads specifically exploring religious topics. For obvious reasons these tend to get rather heated in terms of discussing theology, and most simply devolve into flame wars with no real purpose. Yet, in terms of how religion and moralism apply to the intergender landscape and sexual marketplace, I think it does a disservice to a fuller understanding of how the sexes relate to one another. In my tenure as a SoSuave forum moderator it pains me to have to delete so many promising threads because the topic strayed from "Game and religion" into "My God can beat up your God." So my disclaimer for this blog is this; any time I delve into the subject of religion, moralism, ethics or anything that might be construed as esoterically inspired, understand that I do so in an effort to address how it influences the social dynamics between genders. Never is it an attack on individual beliefs, rather consider it a critical analysis of how those beliefs interact with the reality we live in.

Why men need marriage.

Today's topic article comes to us courtesy of Pastor Mark Driscoll. I briefly touched upon Driscoll's pollyanna, socio-religious propositions in Could a Man Have Written This? and reference him in Build a Better Beta. Driscoll's article, while ostensibly written to advertise his latest book, is really an essay in irony. This irony is literally written into the article's title, and I'm certain that Mark is entirely oblivious to it. You can go ahead and read his very simplistic overview of modern gender relations; it will scarcely impress all but the most green of noobs in the manosphere that Driscoll is

firmly planted in the world created by the feminine imperative. Even in just asserting ‘men need marriage’ we get an appetizer of the gruel of male shaming yet to be served. Sadly, he’s not covering any new ground that Kay Hymowitz and the bleatings of Kate Bollick haven’t already beat him to the punch with.

I don’t think I need to go in to too much detail about Driscoll throwing rocks at the moon to make it go away. Anyone with even a cursory knowledge of Game can see him for what he is. My concern is that HE doesn’t see himself for what he is. I’m concerned because I think his head is in the right place, but he so lacks any real-world experience with the sexual marketplace that he’s unaware of his participation in promoting a world view he’d otherwise be adamantly opposed to. Driscoll shares in the major failing of Social Conservatives in terms of understanding Game; they are the unwitting instruments of the feminine imperative.

Driscoll’s intent is to see men returned to some semblance of traditional masculinity, with all the benefits and liabilities that antiquated romanticism implies, but he employs the chief ideologies and tools of the feminine imperative to do so. The shaming conventions, implied lethargy, shirking of male-attributable responsibilities, et. al. he uses are the same clichés the feminine imperative has established as the articles of Man-Up! 2.0. Mark is blissfully unaware of the Male Catch 22:

Man Up or Shut Up – The Male Catch 22

One of the primary way’s Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it’s convenient, while simultaneously expecting egalitarian gender parity when it’s convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man’s masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they’re conditioned to believe that they’re cursed with masculinity (Patriarchy) yet are still responsible to ‘Man Up’ when it suits a feminine imperative. So it’s therefore unsurprising to see that half the men in western society believe women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it’s convenient to meet the needs of a female imperative.

Mark Driscoll’s presumptive starting point is putting men in the subservient role, while expecting them to Man-Up, take control, and be better men all with the idealized goal of becoming more appropriate, more suitable men for women. Marriage is the goal and the cure to prolonged adolescence – in other words better serving the feminine imperative qualifies men to be adults. From Could a Man have Written This?:

In girl-world, what directly benefits women *necessarily* is presumed to benefit men, so what we’ll see is a new wave of [female] bloggers bastardizing the world-worn ideas that the

manosphere has put together and repackaging it in a female context. It's Man Up 2.0; make a token push to "re-empower" men just enough for them to idealize the romanticism of the responsibilities required for living up to women's expectations.

Without an afterthought Driscoll titles his diatribe "Why Men NEED marriage" with the presumption that getting married will force men to Man-Up. This is the extent of his critical thought, because he has no realistic frame of reference beyond what his self-righteous Matrix-think conditioning will permit. He's batting for Team Woman (not unlike another infamous female blogger), but would have us believe it's for our own good.

Sanitizing Game

Recently there's been an upswing in a social conservative push to 'sanitize' Game; essentially taking the drive and principles of the manosphere and converting them to fit into their doctrinal narrative:

A major illustration of this can be found in the 'late-to-the-party' resurgence of masculine ideals in mainstream evangelical christianity today. Like so much else in christian culture, they're happy to use the popularity of a secular phenomenon and repackage it as kosher, the manosphere is no exception. Hacks like Mark Driscoll and more than few other "relevant" new order evangelical pastors have co-opted manosphere (MRA?) fundamentals – even 'purified' forms of Game – as their particular cause du jour for returning men back into their roles of accountability to the female imperative. This of course has an overwhelming appeal to White Knight prone guys, but the push is disingenuous for the same reason 'pro-men' female writers are – they still use the girl-world, female imperative rule book to define their outlook.

Rediscovering masculinity is the new black in 'relevant' church. It sells very well, and in and of itself it's not too dissimilar from the perspectives of the manosphere about owning your gender. The similarities end in the application. While it maybe cathartic to beat your chest and pretend to fight like a UFC fighter at some 'christian' men's weekend (evangelicals men have inexplicably embraced MMA fighting in the last 5 years), the takeaway message is still one of apologizing for their testosterone. They can only own their masculinity insofar as it doesn't upset the feminine imperative.

Never take dating advice, or really any opinion of intergender relations seriously when it's coming from moralistic guys who've never had the benefit of past, first hand experience with women. Evangelical understanding of gender relations is based only upon a very insular and anachronistic perspective. Consequently, what constitutes their understanding is derived from living vicariously through their unchurched friends, romantic comedies, reading statistics that agree with their perspective, all in an effort to make themselves feel better about having married the first girl they met at church camp.

Driscoll is a fantastic illustration of a guy who's been entirely out of touch with the social changes and the sexual marketplace since he got married.

For further reading Dalrock has an excellent breakdown of this article [here](#).

Setting the Rules

January 17, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From SFS on SoSuave:

Been with my GF for 18 months now , tonight she tells me that we have a dinner with her family to celebrate her cousins B Day at a restaurant on Saturday.

At first I agree, then remember that my SF 49ers are playing a huge game, I tell her dont think Im gonna be able to make the supper because of the game.

She gives me a weird look shrugs her shoulders and give me the sarcastic do whatever you want babe.

To me this is a not brainer, staying home to watch the games.

Thoughts ? I wonder if she will really be upset.

Her cousin is like a brother to her.

I should probably set these rules early on.

Real simple, what do **YOU** want to do? Who's frame are you living in?

You can rationalize a reason for either choice: 49ers playing a game that will never be repeated vs. her cousin's B-Day that will, in all likelihood, come again next year, or you can make the case that football is frivolous compared to the cousin's B-Day – it make no difference. It doesn't even have to be football, it could be anything you have a passion for. What matters is that you set a precedent for controlling the frame of any future relationship.

Self-love is not so great a sin as self-neglect. She serves at your pleasure. That's not to say you're a callous inconsiderate asshole, just that your sacrifice (which will never be appreciated in girl-world) for commitment demands that you be the primary partner. Consider the magnanimity of you *choosing* not to watch football in order to do something for/with her in the future after having put her and the cousin off in the past. If you had caved in and went to the B-Day, she would never realize the future importance of you putting off watching a game. She could never appreciate the significance of your passion if you demonstrate that it doesn't mean that much to you in the first place.

A lot of men who find themselves in relationships where they feel unappreciated by their committed partner are often there because they simply lacked the balls to make their primacy real for her in the beginning. As the majority of men are optionless Betas it comes as no surprise that most will readily sell themselves out in the beginning to keep the peace and keep the pussy open. Only later do they discover that their early supplications are precisely the reason she lacks respect and loses the lust for him. Men think, "she'll love me more because I'll do anything for her" while women think "he's spineless and weak because he'll do anything for me."

Demonstrate, do not Explicate

In the greater scope of things, women can never appreciate the sacrifices men make in order to satisfy women's socio-sexual imperatives. However, Men do possess the capacity to impress upon women the importance of their purpose or passions. In fact, when done with the appropriate art and intensity, impressing this upon women can be a fantastic tool of Game to stimulate genuine interest as well as 'gina tingles'. Competition anxiety is a powerful force in the sexual marketplace for women, but within the confines of an LTR this stress tends to subside into a relaxed comfort and familiarity which is the antithesis of the lust-fueled sexual urgency prompted by the imaginings of losing a high value man to another competitor in the hypergamic arms race. To counteract this future situation, what needs to be established early in an LTR is a man's genuine passion for something other than her. From the 16 Commandments of Poon:

III. You shall make your mission, not your woman, your priority

Forget all those romantic cliches of the leading man proclaiming his undying love for the woman who completes him. Despite whatever protestations to the contrary, women do not want to be "The One" or the center of a man's existence. They in fact want to subordinate themselves to a worthy man's life purpose, to help him achieve that purpose with their feminine support, and to follow the path he lays out. You must respect a woman's integrity and not lie to her that she is "your everything". She is not your everything, and if she is, she will soon not be anymore.

Since women fundamentally lack an appreciation for a Man's experience, convincing a woman of your purpose or passion requires breaking a few eggs. You cannot be afraid to let things get messy.

Demonstrating this purpose to her, early in the relationship, and particularly at the risk of destroying the relationship, is the lynchpin to authoritatively defining the future frame of any relationship. This applies equally to both LTRs and/or nonexclusive plates you're spinning.

When she enters your world, she has to experience it first hand for it to have any legitimacy for her. This requires that you demonstrate what it means to live, or be in love, with a Man who's purpose is NOT dependent upon her. You cannot explain to a woman what things are like to be with you – it only resounds with a puffed up rationalism that she cannot relate to, and thus has NO legitimacy for her. You have to make it real for her; your passion, your purpose, your direction and vitality must become the 'other woman' in the relationship. If that amounts to something as simple as putting her off to watch an NFL Playoff game, so be it. If it requires you to be on an extended deployment in the middle east, or if you can think of nothing else but climbing K2, so be it.

Once a woman understands the gravity and legitimacy of your purpose / passion, only then can she come to appreciate the significance of you foregoing or postponing the dictates of that purpose for her. She will never feel more important to you than when you (occasionally) lift her above that legitimate, verified purpose.

Women will never appreciate a relationship that is a Man's greatest ambition. For a very gritty depiction of this watch the movie Blue Valentine.

NEXT

January 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The opposite of love is not hate – the opposite of love is indifference.

I think one of the biggest mistakes guys against a 3 Strikes rule make is assuming that it means a guy would be so preoccupied with sex that you couldn't wait for 4-6 dates. They assume that a 3 Strikes rule (or any rule dependent upon sexual reciprocation) makes them Players at best, superficial and sex-concerned at worst. Nothing could be further from the truth.

The mistake is to presume that a 3 date policy is some form of punishment for the girl for not having 'put out' soon enough to verify interest. It's not punishment, it's a fail-safe that serves to protect a guy from some protracted personal investment for a very limited return. For example, I play golf and when I want to improve my game I hire a golf pro. I pay him \$120 for 3 lessons, so \$40 per lesson (very similar to the \$40 per date rule popularized by Tom Leykis). At the end of my 3rd lesson I assess whether or not my game's improved and I can decide to continue with him or, if I see no improvement I can choose to find another pro and do the same. There are a lot of golf pros ready to work with me. I'm not punishing the pro for doing this, I'm simply looking for the best value in an area I wish to improve in. If I think my swing has improved or I notice my average go up, I'll continue with the pro.

The misunderstanding is to see a 3 Strikes rule as a threat. “She’d better put out after tonight or I’m outta here”. I can see why that would place a burden upon a woman, but you must take into account why a 3 Strike rule would even be a necessary concept. 3 dates (and I mean real dates, none of this coffee / lunch crap) over the course of 3 weeks should be ample time to make the assessment as to whether a woman has interest and attraction enough to become intimate. Anything beyond this is indicative of filibustering on a woman’s part and usually points to an only lukewarm IL if at all. In this way a 3 Strike rule benefits both men and women; why would either sex want to engage in a relationship that was lackluster from the start? Why would either want to be involved with a person who was settled on or settled for?

It’s urgency and anxiety that makes for genuine, chemical-fueled sexual desire – not comfort, not familiarity. This is precisely why I say *Any woman who makes you wait for sex, or by her actions implies she is making you wait for sex; the sex is NEVER worth the wait*. It’s not that you can’t have sex with her, it’s that the sex is compromised, internally debated, choice-of-necessity sex. It becomes mundane before anyone’s clothes come off.

The Power of NEXT

I used the above situation as a prelude to illustrate the power of tapping into one of the most elusive and difficult to internalize principles of game – the power of NEXT. It’s very easy to casually type, “just NEXT her man” when you have no personal investment in the advice you give. It’s standard male deductive-logic pragmatism, and rightly so, to solve the problem by eliminating the source. Likewise when you lack a real understanding of the personal conditions and mental schemas the average guy (i.e. Matrix-Beta) is predisposed to, telling him to simply NEXT the only plate he’s got spinning is about as useful as telling him to Just Be Himself with the next girl he happens into.

Spinning Plates is actually the best starting point for mastering the power of NEXT. When you have other irons in the fire it’s much easier to shift the focus of your attention to another woman; at least in theory. There’s a certain degree of emotional dissociation that needs to be made and this is usually dependent upon the personal investment a Man puts into any one woman. Far too many men, and even practiced PUAs, have a very hard time with NEXT not only because of this dissociation, but also the doubt that comes from “what might’ve been.” Couple this with a soul-mate myth inspired ONEitis and you can see why most guys will fight to their own bitter end *not* to NEXT the girl they’re with.

It’s exactly this doubt that makes men think they’d be throwing the baby out with the bath water by NEXTing a woman. A lot of men think that NEXTing a girl is some knee-jerk response from guys who don’t have any other ideas of what to do, when in fact it should be a practiced, default response for the first indication that a woman is attempting to set the frame in her favor by manipulating a guy using her intimacy as a carrot to pull the cart. It’s men without options that find NEXTing a girl in some way ‘wrong’, and to a man with only one plate spinning this is entirely counterintuitive, but it’s important to remember that Rejection is better than Regret – even if you’re the one doing the rejecting. It’s better err on the side of NEXTing than be dragged into the quicksand of a woman’s frame.

Tactical NEXTing

The opposite of love is not hate – the opposite of love is indifference. When your silence inspires more anxiety than any spoken threat, that’s when you’re an Alpha.

Learning indifference is the key to mastering the power of NEXT. Women are masters of

indifference for the same reason Men with options (i.e. Plate Spinners) find it useful; they derive confidence from having options. Since women (in their prime) are the primary sexual selectors, indifference is their natural default state. It's only Men with options who make an impact enough to rattle a woman out of this default indifference and fire her imagination (caffeinate the Hamster).

NEXTing as a tool is one of the best ways to determine real interest level in a woman. Dumping a woman is one of the highest forms of DHV that a man possesses. Nine times out of ten the NEXTed woman will attempt to reconnect with the guy who's got the personal confidence enough to walk away from her. Why is this? Because it shakes up the routine which you slip into by playing in her frame. In behavioral psychology terms she's about to go into what's called an extinction burst. You've removed her source of reward (i.e. attention, comfort, familiarity) and now she will frantically attempt to restore it. Uncertainty is exciting, particularly after you've set a pattern of behavior that she thinks is secure. Unpredictability is good. The guy who can walk away from a less than optimal situation is a man communicating that he has options and the confidence to be uncompromising (or at least less compromising) in what he's willing to accept. The secret is that pussy is an easily had commodity and it's up to a woman to convince you that her intimacy is in some way unique among all others. The hard truth, that she's well aware of, is that no amount of sex is an equitable trade for a man's complacency and/or compromising his identity.

In fact, a woman wants you to walk away; it communicates that her intimacy has no control over you putting you decisively in control (where she wants you to be), increases her desire by planting a seed of doubt of her estimation of you, proves you to be (at least in appearance) a man with other irons in the fire, and finally, confirms for her that your attentions are valuable to other (potential competition) women.

Permanent NEXTing – Going Dark

There will come times when NEXTing a poisonous woman becomes a necessity. For any number of reasons, extracting her from your life may be essential to saving your own life. NEXTing under these conditions (really a break up) takes on much more gravity since the woman you're cutting off will still experience the same extinction burst despite the factors (perhaps her own fault) that led to it. The same basic principles of emotional dissonance apply, but the emotional investment may make it impossible to achieve true indifference. It's during these extinction burst when she opens up sexually to retain a your failing interest that prove the most difficult for men to resist. A starving man can't help but want to eat from the most convenient buffet prepared for him, even when arsenic is on the menu.

As I mentioned in War Brides, women have an innate, hard-wired psychological facility in achieving this degree of indifference that men can scarcely believe they're capable of – even after decades of an LTR or marriage. So imagining and enacting a disconnect of this emotional magnitude is kind of a foreign concept for men to embrace themselves. It not only goes against our deductive, problem solving natures, but it also conflicts with a feminine primacy acculturation that teaches us to stick with her no matter what, "all for love."

Keep that in mind; the intent of your leaving isn't punishment for her misbehavior, nor is it meant to teach her a lesson to learn from, it's to save your own life from further damage. As I stated earlier, NEXTing a woman is DHV (demonstrating higher value) of the highest order. True or not, It implies you had other, better options than her. NEXTing her implies you've just gone from a comfortable, familiar beta to the indifferent Alpha that she never realized you had a capacity for. What serves as a

benefit in Tactical NEXTing is liability in a Permanent NEXT, you will hear from her again. At first it will be desperate and crying, later it will be casual with feigned nonchalance – don't take the bait. The best thing you can do is go dark. Block her calls / texts, drop her from Facebook if you have one, cut off all contact. No messages via friends, no "hey howya doing?" nothing but indifference. You're off the grid for her.

Learning indifference is the key to the power of NEXT. Presuming and cultivating that presence of indifference makes your attention that much more valuable and makes a permanent NEXT a much easier transition.

Borderline Personality Disorder

January 20, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Were you just looking at her?!! WERE YOU?!!...I bet you just wanna fuck her don’t you?.. DON’T YOUUU!!!”

One curious aspect of the manosphere community is it’s tendency to pick up on what I’d call ‘pet pathologies’. It’s very easy and comforting to ascribe a general lack of social intelligence or a retardation in social maturity on Asperger’s Syndrome. I’m not suggesting that Asperger’s isn’t a legitimate pathology, but I think the frequency with which men will conveniently attribute their social awkwardness to it delegitimizes the real illness. Most Betas often report a discomfort with approaches and Game in general because of varying degrees of social anxiety that they’ve internalized for the better part of their lives.

So, it’s a much simpler premise to attribute this to a psychological disorder than to admit that they’ve got a lot of work ahead of them in unlearning the hinderances the’ve been conditioned to believe about themselves for so long. I’m not saying guys (why is it rarely women?) don’t have Asperger’s, but I think some real introspection is due before diagnosing it for themselves. Another neurosis that gets attributed to women in the manosphere is BPD, Borderline Personality Disorder:

*DSM-IV-TR Diagnostic Criteria A pervasive pattern of instability of interpersonal relationships, self-image, and affects, and marked impulsivity beginning by early adulthood

and present in a variety of contexts, as indicated by five (or more) of the following: Frantic efforts to avoid real or imagined abandonment. A pattern of unstable and intense interpersonal relationships characterized by alternating between extremes of idealization and devaluation. Identity disturbance: markedly and persistently unstable self-image or sense of self. Impulsivity in at least two areas that are potentially self-damaging (e.g., spending, sex, substance abuse, reckless driving, binge eating). Note: Do not include suicidal or self-mutilating behavior covered in Criterion 5. Recurrent suicidal behavior, gestures, or threats, or self-mutilating behavior. Affective instability due to a marked reactivity of mood (e.g., intense episodic dysphoria, irritability, or anxiety usually lasting a few hours and only rarely more than a few days). Chronic feelings of emptiness. Inappropriate, intense anger or difficulty controlling anger (e.g., frequent displays of temper, constant anger, recurrent physical fights). Transient, stress-related paranoid ideation or severe dissociative symptoms.

I struggled with deciding whether to write about this because in our current intergender environment, it's very easy to conveniently ascribe these symptoms and tendencies to the 'psycho bitches' that men often complain about. She's crazy in bed, but she's also crazy out of bed. I would doubt that there's a man dating in the last decade who hasn't encountered one or some combination of neurosis listed in this clinical diagnosis with a woman he's dating or has dated.

As the gender landscape has developed in the last 40 years, so to has the variety of psychoses. So it's for this reason that I think understanding true BPD neurosis in comparison to the common anxieties of insecurity that women are prone needs to be explored.

True BPDs

I had an LTR with a BPD woman for 4 years when I was in my 20s and I can tell you from experience, it's nothing to laugh at or take lightly. It's particularly damaging for AFCs locked into a BPDs negative feedback loop, especially when he's developed a soul destroying ONEitis with her and associates himself as the source of her depression / psychosis.

True BPDs progressively convince their victims that they are the source of her neurosis. You are not yourself, you are who she's molding you to be, and eventually you'll come to believe that it's in your best interest – indeed, your responsibility – to be who she wants you to be to sustain that neurosis.

You will gradually give up on your family and friends (or they give up on you), you will drop all ambitions and passions that directly focus on you, and you will abandon any genuine, independent identity you held for yourself, all because these are threats to the neurotic narrative she constructs for herself and lives out.

She will reward your conversion to her psychosis with the intermittent reward of crazy hot sex, but this is simply the reinforcer to keep you locked into her narrative. The YOU you know will cease to exist and the character she creates for you will take over. This is especially true for beta chumps who see their BPD as their best, only option for a long term romantic prospect. She's an HB 9 (to him) and he's never fucked better than a 5 in his whole life, so the risk of catastrophic loss is real and ever-present. It's fate that brought them together, and if he can only help allay her fears they can live happily ever after.

In the latter stages of a BPD relationship you will get to the point where her overt cuckolding of you is an acceptable situation. You think you'll mitigate it by negotiating some "open relationship" status with her. You will internalize the reasoning that negotiating for her desire is preferable to losing her.

You'll propose that an open relationship means you're both free to fuck other parties, when in reality it's the only way you can rationalize for yourself the fact that she's going to go fuck other guys, and you're going to accept it because you're locked into her neurosis. It's your fault she feels compelled to fuck other guys – and you'll believe it.

That, or the mere suggestion of you being interested in sex with another woman will send her into fits of jealous, histrionic rage. You're living in fear. You're afraid she'll commit suicide if you uproot yourself (a classic BPD unspoken threat), but trust me on this, it'll be you who swallows a bullet long before she ever will. I've personally known two men who've done just this, and another who hung himself as the result of a BPD relationship.

I know it seems like most of the friends you still do have are simply passing you off by saying "get out" and move on, but your life literally depends on you doing so. Cutting you off and disengaging you from external perspectives about your twisted relationship is essential to a BPD's neurosis. Eventually your friends and family will give up on the 'new you'.

Also, I must add this, when and if you do finally muster the self-concern enough to actually leave her, expect a complete about-face in her mentality and behavior. The one thing a true BPD loathes more than her victim is the thought of having to ensnare another. There are plenty of other Beta chumps ready to fill that role, but the comfort and easy predictability you represent to her in the present builds an emotional dependency. BPDs will fight like wild animals not to lose their victim, so expect an extinction burst from her the likes of which are unimaginable.

For a guy so accustomed to her neurotic behavior, his first impression is that she's making some real change for him in order to "improve the relationship." It's not, but so radical a shift in her behavior will convince you otherwise, and cause you to doubt her deception, particularly when you yourself have no options and believe you'll never do any better than her.

Plate Theory VI: Abundance & Scarcity

January 23, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Law 16: Use Absence to Increase Respect and Honor

Too much circulation makes the price go down: The more you are seen and heard from, the more common you appear. If you are already established in a group, temporary withdrawal from it will make you more talked about, even more admired. You must learn when to leave. Create value through scarcity.

Plate Theory is for your benefit, not for women's. That might sound harsh, but it's a method intended to increase your value as a commodity that works on two levels. First, the external – by practicing honest, non-exclusive dating you communicate to your prospective plates that you are in demand. I've gone so far as to tell men to foster this sense by never answering the phone from Friday to Sunday evening, even when they have no other plans. The perception that your attention is sought after increases its value – it's when men are too eager to get with a woman that their attention becomes worthless and IL declines. Nothing serves a man better than having 3 or 4 women competing for his exclusive attention and fostering in them that feminine competitive anxiety in as subtle and covert a way as possible. It's a real art that women are all too familiar with. Women are natural plate theorists, they simply use their varying degrees of physical attractiveness to line their plates up.

Secondly, plate theory is for a man's own internal benefit. As I said in my original thread, it's much easier for a man not to give a shit if he truly doesn't give a shit. It's far easier to deal with women on the basis of indifference when you have a subconscious knowledge that there are at least 3 other women who'll be happy to have your attention if one plays games with you.

You will invariably pass most shit tests in this fashion. The reason men fail most shit tests is because

they subconsciously telegraph too much interest in a single woman. Essentially a shit test is used by women to determine one, or a combination of these factors:

- a.) Confidence – first and foremost
- b.) Options – is this guy really into me because I’m ‘special’ or am I his only option?
- c.) Security – is this guy capable of providing me with long term security?

By practicing Plate Theory, your mental attitude will be such (or should be such) that you will pass most shit test based simply on this practice. Abundance thinking is the root of Plate Theory. A lot has been written about approaching women (and really life in general) from a position of Abundance. People often make the mistake of assuming that having a wide variety of choices tends to cheapen the commodity, and to a degree this is accurate, but it also allows for a better, learned awareness of which choice amongst the pool is common and which is of higher quality.

...but Rollo, I’m so busy that I have no choice but to ignore and postpone. They sense it and seek me out. I worry that I’ll create crazies. My weekends are jammed. At what point do we stop?

This is the best problem you can have. You’ve successfully flipped the script; you’ve gotten to a point where it becomes instinctive and your plates actively seek out your attention. By default, you’re creating value by scarcity. At what point do you stop? How old are you? If you’re under 30 stay in the game. If you’re over 30, stay in the game, but cool things off occasionally – the only time a man should even contemplate monogamy is after experiencing abundance. If you’re inundated with women occupying your weekends, consider hooking up with a proven plate on a Thursday evening and reserve your weekends for your other pursuits.

Also, don’t be afraid to clear your schedule to hang out with friends or do other things that interest you. Remember, scarcity increases value. Too many guys think that plate spinning is something that needs a constant effort, it doesn’t. In fact applying yourself equally across all your active plates only pushes you closer to settling for one or two. Most guys think that they have to continually spin their plates, you don’t; if you’re doing it correctly they’ll spin themselves for you. The anxiety is that if you don’t keep applying attention to any one plate she’ll lose interest and fall off. Sometimes this is the case and you have to be prepared to accept it, some plates have to break in order to spin more, and that’s OK. More often than not however, your scarcity will create value and mystique, thus they will pursue you for their affirmation.

Plate theory of course can be a means to an LTR, but bear in mind that it’s essential that you practice it long enough and effectively enough to determine what a quality woman means to you and how to recognize her. As with most Game skills, the AFC will use them to some degree of success up to the point that he finds his idealized “girl of his dreams” and launch into a self-destructive LTR because his idealization was based on juvenile impressions rather than a mature understanding of what a quality woman’s characteristics are. This is all due to a lack of concrete experience.

Spin plates for as long as possible, because once you do commit to an LTR, even with the tightest of Game you will lose a measure of the competitive anxiety that made your attentions valuable to any one woman. All your plates fall off AND the girl you’re engaged in an LTR with relaxes. This is root of why men find that the woman they had hot sweaty monkey sex with when they were dating becomes more sexually reserved a few months after they’re a couple. The competitive anxiety is relieved and therefore sexual frequency and quality is no longer a proving trait for her. That’s not to say there aren’t methods to stoke this anxiety in an LTR, but, by comparison to being single, the

frame of the relationship doesn't have to be contested when she and you understand that she is your only source of intimacy and sex. In a committed relationship, you simply cannot spin plates.

Chivalry vs. Altruism

January 24, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



*Lonely ships, upon the water / Better save the women and children first.
Sail away with someone's daughter / Better save the women and children first.*

A lot has been made about the recent Costa Concordia shipwreck, and predictably the White Knights and Femcentrists are all tied up in knots about the condition of a society where humans with penises are ~~unwilling~~ less willing* to sacrifice their lives for humans with vaginas. The gravity of gender dynamics in a potentially life threatening scenario is a fantastic opportunity to illustrate the Male Catch 22;

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Gender issues in survival situations (greatly exaggerated) aside, I thought I'd take this opportunity to riff a bit on Chivalry.

Chivalry

Chivalry is simply one of many ideologies that was subsumed by westernized romanticism. Chivalry also applied toward things such as not hitting a man while he wasn't looking

or attacking a blatantly undefendable, inferior or even a respected foe. It was originally intended as a code of ethics determined by the Roman Catholic church to control the otherwise lawless and violent natures of soldiers and knights who, understandably, had a tendency for brigandism in the middle ages. What passes for most people's understanding of chivalry is actually a classic interpretation and bastardization of western romanticism and the ideologies of 'courtly love', which ironically enough was also an effort by the women of the period intended to better control the men of the early and high Renaissance. Essentially it amounted to a taming of the over-dominating masculine influence of the time by laying out a system of prescribed appropriate conditions necessary to satisfy a woman's access to her intimacy.

Like today's push for men to better identify with the feminine, the idea of courtly love was to 'encourage' men to explore their feminine sides with odes of divine expressions of love, offerings of fantastic (often life threatening) feats to prove one's devotion or presenting gifts beyond compare to again prove one's worth and sincerity to the "object" of his desire – her's being the only gauge for acceptance. The articles of courtly love are actually the inception of our tradition of buying an expensive wedding ring for a woman. And just like the women of today, their behaviors rarely matched their stated intents, but far be it from the objective eye to cast a doubt upon them for fear of social ostracization.

I'll open doors for old women, my mother, my wife, my daughter and any other woman I happen to get to the door at the same time with, not because I have some intrinsic need to dominate the vaginas of the world, but because it's my habit. Rituals don't make a man what he is, but his character, confidence and bearing. We call something 'courteous' because of this 'courtly' dynamic, but it's the Man behind the courtesy that makes the difference. I don't think twice about helping a man or a woman carry a heavy load, nor do I care what sex the person is I may help fix a flat tire.

One of the primary elements of charity is that if you expect any compensation for the act, it isn't charity. I've stated in the past that women lack a fundamental capacity to appreciate the sacrifices Men must make in order to facilitate their feminine-centric reality. However, to take this one step further, Men need to be aware from the outset that any efforts they make will NOT be appreciated as being extraordinary. In the feminine centric reality, your sacrifices are a prescribed expectations and normalized – you're supposed to 'do the right thing', and that right thing is always to promote the feminine imperative. So with this in mind, and within the social framework established by the feminine imperative, it serves a Man best to presume that any effort he makes will go entirely thankless.

Does that sound like a raw deal? It sure as hell does to me, but that's the reward-center wiring my brain is prone to. It makes little sense to paint a masterpiece that no one but yourself will ever see, but yet here I am putting paint to canvas – why? Feminism may have killed chivalry, but it still hasn't touched the paradox of altruism.

Altruism

There are many examples in the natural world of what appears to be altruism, but the motivations behind the altruistic behavior are what gives it away. Meerkats live in a cooperative community and post guards to lookout for potential threats to that community. It's common practice among these lookout Meerkats to sound a warning loud enough to alert the clan, but also specifically to draw attention to themselves. They often make no effort for self-preservation and allow themselves to be killed in order to forestall a predator and give time for the greater whole of the community members

to reach safety.

This may appeal to our sense of morality as an altruistic act of self-sacrifice, but it's really one example of species preservation among higher order animals. I read about a soldier falling on the grenade in Iraq and there are many other similar stories of exactly this same act in other conflicts throughout history. And while I can't say for certain what a man's personal reasons were for self-sacrifice, I do know the function for which the behavior occurs – sacrifice for the greater good. One dies so that a majority do not, makes for an efficient preservation of the whole. A bee stings, perhaps without knowing it will kill him, in order to preserve the collective. It's written into it's biology to react to threats in such a way. For the same reason I sincerely doubt that a soldier throwing himself on a grenade would have any premeditated concept of sacrifice for a whole. Nor would I say the guy gave any forethought, much less had the time to do so, to contemplate who in the group had kids to live for or assessing the individual value of their existence, or thinking he would live on in infamy – he just reacted.

Often what we call acts of courage, heroism, cowardice, or even greed are little more than necessary behaviors of what a particular condition demands of us. We can afford the luxury to call these behaviors what we'd like after the fact, but often we don't have the time to contemplate the consequences of our reaction – we just do things autonomously sometimes. A soldier has 5-10 seconds to react to a live grenade, but we've got a lifetime to define what heroism is.

It's in light of this reactionary altruism that I believe Men, more than women, have an innate capacity for self-sacrifice. In a life or death context this is an easy illustration, but in everyday life, the choices we make and the habits we take for granted stem from this hard-wired altruism. Let me make it clear that from a philosophical standpoint I don't subscribe to the idea of selfless altruism: even if just on a subconscious level, we all do things with some expectation of reciprocity or reward. There's a martyr in every Man that thinks his sacrifice will earn him accolades of pussy. When you can get a 16 year old boy to strap explosives to his body with the promise of 70 virgins in heaven, then you'll begin to understand altruism from a male perspective.

Enter White Knight

Bear in mind that what we think of as chivalry today is a bastardization of the initial concept courtesy of Hollywood and romanizations. Also consider that our popular concept of chivalry is a westernized idea that almost exclusively applied to the landed aristocracy of western Europe during the middle ages. The original, latent purpose of chivalry was to hold wealthy men accountable to the Holy Roman Empire and not kill each other or resort to banditry as was common at the time of it's inception.

White Knights and 'liberated men' who voluntarily serve the feminine imperative make a common mistake in associating 'chivalrous' behavior with westernized romanticism. The concept of Courtly Love, what would later be referred to as "Romance", actually began with aristocratic women playing "romantic games" amongst themselves and a series of suitors – generally while their noblemen husbands were away on some military campaign. The contests would be tests of devotion, sometimes writing sonnets or poetry, other times it may've been slowly bleeding to death to prove their affections. Obviously taken to the extreme this had it's downside, but the "games" took root in society and have evolved over the course of history.

I'm not saying being 'chivalrous' doesn't have it's uses, but like any gift or attention, the more a Man applies it the sooner it loses it's appeal. See it for what it's become, and what it began from.

Free Lunch

January 25, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Rollo talks a lot about shaming tactics from women, and one I’m hearing now is that if the man doesn’t pay for the date, he is actually being feminine and passive, and is attracting more masculine, ball-busting like girls because he’s giving his role of pursuer up, and feminine women will be repelled by men who don’t pay for their drinks/dinner/dates etc. To me, it just sounds like women being afraid of losing an advantage they’ve always had, free stuff.

How do you see it? First date is coffee, do you pay for that? Does she pay for her own? Do you look cheap if you buy that first cup? Do you look needy if you buy that first cup?”

Law 40: Despise the Free Lunch

What is offered for free is dangerous— it usually involves either a trick or a hidden obligation. What has worth is worth paying for. By paying your own way you stay clear of gratitude, guilt, and deceit. It is also often wise to pay the full price— there is no cutting corners with excellence. Be lavish with your money and keep it circulating, for generosity is a sign and a magnet for power.

Read this again, *what has worth is worth paying for*. The feminization of culture has simultaneously distorted the formality of a man paying for a date into a form of masculine control while still being a required masculine obligation. It's a Catch 22 – screwed if you do, screwed if you don't, and there are two conflicting perspectives for this.

As I've expressed on a few occasions; as a man in this life, you will ALWAYS pay for sex in one form or another. That may be buying coffee, drinks, dinner, a concert ticket, a wedding ring or a mortgage payment, but always trust that there is going to be a cost associated with you and sex. Whether it's with your nebulous 'Quality Woman' or the prostitute you picked up off the Trail for half an hour – you're going to pay.

The second perspective is the 'Chivalry's not dead' approach. Nothing has served the feminine imperative better over the years than to convince the male populace at large that it's his codified moral obligation to prove his provisioning capacity to her in an effort to qualify for her intimacy. This point of view has had a long history of perpetual requisites for a man, but the holdover, and starting point today is paying for the drinks / date / etc based on a traditional, gender specific, obligation.

In light of that, if it makes you feel a sense of completed duty in paying for a woman's drinks / meal, then by all means continue to do so, but not because a woman's convinced you of a moral obligation. My approach is to recognize this 'tradition' for what it really is. You're a Man. Men of power despise a free lunch; not from business associates and certainly not from a woman he intends to make his pleasure.

What has worth is worth paying for. By paying your own way you stay clear of gratitude, guilt, and deceit.

You also stay clear of obligation. There can never, and will never, be an egalitarian equality between the sexes: we are different. The good news is this is the way women want it in spite of their feminization conditionings. Covertly, women want a Man who initiates, approaches, drives, and yes, pays the tab. However, when overtly pressed about 'paying her way', she is forced into a position of denying this because her conditioning has taught her "she is her own person" and the expectations of her day say she should at least pay half, not be afraid to approach a man, initiate a date herself, etc. Make Sadie Hawkins proud.

These are masculine expectations, and much like the "virtues" of the professional woman, feminine masculinization conditions her to equate her value on masculine terms, while still being a woman. The fallacy being that a Man 'should' be attracted to the same masculine traits she finds attractive. And predictably, innate gender nature continues to contradict this.

So yes, pay for the drinks, date, etc., just know what you're paying for. What has worth is worth paying for – is she worth the payment? You are the Prince, your attentions have value, does she appreciate them? Have a plan, make the decisions, direct the course of the date. If she's unresponsive or only luke warm in her reciprocation – NEXT! Hypergamy makes ALL women opportunists by order of degree; accept that, it's simply how the world works. Goldiggers are women who overtly

acknowledge this opportunism in word and behavior; they're not too hard to recognize if you want to see them.

You'll know more about her the morning after you bang her brains out than you ever will on a casual, comfy dinner date.

I want you to want me

| ..but, Rollo I want it to be because of who I am, not what I can pay for.

This is an uncomfortable truth, and a lot of guys don't like to hear it, but your capacity to pay is PART of who you are.

Your accomplishments, your career, your passions, your aspirations, your physique, are all PART of you. There are parts of you that are more attractive than others, but the sum is what makes you who you are. There was a thread on the SoSuave forum a week ago regarding career choices and how this relates to life and women etc. I realize this may be an unpopular opinion on this, but what you choose to do as a vocation is part of who you are. It may not be your source of personal identity, but for better or worse, your vocation and it's associations become a part of your identity. It's similar to how you look physically is part of you. It's a comfortable fiction to think that women are less interested in a man's physique, or should be attracted to a guy unbiased by what he does – but these are all part of a whole.

Egalitarian Equalism is self-defeating; it leaves a vacuum of power or responsibilities to be filled by either sex in the wrong instances; for instance, expecting a man to possess the equitable feminine qualities he's lacking yet still holding him accountable for them. In other words, if a wife feels her husband is incapable of providing for her and the kids with the decisive, confident security of leadership she will feel compelled to assume the role of the husband and he will be relegated to the role of being the passive, submissive wife. In the egalitarian model this is acceptable, socially reinforced and passed on as learned behavior to their children. And in this generation (and perhaps the one prior) it's not a stretch to assume that contemporary male submissiveness was in fact taught to them by their own parents. This may seem like I'm being overly analytical, but look at this framework from the perspective of paying for a date / drinks / events etc. from the beginning stages of an LTR or even just spinning a plate. This egalitarian model has filtered into the male social identity to the point that a guy thinks it common place for a woman to initiate and approach him with a date proposition. He thinks it normal for a woman to want to pay the tab, open doors for him, etc. These are traditionally Men's behaviors that AFCs believe women think are empowering and attractive in women.

Your Grandfather never pondered whether he or your then-to-be Grandmother would get the bill; it wasn't even an afterthought. He payed the tab and Grandma was appreciative. And that's what's at issue – appreciation. Feminization has stacked the deck against a guy to the point where he questions a woman's motives. Does she appreciate his generosity or does she feel entitled to it?

The Disposables

January 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Martyrdom is the ultimate expression of social proof.

After I finished my Chivalry vs. Altruism post, I had to kind of pause for a moment to consider the impact of ‘women & children first’ as an operative social convention. Even before the overt rise of the feminine imperative, this female protectionism was in effect, and I’m fairly certain that this was a result of our primal hind-brain wiring to protect our families. Most higher order animals have evolved this instinct so I don’t see that as much of a stretch. However, human’s being a much more complex

species, I think that the social convention of WaCF goes a bit deeper than a simplistic protectionism. In fact, I'd argue that 'familial protectionism' is more of a convenient foil for women (and sympathetic men) who'd rather see men's mortal sacrifice in honorific terms than the much uglier truth.

Tits for Tat

In its rawest form, the sexual marketplace of our early ancestors would've been one where feminine hypergamy and Alpha dominance would've been more or less in balance. Obviously men being the stronger sex would've forcibly put women into a weaker position in the earliest incarnations of the SMP, but also consider that men fought and killed each other for access to those breeding rights – short version; men were disposable. As our species began to socialize, collectivize and cooperate, our earliest social conventions would've revolved around the environmental prompts and biological stimuli that were essential to the survival of their more feral ancestors.

The earliest form of proto-Game would've been a sexual quid pro quo. Can't figure out how to seduce that hot, hunter-gatherer woman in the tribe? Save her ass from being torn limb from limb by a sabre tooth tiger and she'll reciprocate her gratitude with open legs. In other words, risk your life and women will reward you with sex in gratitude. Today that may not be a reality in practice, but it's the $A+B=C$ logic that's led to the psychological internalization and the social doctrines that follow it. It's such a primal, male-deductive-logic principle that's worked so successfully, for so long, that social contingencies were evolved to both mitigate it and exploit it. Don't believe me? Promise a young middle eastern girl 70 virgins in heaven and see if she'll strap explosives to herself. The downside to this is that men often do "die trying."

All of this kind of brought me around to thinking about the psychological 'software' that's been evolved into our species as a result of environmental adaptations of the past. In War Brides I went into detail about the Stockholm Syndrome women seem to have an inborn propensity for, which logically makes them predisposed to abandoning emotional investments more readily than men. Considering the brutality of our feral past, evolving a capacity for quick emotional abandonment and reinvestment would've been a valuable survival trait for women (thus insuring a perpetuation of the species), however, in the present it serves to complicate newly developed social dynamics in terms of parental and ethical considerations.

Likewise, men have evolved into the disposable sex as a result of that same feral past. In today's environment it's very easy for men to draw upon ethical indignation about our disposable status, but it's not *primarily* due to social influences. To be sure, social influence has definitely exploited men's disposability, but the root of that devaluation (in contrast to women's) really lies in our evolutionary past and our biological make up. Men have always been disposable – so much so that women evolved psychological contingencies (War Brides) to cope with that disposability.

As socialization and acculturation progressed, so too did the social rationales for men's disposability. It became honorable to sacrifice oneself, ostensibly for a greater cause, but subversively as a means to recognition.

Martyrdom is the ultimate expression of social proof.

Appreciating the Sacrifice

Unfortunately, as is women's biological imperative, once a man's martyred himself women seek a suitable substitute within the week. I'm still getting a lot of response on my Appreciation post, and predictably most of the criticism is rooted in assuming my intent was to illustrate women being

inferior to men in terms of sincerely appreciating the sacrifices he must make to facilitate her reality. The inability of women appreciating men's sacrifices isn't an issue of who's better than who, it's merely an observation of facts and corollaries. What I think critics fail to recognize is that I'm simply relating the observed mechanics; any conditionality they choose to apply to those mechanics are their own opinions and biases.

"Yeah Rollo, it's pretty fucked up that women have some inborn ability to 'switch off' their emotions for you in favor of a higher SMV male..."

You're right it's pretty messed up. It's also unethical, insincere and duplicitous when you also consider the planning involved in dissociating her emotional investment in favor of a new investment; but all of these are social conditions we apply to the underlying mechanic. It's also pretty fucked up that men's lives intrinsically have less value than women's – but we can apply esoteric principles of honor, duty and courage to men killing themselves and engaging in the dynamic of their own disposability. We can also apply principles of cowardice and betrayal to men who refuse that sacrifice in favor of self-preservation, but these are qualification of social conventions that we establish as a culture.

The biomechanics are what they are, irrespective of the social paint we color them with. It's not that women lack an intellectual capacity to appreciate men's sacrifices, it's that this isn't their evolved psychological predisposition. The social constructs which tells her to expect a man's sacrifice, which normalizes his martyrdom, have evolved to better dissociate her own investment in her biological imperatives (i.e. Hypergamy). In English this means evolution has prepared her socially and psychologically for his sacrifice, and readies her to move to a better provisioning should one present itself in her surroundings. Likewise, men putting themselves in harms way is rooted in our competing for resources – in this case breeding rights.

Ravenous wolves tearing apart a moose aren't evil; they're doing what nature has prepared them to do in order to survive. This isn't to give anyone, male or female, some biologically determined free pass for bad behavior, it's just to understand where this behavior originates and how it came to be what we make of it today.

The Gatekeepers

January 30, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



My [Services Rendered](#) post generated a lot of response in the comments, PMs and even sparked a good debate on the SoSuave forum. All of this got me thinking about economics in the SMP.

It's funny, I can remember a time in the early 90s when getting your GF to shave her snatch clean was scandalous. It seemed to imply that a guy's true desire was to bang prepubescent girls. Shaved pubes was 'niche porn' back then and you'd have to actually seek it out in the print and VHS days. Now it's just incidental, and hairy bushes are the niche.

I also remember when I first saw strippers with navel piercings and thinking “goddam that is hot!” Then I started seeing hot ‘normal’ girls doing it, but there was this initial stigma that only sluts, porn stars and strippers got their belly buttons pierced so it was slow to catch on at first – which of course made it all the more hotter when you got with a girl who had one. Don’t even get me started on tongue piercings.

Same thing with tramp stamp tattoos. Initially hot, now, no big deal. I think maybe nipple piercings might be the next thing, but it’s not like average girls go about getting them and showing them off as readily as other “slutty” fashion statements.

I bring all this up as a starting point to illustrate the progression of how the feminine sexual arms race evolves in the sexual marketplace (SMP). It would be very easy to simply pass all of this off as just further indications of society’s moral decline, but that’s too easy an answer. Everyone thought Elvis Presley’s hips and rock & roll would be society’s ticket to Sodom and Gomorrah too. Sexual trends and catering to men’s sexual imperatives makes today’s fetishes tomorrow’s normalized expectations. I expect there was a time when getting a hummer was considered sexually deviant; now it’s expected sexual behavior to where it’s a point of pride for women to give a good one, thus making women uncomfortable with oral sex the deviants.

I can’t think of porn clip I’ve seen in recent memory where a woman didn’t have a navel piercing or shaved snatch. Porn sets a sexual standard, but it also takes it’s cues from larger society. When women complain that they can’t compete with porn stars (dubious in an age of instant amateur porn) you’re listening to a woman resorting to men’s preferred method of communication – overt communication. Essentially she’s exasperated to the point where she needs to make absolutely sure that men unmistakably understand her anxiety, so she speaks his language. “I can’t compete.”

Ironically it’s the same women who were ‘competitors’ in their youth, are the same women who consider their husbands viewing porn to be tantamount to marital infidelity.

The Gatekeepers

Controlling access to sex (women’s primary agency) is the most important aspect of a feminine-primary reality. This reality necessitates that Men’s sexual interests are by default, deviant, hurtful and shameful, while women’s sexual expressions are normative, correct and above reproach. Men are perverts when they masturbate, yet women are so sexy when they masturbate that there’s a niche for it in pornography. The problem the feminine faces in maintaining this control to sexual access is that the same competition that drives women to restrain it is the same competition that forces them to ‘up the ante’ and allow it in order to beat their competitors.

What’s interesting, and ironic, is that women’s push to ban pornography is motivated by the same impetus that makes pornography appealing. Pornography is simply a manifestation of men’s desire for unlimited access to unlimited sexuality. Women’s desire is rooted in hypergamy, from which the best possible situation would be unlimited access to the best quality males. In order to effect the best possible sexual outcomes, both sex’s mating schemas are at odds.

In a male-centric sexual reality, most women would simply never be able to compete; in fact unlimited access to unlimited sexuality ensures they will be outstripped at some point by a sexual competitor. Even in a feminine-centric reality this is at least the mitigated situation. They certainly cannot effect their own sexual schema under these conditions, so the recourse is to use that same sexual agency to control the narrative and enforce their own sexual primacy as the correct one. His access, in fact his very exposure, to sexual competitors must be limited in order for her to select from

the most, best, suitors. Limit the experience, limit the options, make her sexual schema the primary normative, inflate the value of her sexuality as a reward, and enforce it with specifically defined moralism.

From a pragmatic, power retention point of view, it makes sense that women would expect men to submit to what best fits their reality and sublimate their sexual imperatives to accommodate a female sexual imperative. This can be effected by reward and punishment. Reward in that a man is allowed sexual access for compliance to her imperatives, and punishment via shame and ridicule for noncompliance or even being critical of it.

The Morality Clause

Appeals to religion or morality are simply convenient tools of this punishment to enforce a female-centric reality. It's hard to argue against religion or puritanism in a "gender appropriate" debate – it's unassailable. God / Polite Society dictates that women are to be respected, protected and valued as an unquestioned default position, and even when her actions do not match her words or convictions she's to be given the benefit of the doubt; and even when she's caught in her indiscretions it makes a man a Man when he forgives her.

At present, all tenets of conventional morality exist to serve a feminine imperative. That may seem like a bold statement, considering that moralism can be considered a form of 'slut control', but think of any example of a vice or a virtue and you can link it back to a latent purpose for it being considered such that serves a female reality. Pornography and prostitution are only considered vices by society at large because they conflict with a broader female-primary reality. Encouraging virtues like temperance and honesty, still serve a female specific reality in that men believe they will be considered higher value mating potential than men who do not possess these virtues – and they help to keep men rooted in one set of social rules while they are free to operate under another set.

Workarounds

As feminism progressively 'empowered' a more overt feminine reality, so too were methods adapted to circumvent this by men (i.e. Game). Since the sexual revolution, men have been forced into 3 camps; those who embrace and function within the feminine imperative (male feminists), those who reject and remove themselves from it either temporarily or permanently (what Jay Hymowitz calls "man-boys" or "Kidults"), or those who learn the mechanics of the female imperative and subvert it to their own purpose (PUAs, DJs, Game).

These camps, and men's increasing refusal or abdication to play in an overt, female-centric reality, is the reason for more and more litigation intended to get men to either comply or be legally bound to the responsibilities of living in a female reality. For centuries women have relied on passively engineered social conventions that were accepted into our cultural consciousness that carried shame or some attached social stigma for a man who wouldn't comply with them. Since the beginning of the sexual revolution however, these social conventions have become increasingly less effective as women perceive them as vestiges of a male patriarchy. Men see women eschewing these "traditional" conventions, but are themselves still expected to abide by them while respecting women for NOT abiding by them. So over the course of 2 decades men become less controlled by the old social structure, and unwilling to participate in a female-centric reality. What to do?

Now, as men are becoming increasingly aware of the raw deal they've gotten, and with the advent of global interconnectivity with other men, the female-centric response is to legally force men into that reality. Thus the laws enacted which pertain to a specific gender become more and more gratuitous

for women and more draconian for men. If men will not respect a feminine imperative by social means, then it will be necessary to petition the state to enforce their reality upon men.

Last Rites for Joseph

February 1, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Unplugging chumps from the Matrix is a lot like triage – save the ones you can, read last rites to the dying.

It's one thing to be an Omega Male, but quite another to be an internationally recognized, Omega-gone-viral. Joseph Dobbie's epic email has circulated around the world for 6 years now. I actually wrote a response to this on SoSuave when it first surfaced, and since that time I've always held it in esteem as the seminal work on the epitome of Omega-tude. In 2006 I wasn't formally using terms like "Omega", but on some level of consciousness I think I instinctually knew this degree of Beta Game crossed a line. It transgressed into something beyond Beta – this is the grey area of sincere belief in Disney-esque idealizations of not only women, but circumstances destined by fate, and the border of unhealthy social retardation (i.e. the creepy effect).

Defining the qualities of being Alpha is an exercise in subjectivity, but Beta pretty much reeks of Beta; you know it when you see it. Men who's beliefs and behaviors drop them into the Omega tier of hell kind of blur the distinction between Beta and social / mental autism. So in the interests of better clarity on this distinction I submit for my esteemed colleague's critical review, verbatim and unedited, Joseph Dobbie's immortal classic, Lady of the Cake:

To: Kate Winsall

Subject: Lady of the cake

Hello Kate,

It's joe – we met at Andrew's party.

I hope you don't mind me getting your e-mail address from the e-mail that Andy sent to us all; it is a bit sneaky of me.

It was wonderful to meet you on Saturday, and I wonder if you would consider meeting me for coffee sometime; maybe at the Tate Modern?

OK. This is where my common sense is telling me to stop? keep it simple and positive joe.

And the probability of me listening to that voice? Experience has taught me that it is not worth putting up a fight; I will end up giving in to the part of me that never wants to find itself shaking its head and muttering 'if only?'

This is the part where I throw caution to the wind; the part where I listen to my heart and remember that I should live my life as an exultation and

revel in the opportunity to try; the part where I refuse to apologize for who I am; the part where I trust that the lady I met on Saturday night is, as I suspect, able to see sincerity where others would see cliché.

I am fortunate enough to have been able to collect a number of special memories. They are memories of moments that made any struggle leading up to them worthwhile. They are memories of moments when I am struck by something so beautiful, time stands still and all of the ugliness in the world ceases to exist.

Your smile is the freshest of my special memories.

Regardless of whether we see each other again, I will use it as I do my other special memories. I will call on it when I am disheartened or low. I will hold it in my heart when I need inspiration. I will keep it with me for moments when I need to find a smile of my own.

I am unsure of all my motives for sharing this with you and, if I am honest, not ready to examine them too closely. However, I know that it makes me feel good to believe that maybe, if you are ever upset, knowing that I will be keeping your smile alive might help you through.

If you are half as intelligent and aware as I believe you to be, I am sure that you will find what I have written, in the very least, sweet.

If I am twice as lucky as I would dare to hope, you will find this note charming and agree to contact me and arrange a date.

Either way, I trust that your reply will be candid – you told me how much you value honesty.

One last thing, I promise that it is enormously rare for me to stray as far from sobriety as I managed on Saturday night.

Be safe.

Joe

This reads like a Hallmark “Special Moments” abortion splattering Emo effluvia indiscriminately on any who could get past reading the first 3 ‘stanzas’.

In the interests of science, let's see if I can save the patient,..and maybe the patient is you?

Lady of the cake? Who the fuck are you, Percival? I realize AFCs think chivalry isn't dead, and that women secretly want, and appreciate it. I have news for you, they're the ones who killed it and all you do is telegraph your beta-ness to the 1% of the female population who would actually understand what you're alluding to here. Relax KingArthur.

Hello Kate, It's Joe – we met at Andrew's party. I hope you don't mind me getting your e-mail address from the e-mail that Andy sent to us all; it is a bit sneaky of me.

Translation: *It's me Joe, the chump who stared at you across the room for the better part of the night unable to muster even the rudimentary courage needed to ask you out, so I'm using this Buffer*

called email to blunt the potential for real rejection that I was too petrified to risk at the party last Saturday.

Her: *Note to self – Kill Andrew for not blind copying his group emails.*

It was wonderful to meet you on Saturday, and I wonder if you would consider meeting me for coffee sometime; maybe at the Tate Modern?

Translation: *I use terms like ‘wonderful’ in order to telegraph my already overt interest in qualifying for your intimacy because I haven’t even the basic understanding that women prefer covert communications. So I wouldn’t want you to have any doubt about my intent, even though I copy/pasted your email from Andy’s group send. Perhaps we can meet for coffee at Tate Modern so I can show you how ~~much I can identify with the feminine~~ sophisticated I am in my appreciation for fine art? Oh what the hell, I’ll just show you now by writing you a sonnet,..*

OK. This is where my common sense is telling me to stop? keep it simple and positive joe. And the probability of me listening to that voice? Experience has taught me that it is not worth putting up a fight; I will end up giving in to the part of me that never wants to find itself shaking its head and muttering ‘if only?’ This is the part where I throw caution to the wind; the part where I listen

to my heart and remember that I should live my life as an exultation and revel in the opportunity to try; the part where I refuse to apologize for who I am; the part where I trust that the lady I met on Saturday night is, as I suspect, able to see sincerity where others would see cliché.

I am fortunate enough to have been able to collect a number of special memories. They are memories of moments that made any struggle leading up to them worthwhile. They are memories of moments when I am struck by something so beautiful, time stands still and all of the ugliness in the world ceases to exist.

Your smile is the freshest of my special memories.

Her: *What was your name again?*

Regardless of whether we see each other again, I will use it as I do my other special memories.

Translation: *I’ll be masturbating to visions of you in my head – like all my special memories.*

I will call on it when I am disheartened or low. I will hold it in my heart when I need inspiration. I will keep it with me for moments when I need to find a smile of my own.

Translation: *I am so desperate for sex, and am such an Omega male that the pedestal I’m putting you on was reserved for Christ the Messiah. Congratulations, you’re my new religion, and only after having met you once at a party – it must be destiny.*

I am unsure of all my motives for sharing this with you and, if I am honest, not ready to examine them too closely. However, I know that it makes me feel good to believe that maybe, if you are ever upset, knowing that I will be keeping your smile alive might help

| you through.

Translation: *I would really like to get laid, but since I don't want you to think I'm like "other guys" who only want to fuck you I'll sweep that under the rug and desexualize myself to steer you away from that thought. Instead, contemplate how reliable, familiar and comforting I'll be (like a stuffed animal) as your potential boyfriend, again, so unique and unlike those "other guys" who just want to fuck you.*

| If you are half as intelligent and aware as I believe you to be, I am sure that you will find what I have written, in the very least, sweet.

Her: *So essentially a woman half as intelligent would fill the same poetic role you've sickeningly cast me into after casually meeting me at Andy's party. I swear I'll kill that bastard.*

| If I am twice as lucky as I would dare to hope, you will find this note charming and agree to contact me and arrange a date.

Translation: *In case you are only half as intelligent and aware as I hope, let me explain for you how you're supposed to react to my quasi-marriage proposal – you should think I'm charming and shouldn't give me the rejection I never risked in person last Saturday.*

| Either way, I trust that your reply will be candid – you told me how much you value honesty.

Translation: *Lord, please, say yes. You said you liked art, poetry and appreciated honesty (like every other girl on Match.com) in a guy, haven't I identified and qualified myself with you for your approval?*

| One last thing, I promise that it is enormously rare for me to stray as far from sobriety as I managed on Saturday night.

Translation: *I swear I won't be an alcoholic when we're married.*

| Be safe.

Translation: *I'm safe*

I'm sorry, we've done everything we could, this patient is terminal, call the Deacon to read last rites. Time of death,..

Man's Last Stand

February 3, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



TV is for women.

It's that time again gentlemen, all the splendor, the fanfare, the pomp and circumstance that makes the NFL one of the last bastions of American manhood – Super Bowl Sunday! You've earned it boys, today is YOUR day, ordained by the divine creator himself (why else would it be on a Sabbath?) to be reserved for beer, brats and belly-bucks. A day dedicated to unapologetic testosterone fueled manhood. We are MEN hear us belch,..pshhhhhhhht,..click,....

Hey, woah! Wait a minute,.. I WEAR PANTS! What the fuck? Who are these neckbeard herbs singing to in the middle of nowhere? These aren't men they're,..schlubs,.. Howie, Terry, Shannon, somebody, tell Dockers that the Super Bowl is for MEN,..no more of this crap OK? We need something masculine like a car commercial, yeah hit us with a muscle car,..pshhhhhhhht, click,..

Yeaaaah,..nice sound of horsepow,.. Heyyyy,..wait a minute,...what the hell was all that crap about putting the toilet seat down? Clean up the sink after I shave? Carry your lip balm? Hey, I'm starting to get a funny feeling that maybe I'm being pandered to here,...lets see,...how about another car?...pshhhhhhhht, click,..

Yep, definitely being pandered to here. It's almost as if these advertisers know my wife is watching

the Super Bowl with me,.....pshhhhhht, click,...

Wow,..I can't take it anymore,..can someone just get me a beer? Please? A beer? They can't possibly ruin a good T&A beer commercial,.....pshhhhhht, click,...

The above dramatization, while humorously inspired, was meant to illustrate a point that many in the manosphere will already be sensitive to, but far too few men are even aware of. One, perhaps unavoidable, problem advertisers have faced since the rise of overt feminization is the difficulty in reaching a male-centric audience in a female-centric society. Women are universally known as the primary consumers across virtually all demographics that matter to modern marketing efforts.

Women buy shit, and they buy shit in such volume and with such predictable patterns and frequency that it eclipsed men's purchasing habits – and specific marketing efforts – over 2 decades ago. There are literally generations of advertisers and marketers who've never known a culture that wasn't solitarily focused on and directed by the feminine imperative.

This has created a unique challenge for advertisers in this century in tapping into that male-centric marketing. Advertisers see untapped dollars in a male market, but how do they reach the male demographic in a media culture that's ridiculed them for the last 40 years and praised the feminine above all else in that time? The natural answer is not to market to men at all, but rather the women they're dependent upon to make the purchasing decisions for them.

You will rarely have a more blatant opportunity to experience this female-as-male purchasing dynamic than by watching the multi-million dollar commercial buys during Super Bowl Sunday. I would caution against Men in the manosphere simply attributing these spots to an ignorant misandry rampant in the advertising world. That's the easy answer. Even your average plugged-in guy can see the male ridicule, but what's more important is to recognize the method in the misandry. For instance in the Dove For Men commercial, we have a uniquely male, parodied experience coupled with a call to action to purchase Dove body wash – a product few men would buy for themselves. However the target audience for this commercial is the wives and women – the primary purchasers – in men's lives to buy the product for them. Can't reach the male demo? Get his ~~Mommy~~ wife to buy him what *he* needs.

Advertisers are also cleverly making plays to a shame based Male Catch 22 – Man Up or Shut Up dynamic. As in the Dodge Charger ad, men are uniquely EXPECTED to suffer through a lifetime of servile misery to benefit women, but his reward is her *allowing* him to drive the car of his choice. Most women aren't going to directly purchase a car for their husbands, but the inflection in this commercial is that her influence is what makes this car a reward for him.

If you ever had doubts about the veracity of the female-centric social Matrix we live in today, pay attention to the commercials you watch during the game on Sunday. Don't take the content of the commercials at face value; that's what women will do. Instead, ask yourself why did the producers choose that particular type of male to play in the spot? What's the social message behind the commercial? What gender dynamics do the producers assume will resonate with their target audience? You may think this is over-analytical, but trust me, when a company drops \$2M on a Super Bowl spot, they've put far more analysis into it than I can cover in a blog post.

No Preference

February 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There's nothing like a good internet shit-storm to fire up the inspiration for great manosphere bloggery. As most of my readers are aware I cite Roissy/Heartiste often enough, if not for content then certainly for terminology. If I have one complaint about the Chateau it's Roissy's habit of posting a fresh topic about a half an hour before I'm ready to log off for the day and the comment discussion ends up in becoming an epic struggle between the manospheric forces of reason versus the blathering cut-and-paste canards of the militantly Matrix plugged-in. Such was [Friday's post at the Chateau](#).

I'm not entirely sure, but my guess would be that Roissy wasn't expecting the landslide of commentary (685 responses at last count) his post provoked from the more agitated wing of social crusaders poised to defend any critical analysis of the search term: "Sexual Preference". Oddly enough, the main thrust of his commentary wasn't about the alleged 'asexual preference' of the girl in his chosen article, but rather the Beta of the Month guy who'd endure and encourage an entirely

sexless monogamy to accomodate this little Pixie.

As I've noted in many a prior thread, Indignation is a basic requirement for the feminine psyche (and extended to the male feminine identifier's psyches) – directly or vicariously, in the absence of indignation, women will actively create it for themselves. If you feel like sifting through 685 posts of indignation to understand this, you'll have an easy time of it by attempting to explain 'sexual preference' in a rational manner to the legions of Matrix Plugins. Even when that sexual preference is "none of the above."

Every Plugin in the comment thread had some pet interest in the orgy of ignorance: Feminists, White Knights, Sexual Preference Crusaders, Rape Culturists, etc. yet the spark of the whole debate was a little rainbow haired girl who volunteered to be interviewed by the BBC about her claims of 'sexlessness' and the legitimacy of asexuality as a, presumedly biological, sexual orientation (or non-orientation in the stricter sense). Oh, yeah, and some anonymous herb who chose to repress his sexuality to apease said Pixie.

Accusations of rape culture flew out in the first volley Matrix-speak:

"If she's not into sex there's nothing wrong with her. She doesn't 'owe' him sex and if she does so against her will then that's rape."

Following up were the appeals to sexual preference and gender identity:

"It's people like you who demonize and bully people who's sexual orientation conflicts with your own. You're what's wrong with society, you're scum of the earth."

Next came the predictable White Knight contingent and their "not-like-other-guys" Beta game mantras:

"Thinking the only way to be intimate with another person is through sexual contact is not only ridiculous but incredibly limiting. I'd be perfectly fine being in a sexless relationship."

And for the finale, a healthy dose of male shame administered by those lacking the insight to add anything novel:

"If this bothers you, I bet you all have really small cocks."

Ahem.

What interested me most about this 'discussion' wasn't just the intensity of the responses, but also how quickly and comfortably the Plugins were in their need to set the "troglodytes" straight. You see, in our disconnected lives it's much more difficult to express our ideology without real-time social repercussions. We can get fired from a job, kicked out of our social circle, excommunicated from church or not be asked back to the lady's bridge club when we venture a dissenting perspective on a great many topics. The Buffer of the internet make that expression much more convenient, but is also fraught with the same risks, albeit more indirectly. This accessibility is also a good indicator of what provokes indignation.

In an era when critical analysis is conflated with political incorrectness it's interesting to observe what prompts outrage, even if it's simply token, actionless outrage. As I stated in Enter White Knight:

Every random chump within earshot of your conversation about Game, about your

‘changed’ way of seeing inter-gender relations, about your most objective critical observations of how women ‘are’, etc. – understand, that chump waits everyday for an opportunity to “correct” you in as public a way as he’s able to muster. That AFC who’s been fed on a steady diet of noble intent, with ambitions of endearing a woman’s intimacy through his unique form of chivalry; **that guy, he’s aching for an opportunity to prove his quality by publicly redressing a “villain” like you for your chauvinism.**

There is such a dearth of critical thought and analysis in society at large that those willing to do so become the immediate targets for the indignation seeking majority of the Matrix. Bloggers such as myself, Roissy, Roosh, Dalrock, Ferd, and a whole host of others, must be exceptionally careful in our anonymity for fear of real-world repercussions for our ideas and our observations. We take on pseudonyms by necessity for fear of an impact to our careers, our families, our personal lives, etc. No feminist blogger need worry about using her real name – their ideas aren’t dangerous, they don’t threaten the feminine imperative’s primacy.

It’s a shock to normalcy when a conflicting idea is expressed, but it’s what the Plugins wait for. It’s their prime opportunity. They perceive it as a test of their ego investments to refute (however lamely) the observations that would challenge their comfortable world view.

Three Strikes

February 7, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From European DJ on the SoSuave:

How many dates max, before you fuck her?
Let mé know your thought and an explanation.

Regards

The problem inherent with coming up with hard and fast Game rules of engagement is that there's always going to be a caveat or special conditions for a guy's particular girl of focus at the time. Even when there's not, guys are prone to think "there's something special about this one." Part of the reason that Plate Theory is integral to Game is that it encourages Men to disabuse themselves of their previous beta impressions of each woman they accidentally drew interest from as some unique little snowflake. It's hard for your average chump to think of a woman showing base-line rudimentary IOIs (indicators of interest) and NOT think she's predestined for *him* by virtue of his self-acknowledged scarcity mentality. When you're starving in the desert, Saltine crackers seem like mana from heaven.

Risk & Reward

In Game, there is a subtle balance that needs to be recognized between risks of over-investing in a particular woman with regards to practicality and not throwing the proverbial baby out with the bath

water and losing on a potentially rewarding opportunity. Women, as is particular to their own Game, will naturally come down on the side of casting doubt on a man's valid assessment of a woman's potential value, both in long term perspectives and potential sexual satisfaction. This presumption of doubt is a built in failsafe social convention for women; if only you'd been more patient, if only you invested a little bit more, you'd be rewarded with a great mother for your children and the best pussy of your life – don't blow it now!

The short version is that it's not in women's best sexual-strategy interests for a man to have sexual options. Women's sexual strategy is very schizophrenic – ideally women want a Man that other women want to fuck, but in order to assess his sexual market value to other women he's got to have exercisable options for her to compete against, or at least display indirect social proof to that effect. So, she needs to limit his options while simultaneously determining he has those options. Now add to this the hypergamous necessity of maintaining a reasonable pool of suitors suspended in doubt of her own SMV in order to determine the best one among them for short term sexual provisioning and long term security provisioning.

Pragmatism

In light of understanding women's sexual strategy, it's important for Men to adopt an mental schema of pragmatism – in the SMP you're really another commodity in hypergamy's estimation. I realize the difficulty most guys (particularly younger guys) have with mentally training themselves for thinking this way, so let me state from the outset that I'm not suggesting you kill your romantic, artistic souls in favor of cold calculations. In fact it's vital you do keep that side of yourself intact for the survival of any future relationship and a more balanced human experience. Plate Theory and, really, efficient Game can seem dehumanizing, but what Game denialists fail to grasp is that they're already operating in a dehumanized environment – it's the social conditioning of the feminine imperative that makes men believe that Game is inhumane, because the feminine imperative has made itself synonymous with humanity.

Hypergamy doesn't care if you're a great, poetic soul. Hypergamy doesn't care about your most sincere religious devotions. Hypergamy doesn't care if you're a great Father to your kids. Hypergamy seeks better than its own level, it wants the best commodity it's capable of attracting and maintaining. Hypergamy is above all, **practical**, and thus Men, the True Romantics must be pragmatists to enact their own sexual strategy.

Three Strikes

I had a lot of shit slung at me when I offered up Wait For It? As I stated above, I had the predictable feminine doubt doctrine lobbed at me in response from the beginning. I expected that, but to answer European DJ's question more definitively, be pragmatic.

Put it this way, with just average Game, in 3 dates you should be able to *determine* if her desire level is high enough to want to fuck you.

In 3 dates you'll know if her desire is genuine or if it's mitigated by something else – another guy in rotation, sexual hangups, filibustering, etc.

In 3 dates you'll have had sex or you'll have had the “I wanna wait / I need to be comfortable talk.”

If you have sex on the 1st date or a same-night-lay, in all likelihood she's really hot for, and into, fucking you based on physical criteria alone.

If you have sex on the 2nd or 3rd date, she's into fucking you and probably wants a relationship

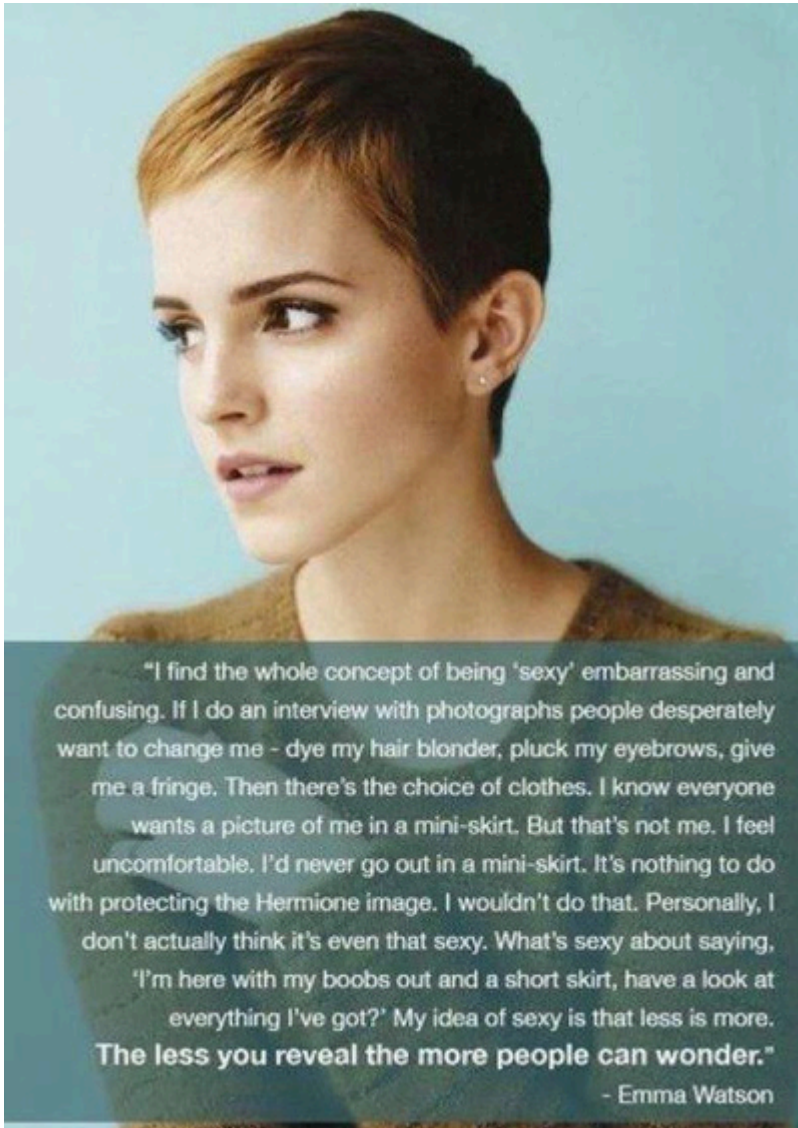
because she wanted to give you a token impression of her not being 'easy'.

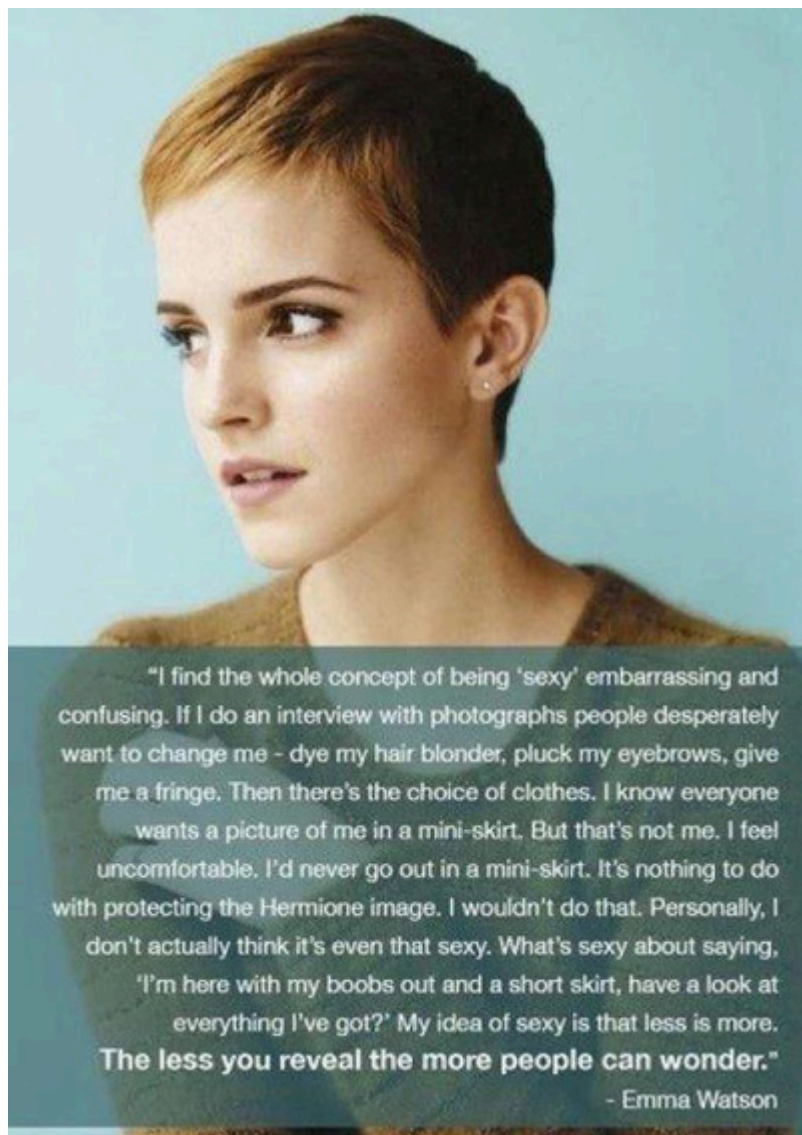
If she fucks you after the 4th date, you'll do as her first alternate.

If you're sexless after 5-6 dates you've probably been at it for over 6 weeks and The Medium is the Message. NEXT.

Sexy

February 8, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Sexy isn't always slutty, but slutty is always sexy.

As a relative rookie to blogging I'm starting to develop a better sensitivity to what people find important enough to share with a global audience. One annoying phenomenon I've encountered is that I find myself deeply concentrating on some topic and crafting a well thought (at least I think) analysis around it only to be shaken out of my brooding by something that I think needs to be more immediately addressed. Such was the case with Emma Watson's above diatribe regarding the quandary of sexiness. This bit of her inane post-pubescent aphorisms is being shared around Face Book (generally by older and less attractive women) as some confirmation of what I can only presume is men's inability to fully comprehend sexiness, beauty and the feminine mystique. Fat acceptance and body image issues aside, it's ironic that the same women nodding along in agreement are reposting Emma's wisdom on their wall right next to their most recent GNO (girls night out) party photos in mini skirts themselves.

Any cursory browsing of 4Chan will probably turn up a Rule 34 thread with Emma's face clone-tooled over some random porn star's face while getting double penetrated. She's easily one of the most available celebrity porn fakes. That may have a bit to do with her Harry Potter role and various fetishes, but the short version is guys *want* to bang Emma, and barring the actual experience, they reaaaally *want* to see her naked. It's a pity that Emma doesn't understand how to be sexy, but she's in the majority; precious few women know what turns men on, and still fewer have any capacity to

effectively be so.

Sexy isn't always slutty, but slutty is always sexy.

In the same sense that women lack the capacity to truly appreciate the sacrifices a man must make to ensure her reality, most women also lack a fundamental understanding of the male sexual impulse. As I've stated in prior threads, until women are steeped in 17 times their normal testosterone levels, they will never understand the male experience with regards to sex. When a woman utters the words "I don't understand why sex is such a big deal for guys", she's speaking the truth. She can't know, but along with that comes a disconnect between her lack of understanding the male sexual impulse and her fem-centric social conditioning of what sex *should* be like for him.

| "I find the whole concept of being 'sexy' embarrassing and confusing."

Considering Emma's boyish pixie cut (eerily similar to a younger Sinead O' Conner's) this should come as no surprise to anyone. What Emma doesn't get is that sexy isn't always slutty. She doesn't understand how to be sexy, but few women do because it is Men who've classically defined what is sexy and feminine in women. What has historically worked as sexy, and what has been historically confirmed as feminine is defined by the response and effect that particular behavior set evokes from Men. What we consider today as sexy behaviors and appearance were characteristics 'selected-for' that endured to become gender indicative aspects of being feminine. The inverse of this is true for women; women define what is sexy in men.

The problem women have with being sexy in the last 50+ years is illustrated in Emma's next point:

| "I know everyone wants a picture of me in a mini-skirt. But that's not me. I feel uncomfortable. I'd never go out in a mini-skirt. Personally, I don't even think it's that sexy."

On a rudimentary biological level, Emma actually does know what is sexy (i.e. what turns Men on about women), but she is "uncomfortable" in being so. People want to change her into someone who is comfortable with being sexy because they see such potential – ergo the popularity of Emma's Rule 34 popularity. Her refusal or discomfort in being so is where the feminine imperative picks up the banner and runs with it. Here is an arguably beautiful young woman (by men's standards) who won't conform to what men's appetites want to make of her. Like all contemporary women, she wants to define what sexy *should be* for men using metrics that she is comfortable with. The problem, as with all things fem-centric, is that this social push to redefine for men what they should find sexy slams headlong into Men's biological imperatives. Despite feminizations incessant efforts to the contrary, we still want to fuck the girl who most closely resembles the Playboy centerfold and our erections are the litmus test.

Show Up Naked, Bring Beer

Another great irony of our age is that we still cling to the idea that it's women who are the best seducers of humanity. In the same misdirection that women would like to believe that they are the more romantic gender, so too would they like to believe they are the most effective seducers. Both of these are far from the truth. It's Men with the greatest art that have gone down in history as the greatest seducers of the genders. So much more is required of Men to be effective seducers than women.

In this age female seduction amounts to show up naked, bring beer.

Men are stimulated primarily by the physical, but there's a lot more a woman can do to be seductive. Quite honestly I think seduction is a lost art for women. Very few women know how to be sexy, much less seductive. Even fewer ever feel a need to be seductive. This is due to an environment that, for the past 50 years, has simplified sexual exchange for women to the point that all she need do is stay somewhat fit and wear a thong occasionally. So many men have become so acclimated to just these visual prompts as sexual cues that women don't really need to learn seduction. There is no greater reward for being sexy or seductive beyond what she's already capable of prompting in a man, so seduction practices aren't reinforced for her.

Now add to this the feminine priority westernized culture has placed on women's sexuality. Any woman feeling a need to be seductive for a man is cast in the role of putting his sexual value above her own. Remember, according to Cosmo and Oprah it is **he** who needs to be sensitive to her needs. Her sexuality is a GIFT he qualifies for, not something she should ever feel a need to sell to him by means of seduction.

Women don't need to seduce men anymore. The feminine-priority dynamic has put a default value on women's sexuality. Those hot enough to simply wear something revealing never need seduction, and those not hot enough can't sell it anyway. And the girls who're in between – the one's who'd benefit most – are discouraged from learning seduction since it's denigrating to women who should already be on a pedestal to begin with.

Ever since the sexual revolution there's been less and less motivation for women to develop seduction skills. If anything there's a resentment for ever having needed them in the past. I'd argue that feminine seduction skills have been replaced with emotional and psychological manipulations (see BPD) in order to make men comply with their imperatives as a result of having abandoned those seduction behaviors.

It's Men who are learning seduction skills now. How many men do you suppose have read the Art of Seduction by Robert Greene in comparison to women? It's men who've created a global community dedicated to seduction techniques. Perhaps this is the best evidence of the gender reversal the community discusses so often? Women's sexuality has been elevated to such a degree that it's men who find it necessary to collectively study seduction.

The Threat

February 10, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

My use of the word “threat” here isn’t to imply malice. I’m sure more simplistic associations with violence or conflict is the natural one, but a “threat” is a challenge – how one deals with it is what’s at issue. As I stated in the [Three Strikes](#) thread,

Women’s sexual strategy is very schizophrenic – ideally women want a Man that other women want to fuck, but in order to assess his sexual market value to other women he’s got

to have exercisable options for her to compete against, or at least display indirect social proof to that effect. So, she needs to limit his options while simultaneously determining he has those options.

This internal conflict between a want for security and provisioning, and a need for the ‘gina tingles that only the excitement indignation, drama and Alpha dominance can stimulate is the fundamental root for women’s shit tests. From Plate Theory VI:

Essentially a shit test is used by women to determine one, or a combination of these factors:

- a.) Confidence – first and foremost
- b.) Options – is this guy really into me because I’m ‘special’ or am I his only option?
- c.) Security – is this guy capable of providing me with long term security?

Women’s shit testing is a psychologically evolved, hard-wired survival mechanism. **Women will shit test men as autonomously and subconsciously as a men will stare at a woman’s big boobs.** They cannot help it, and often enough, just like men staring at a nice rack or a great ass, even when they’re aware of doing it they’ll still do it. Men want to verify sexual availability to the same degree women want to verify a masculine dominance / confidence.

For a woman, to encounter a man with a healthy awareness of his own value to women, this constitutes a threat. Here is a man for whom’s attention women will demonstrably compete for, AND he knows this. This is the most basic affront to the feminine imperative; to be unplugged, of high SMP value and to derive confidence from it. Therefore, in order to actualize her own sexual strategy, his self-confidence MUST be put into self-doubt, because if such a man were to use this knowledge to his own benefit he may not select her from a pool of better prospective women. Thus she must ask “Are you really sure of yourself? You think you’re so great? Maybe you’re just egotist? Don’t tempt fate.”

In this example we can see the conflict inherent in women’s sexual strategy; she wants the Alpha dominance of a confident Man, but not *so* confident that he can exercise his options with other women well enough to make an accurate estimation of her own SMV.

Ambiguity in men’s assessment of a woman’s true sexual market value is the primary tool of the feminine imperative.

The same characteristics that give him his confidence and acknowledged sense of worth are exactly the same things that women want to be associated with. Even the most controlling, domineering wife still wants to tell her friends that the AFC she married is a “real Man”, and even after privately berating him, will defend him as such because anything less is a reflection on her own self-image. She wants to be with a Man that other men want to be, and other women want to fuck, because it confirms for her that she’s of an equal or higher value to attract such a Man.

Women don’t want a man to cheat, but they love a Man who *could* cheat.

That is the threat and the attraction. Women want a Man that has confidence in his own value; that’s sexy, but the more he self-realizes this the greater the anxiety is that she’ll be found wanting as he better understands his options. So it becomes necessary to develop social contrivances that are standardized across the feminine gender that limit the full recognition of masculine self-value. Thus masculinity is ridiculed, men become characterized as slaves to their sexuality, and masculinity becomes doubted by virtue of itself. In a global sense, the feminine imperative relies on the same ambiguity women will individually employ to confuse the efforts of men to assess their true SMV.

By means of social conventions, psychologically force him to doubt his own SMV and women become the arbiters of it.

Race to Awareness

Because of women's relatively short window of peak sexual viability it is imperative that men be as unaware of their slower, but progressively increasing SMV for as long as possible in order for them to achieve the prime directive of female hypergamy; realize the best genetic options and the best provisioning options she has the capacity to attract in that peak window. If Men become aware of their SMV before a woman can consolidate on her options with monogamous commitment her sexual strategy is defeated.

The mistake (and the binary retort) is to think this need for contrivances was concocted in whole as some grand sisterhood conspiracy. This just proves an ignorance of social constructs. For a social contrivance to be such, it necessitates being repeated by society WITHOUT a formal conception – meaning we learn the contrivance from seeing it, internalizing it and repeating it ourselves without forethought. The best social contrivances are inconspicuous and rarely questioned because they've been learned without having been formally taught. This is why I think encouraging men NOT to bother trying to understand women is in itself a social convention. Don't look at that man behind the curtain, just accept it for what it is, enjoy the show, you're better off that way, the Mighty Oz has spoken.

This is the threat that Game represents to the feminine imperative. Widely shared, objective assessments of Men's SMV and how it develops is the antithesis of the female sexual strategy. Women's greatest fear is that they could become the 'selected' instead of the 'selectors'.

V-Day

February 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Nothing says “I love you” like saturated fat and slutty lingerie.

In the U.S. businesses expect men to spend on average \$186 for Valentine’s day – over three times the average a woman spends on a man. Explain to me why women own V-Day? If it’s a “celebration of romantic love” why should it be an annual shit test?

Lets clarify a few things about Vagintines Day since it’s become probably the most irksome manifestation of westernized/commercialized romanticism. V-Day is far and away the most vulgar display of female entitlement. On no occasion – even a woman’s birthday or her wedding anniversary – is this sense of entitlement more pronounced and our refined commercialization of this entitlement/expectation simply twists the knife in further for men to live up to this with ZERO expectation or entitlement to any reciprocation. He gets ‘lucky’ if his romantic offerings are sufficient to appease her (social) media fueled expectations of ‘good enough’ to reward him with sex.

And exploit the media does. I can’t get away from it; Every radio station, every TV show, every

newspaper and magazine article. Go to askmen.com right now, I guarantee there's a "how not to fuck up this year's V-Day for her" article there.

I listened to a talk radio show that I regularly tune into on my commute home on Friday; it was about what not buy this year. "Don't buy lingerie, she knows it's really a gift for you" or "Don't pick up flowers at the gas station, women know they're cheap", and "God forbid you pick up some cheap jewelry or stop at one of those roadside urchins selling prepared flower baskets or arrangements – women know you didn't think about it until you were on the way home." On my way to work this morning, different show, same list. [Side Note: Never buy a woman lingerie, she will never be happy with it. A woman has to do this on her own to "feel sexy", make sure it fits her right, and it's HER IDEA. When you buy it for her it's contrived and it is overt and overt is often the kiss of death for a try-hard guy.]

Why wouldn't women have these expectations? They're relentlessly marketed to as the primary consumers in western culture. V-Day isn't a celebration of romantic love, it's a machine that drives a wedge of expectation and entitlement in between otherwise happy, relatively contented couples.

I'm not down on the idea of a special occasion to celebrate love (I actually proposed to Mrs. Tomassi on V-Day 15 years ago), I am down on the twisted expectations that have been perverted into it that puts a woman on some pedestal of entitlement by commercialized popularization of this feminized ideal. Why isn't there an official "fuck your boyfriend like a wild animal" holiday or a list of criteria to meet that'll make his day special? "Show him how appreciative you are of all his dependability and hard work this year – buy some lingerie ON YOUR OWN and pretend that you like him cuming in your mouth on his special day!" If women are so liberated and interested in equality, one would think this would be the first thing to occur to them. We need a special day to make us appreciate each other?

Gentlemen, beware of falling into the trap of negotiating desire for Valentine's Day performance. Don't be lulled into thinking Game is any less necessary on V-Day. In fact, I can't think of a more direct illustration of how the feminine encourages the transaction of men's goods and services in exchange for a woman's sexuality than reserving a 'special day' just for it. Remember, you cannot negotiate genuine desire; and with the right art, a bag of Skittles can be a more romantic gesture than all the sonnets, flowers and jewelry your inner romantic soul will ever be appreciated for by her.

Note to PUAs

Valentine's Day is ripe with opportunity for an enterprising Man with the ability to see it. Go hit the clubs tomorrow night, particularly the ones that cater to a 25-40 y.o. affluent crowd. There's a million different venues you can hit, all with promotions to help single ladies feel better about not having a date – usually with genderist drink specials to help your approach too. You'll notice impromptu GNOs (girl's night out) set up just for this occasion to prove to themselves "they don't need men to have a good time." A good PUA couldn't arrange a better opportunity to hook up in multiple sets.

Don't go play 'pity friend' with any girl on V-Day, don't be the "you're such a great friend" consolation date.. Call up your best wing man and sarge on the best night of the year to sarge. Wedding receptions aren't even as good as V-Day for this.

V-Day in the Matrix

Just in case you weren't already convinced of the complete totality of media control that the Matrix has, let me offer yet one more Valentine's Day example:

I was in a grocery store this weekend picking up something to grill and thought it would be a convenient time to pick up a Valentine's Card for my wife since it's coming this week. So I meander over to the greeting cards section to sift this years crop of mushy sentiment. Much to my disgust the only cards available in the "For My Wife" section of the Valentines Cards (and I mean ONLY cards available) come in two types:

A.) The sentimental, "My life was nothing before you and would be nothing without you", tripe that reduces a man to a simpering, codependent who owes his very existence to the woman who deigned to marry the poor soul.

B.)The "humorous" Valentine that is essentially the greeting card equivalent of Everybody Loves Raymond or Family Guy. These are basically intended to beg for a wife's forgiveness for all of his uniquely male faults and foibles, that only she can solve by virtue of her infallible feminine wiles. Judging from the 'humorous' intent of these cards, no man is capable of feeding himself much less ask for direction or leave a toilet seat down, but on "her special day" this card is meant to prompt an appologetic laugh.

Needless to say I'll be making my own card this year, but for fuck's sake, how can we ever get a break from this shit when we're ankle-bitten at every opportunity? You simply cannot buy a card that doesn't force a man to be self-depricating.

Guilt of Conceit

February 14, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The Grue on SoSuave had a recent [encounter with a rebounding woman](#) that I found interesting. Have a read of his story for the details, but suffice it to say that date #2 pretty much killed the vibe. Over all I think he handled the situation by the book, but this last part I wanted to riff on,..

Irene called again on Sunday to apologize for her behavior during our date...I was cool with her but cordial. Then she repeated that she had “nothing to offer...” and I replied that I am more than cool with that because I like to be with people who have something to offer...and then I said goodbye....**[ed. Nails!]**

She then sent a text message about 2 hours later saying

“I wish I weren’t afraid and could give you an opportunity with me! Thanks for understanding!”

I guess she just couldn’t resist getting a jab in...I don’t think I’ll reply at all...

Grue played this perfectly, but this last text wasn’t a jab, it was meant to affirm for herself that she’s

still a good person. Think back to your plugged-in AFC experiences. Ever wonder why a woman who not only rejected you, but completely disrespected your efforts to prove you were the perfect boyfriend felt compelled to making things right after the rejection? Women cannot bear the thought that someone, somewhere might think they're a bitch, psychotic, or may not actually like them "for them". It's like they can't sleep at night knowing that someone doesn't like them. Proportionally this can be attributed to women's innate need for attention and the fear of social ostracization they learn in early childhood, but it goes a step deeper than this.

The problem is that when a woman seeks your post-rejection understanding it's not a genuine contrition for women. The average guy thinks, "wow, maybe there's more to her than I thought if she's self-aware enough to be apologizing to me", but the latent purpose is to make herself feel better knowing that 'you're cool with her'. The apology is for her, not you.

Even for men that a woman has no sexual attraction for, women will still look for this confirmation of their likability.

This is a very common dynamic for women when a Man outright refuses an LJBF rejection, or he 'goes dark' on her with a No Contact cutoff. From a behavioral perspective, she's seeking to reestablish the reward of his attention (which she didn't have to earn previously), but beyond that she's looking to protect her ego by getting him to agree with the 'correctness' of her assessment of him in having rejected him.

I can do better

Whenever a woman decides that a man isn't worth her investment of intimacy, she's making an estimation of him. That estimation may come immediately in that she's not physically attracted to him, or as part of a process of evaluating his personality, status, social intelligence, social proof, provisioning capacity and/or any number of other criteria, but the end result is always based on the same hypergamous question: "Can I do better?" which is really the root fundamental of every shit test.

Answering this question with a 'Yes' will always involve a certain degree of self-conscious conceit for a woman. And because there are only two parties involved in her rejection (her and him), she has to reconcile for herself having come to the conclusion that 'she can do better', with the guilt of being conceited enough to reject the guy. As I stated, this is by order of degree; if a guy is so repulsive to her, if she has perceptually better options available or if she's more predisposed to sociopathy in general, this guilt of conceit may simply be a non-issue for her to internalize. However, if a man has invested himself in being accommodating, sweet, generous and interested in her, this guilt of conceit will be more pronounced, thus requiring her to seek reconciliation for herself and affirmation from him that "she's not a bad person" for having concluded that she 'can do better'.

Right about now you're thinking, "that's great Rollo, but how do I benefit from this?" Two ways, first being knowledge is power – understanding women's internal process and the predictable ego-preservation that results from it will give you a much better gauge in reading a woman's interest level. It's part and parcel of the Medium being the Message, so be pragmatic in understanding when you're being rejected and that her pseudo-contrition is NOT a fresh sign of interest or regret on her part. Men with the best grasp of Amused Mastery are the ones who've learned women's internal processes to the point of predictability – and thus find it amusing.

Second, and more useful, is manipulating that process (assuming the reward is actually worth it). Doubt is a key element in stimulating a woman's imagination about you. Understanding the dynamic

of women's guilt of conceit from the outset will help in consolidating her interest in you. Hypergamy demands resolution so powerfully in women that evolution has hard-coded it into their subconsciousness. But the enemy of hypergamy is doubt; it's the guess work that women have to do and the subsequent rationalizations for the decisions based on that doubt that confounds hypergamy. If you suspect that a woman is beginning to find you too accessible, adjust your Game to stimulate doubt.

The ‘A’ Guy

February 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From the inimitable STR8UP (he knows who he is) in venerated SoSuave archives

Women either HAVE an “A” guy, or they desperately want one. It has something to do with needing that emotional rush.

What does this mean?

It means that if a woman already HAS an “A” guy, you either have to be the right guy at the right time that has what it takes to usurp the crown, or you will be relegated to “B” or “C” status, depending upon her level of attraction.

See, my problem lately is that I have been meeting a fair amount of women who I manage to get to “B” status with, but lately becoming that elusive “A” has proven difficult. I have to give myself credit though. I can honestly say that I DO NOT accept a “C” position, which is

basically “friend zone” orbiter, and I am quick to recognize when it’s a losing battle to try to become an “A” guy.

I have seen this play out with women I have been with and even MORE so with other people and their relationships. You meet a chick and get along well. She shows most of the classic signs of high interest when you are WITH her, however when it comes time to get together she flakes. Why does this happen?

Well, lots of times it’s because she might like you, she might even REALLY like you, but unless you got what it takes to dethrone her “A” guy, you are really nothing more than a temporary distraction/ego booster for her.

The “A” guy could be an Alpha ex b/f who cheated on her and dumped her and still calls her from time to time to keep the hook set. Or he could be a guy who she is currently dating who has so far refused to commit to her exclusively. He could even be the guy in the corner office who she has done nothing more than exchanged smiles with, who she has built up in her head to some sort of god-like status. Or, he could be any guy in between.

The point is, there are MILLIONS of women out there who are walking around with their heads in another place, TELLING people they are single, even going on dates, even getting MARRIED TO OTHER MEN, who are actually NOT really single. In their minds they are having a relationship with Tom, Dick, or Harry. Sure, she may be out on a date with YOU. She might even be laughing at your cheeseball humor and touching your leg when she talks to you. But deep down inside she can’t wait to get home to check her facebook or email to see if her fantasy man sent her something.

Basically what I’m saying is that it’s often hard to tell if a woman is secretly longing for another man. All you can do is keep your eyes open, and even then it’s tough when a chick is flipping her hair and leaning toward you and talking about your next date ten minutes into your first one just to flake on you three days later. But this is why you need to be EXTRA vigilant with women, and not invest too much time into a losing battle.

The easy analysis of this phenomenon is the 5 Minutes of Alpha dynamic, but what the ‘A’ guy represents is the feminine version of ONEitis. While a guy may pine away for months or years for a woman who’ll never reciprocate intimacy, he’s more easily self-convinced of another ONE who will be sexual with him. This is how men are wired; at some point the diminishing returns of an emotional investment gradually drop to nothing when presented with another, more viable, sexual opportunity. Not so for women. Women being primarily emotional beings, sex cements that emotional investment in her ONE. This is precisely why the boyfriend (even an abject Beta boyfriend) to whom she loses her virginity tends to become such an overwhelming emotional proposition for her. Barring a forced situation, more often than not he becomes the ‘A’ guy by default.

Even when this isn’t the case, the A guy becomes the benchmark who sets the bar for her B & C guys. As I proposed in Five Minutes of Alpha, be less concerned with a woman’s notch count and more concerned with the impact the last Alpha lover she had etched on her psyche. Bear in mind it was women, the feminine, who first proposed the notion of the Soulmate, or the ONE, in terms of romanticism, not men. Men have only recently bought into this since at first it seemed to prove “sensitivity” as a means to a woman’s sexuality, and then as an ego-invested part of their own personalities to be used as AFC leverage to keep a straying woman around longer. It’s kind of a using her own weapon against her (which never really works because his approach is rational and hers

emotional) dynamic in Beta Game.

There was a topic on the Tom Leykis show on (or around) Valentines day where he asked married or LTR female callers to call in and tell him if they were really with their “Prince Charming” – the guy they idealized, dreamed of, swept them off their feet and was the ONE soulmate for them. Of about 30 callers maybe 2 called in to say they were with their ONE. The rest had very emotionally charged testimonials about their ONE who they still ache for and how their ‘B’ guy, the man they settled for (in most cases had children with) doesn’t know it and could never measure up to their ‘A’ Man.

I think there’s a certain degree of mythologizing the ‘A’ guy since he’s unattainable and therefore really unknowable. That casts him in an idealization that can really never be proven. It’s like women who get addicted to romance novels; the rush comes from the imagining, not the actualizing.

However this puts the ‘B’ guy in a bad position – particularly if he’s an AFC who thinks his ship’s finally come in and the girl who settled for him capitulates to marrying him because the situation is hopeless with her ‘A’ guy. Of course this doesn’t have to be limited to marriage; I’ve personally known women in live-in situation who’ve left ‘B’ guy to go back to the original ‘A’ guy to have that self destruct and go back again to ‘B’ guy who welcomes her with open arms because he thinks it makes him the bigger man..

Defining Alpha

February 21, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Many apologies for my recent absence from blogging. Concurrently launching two new liquor brands in Q2 is proving very time consuming, but it has allowed me to step back briefly enough to review some of my more ‘influential’ posts. Amongst those, none generated more dialog than my essay on [Alpha](#), so I thought it prudent to come back to this very contentious topic.

I understand why guys, both of the red and blue pill variety have a problem with using the terms Alpha and/or Beta; depending on the perspective, terms that are definitive about what someone has an investment in make us uncomfortable. It’s much more comfortable to put those issues into more subjective understandings because when we’re objective about them we can’t help the wondering or the doubt of our own status within that definition. Objective terms are very close to absolutes depending upon who’s doing the defining.

From a generalized perspective, I feel that the terms Alpha and Beta are good reference points in assessing the characteristics that women find arousing in men for both short and long term mating strategies. However, I think that beyond these convenient terms, men need to be more realistic about how they apply to their own self-impressions in contrast with how women are interpreting the Alpha and Beta cues that they exhibit. For the record, at points in my life I’ve personally been the worst, bottom scraping Beta, the douchebag Alpha stud in the foam cannon party in Cancun, and the strong (but lesser) Alpha father and husband. So it’s with this in mind that I think guys shouldn’t believe that their ‘stars are set’ and they’ll never live up to the manosphere standard of Alpha.

Living Up

The reason that so many guys get so bent about what defines an Alpha is usually because they don't fit that *general* definition very well. So it's a logical ego defense to make necessity a virtue (once again) and redefine it to better suit their own conditions. It's exactly the same dynamic as the debate over Looks vs. Game. Game takes priority for those without Looks and vice versa. A personal definition of "what's Alpha?" becomes whatever plays to an individual guy's strengths, and women who can't appreciate them (i.e. all of them) are relegated to being less-than quality women. Sour grapes are sour, but deductively it makes sense; we *want* to be the embodiment of what we 'know' is attractive to women and others. The worst beta schlub you know thinks he's Alpha, because every woman he's ever known has defined for him that being beta is what women want.

Ethics of Alpha

The problem then is looking at the definition objectively. In an objective light it's difficult to look at ourselves as not measuring up to an Alpha ideal. So it becomes the first recourse to cast suspicion on the whole idea of being Alpha at all. It's a pissing contest between immature men then. Or is it? There is a LOT of observable, provable evidence that many so-called Alpha traits do in fact elicit very predictable, desired, favorable behaviors (usually breeding precursors) in women. From an evo-psych perspective Alpha is just as unprincipled, just as efficiently ruthless and uncaring as it's female counterpart – feminine Hypergamy.

So then the definition moves into an ambiguous moral ground; is it ethical to be / act Alpha? To be Alpha implies that you necessarily rise above a certain degree of common mediocrity depending upon the context – whether you do so like a guy from hotchickswithdouchebags.com or like a perfect "honorable" gentlemen is irrelevant, you still position yourself above "other guys". To some extent this is selfishness or implies a self-importance that questions moral tenets.

At this point I should also add here that **women NEVER doubt themselves on moral grounds for outshining their own competition in the sexual market place** – they just do so covertly and with a polite smile, unburdened by ethical doubts. Hypergamy is its own excuse.

Alpha Selectivity

And that brings us to the subjectively deductive end of defining Alpha. Every sexual competitor seeks to disqualify their rivals from breeding opportunities. Most animals fight for territory or harem rights. Humans generally (though certainly not exclusively) do the same combat in the psychological. We seek to disqualify sexual competitors by calling into doubt the sexual credibility of a rival. "Yeah, he's really good looking, but that means he's probably gay" from a man, or "You think that blonde with the big boobs is hot? Girls who dress like that are usually sluts" from a woman are both psychological, sexually disqualifying forms of combat.

This also applies to the observably, provably, sexually successful male capable of OVERTLY flaunting his high sexual value with two (or more) concurrent women. He must be of low moral character to so flagrantly manipulate his multiple girlfriends, right? His observable success, as a sexual competitor, conflicts with what a beta believes should constitute a beta-defined definition of Alpha-ness as it characterizes him personally. Ergo, the polygamist either must be disqualified as a sexual competitor based on subjective (moral) grounds, or a guy is forced to alter his own definition of Alphaness and therefore his own self-estimate.

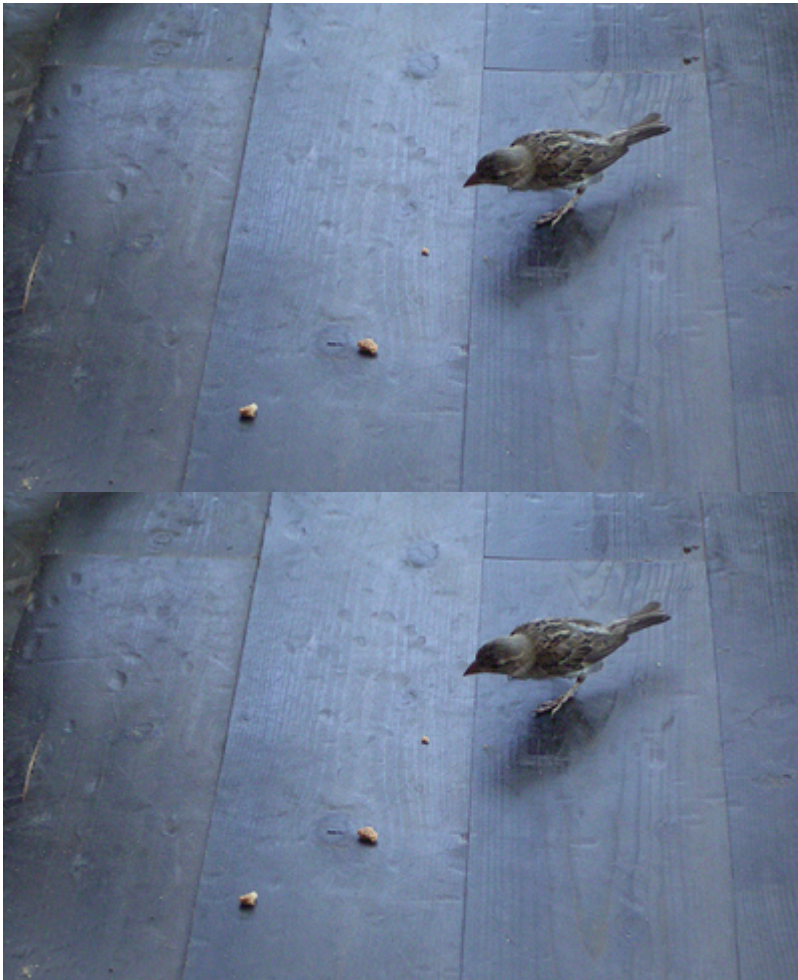
Every guy has a Game. Everyone thinks they are Alpha in their own way. Even the worst doormat Nice Guy, hammered flat by women for a lifetime, thinks his supplications or Capn' Save-a-Ho

mindset is the best way to win a woman's intimacy. He's invested in thinking he's unique in his understanding of how best to arrive at sex with a woman. Likewise, Alpha-ness is a moving target that's conveniently applied or disparaged based on personal circumstances.

Personally I believe Alpha-ness can, and does, have a concrete, objective definition. The problem arises when anyone asserts that they can definitively outline Alpha traits when it conflicts with the subjectiveness and ego-investments of those who define it personally for themselves. So we get a wide variety of what makes a man Alpha – he's the guy of high moral character, princely ambition and integrity, as well as the self-important cad banging his wife and "their" girlfriend. They are BOTH Alpha. Thus I would propose that while certainly contextual, objective Alpha-ness is NOT exclusive to social status or personal integrity, but rather an attitude of expressly manifested traits. These can be innate or learned, but the definition is not dependent on moral grounds (or a lack of). A scoundrel and a champion can be equally Alpha or Beta in their own psyche's.

Breadcrumbs

February 22, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The following is a cut & paste from a guy I counsel, but he said it was cool if I posted it here for the benefit of others.

At work we've had a recent move around of desks and people.

In my new place I am sitting with three chicks I like.

To my left is chick 1:

she likes dogs, looks pretty and has a nice figure. She isn't hugely confident but has been semi competing for my attention.

To my front is chick 2:

She likes horses, looks nice and has an awesome figure. She has a lot of confidence and has been attempting to gain my attention for most of the day.

To my right is chick 3:

I don't know what she likes. She looks ok, has a nice body, has medium confidence and has not attempted to gain my attention.

I am leaving this place in a couple of weeks, leaving me open to date people from work.

Which one should I go for and why?

Which one is the hottest? That should be your initial target and thus the one you pay the least attention to (I didn't say "no" attention to). From your description it sounds like #2 is the likely

candidate, but then, why settle for only one? If you're getting AIs (approach invitations) from all of these girls – and yes, #3 is also interested just by social proof from the other two – why not use this to your advantage? Stop thinking like a sniper, start thinking like a machine gunner.

Now I'm sure all of the guys reading will think, "Rollo you're such a moron, how's this guy supposed to work all 3 of these girls simultaneously?" But remember, many times I've posted that women are highly competitive, more competitive than men, only they compete covertly in ways that men are generally unaware of. This guy's only pitfall he needs to avoid is becoming TOO familiar with any of these girls, because then he'll become another 'one of the girls' in the office. Don't let on (by behaviors or words) that you in any way are seeing or have the potential to be exclusive to any of them or anyone outside the office either (you don't have a girlfriend, neither are you looking for one, girls are looking for you). Don't get chummy with any of them, meaning, no going off to lunch with any of them (or all of them), you have 'work' to do or are meeting 'business associates' for some 'side project' you're involved in. When you get chummy with any ONE of these women you will have been diffused and they'll consider you their **brother** (i.e. she'll consider sex with you to be incest) or worse still, one of their girlfriends. If this happens your odds with hooking up with any of them is greatly diminished.

Situation Analysis

Lets take a little inventory of what these chicks know about you already. They know where you work and what you do – this is a disadvantage in that it's a lot of information that they already have a basic understanding of and can extrapolate from. They most likely also have a common sense knowledge of your education level from either casual conversation or by implying it from your employment. Again, another disadvantage, but you can turn these to advantages with the right inferences. I'm not 100% aware of your situation with, or the individual conditions of these girls so I can only provide you with a general sense of what to do based on all this happening in a vacuum, but try to think of anything else any one girl, and/or all of them collectively might know about you from any conversations or appearances you presented to any of them.

For instance, how do you dress at work? That might seem innocuous enough a question, but think of what their reaction would be if you dressed more stylish or GQ all of a sudden if they were used to you dressing down for work regularly. They'd know something was up automatically and have you figured out immediately. Rather, if you want, begin gradually dressing up a bit at a time. This sends the message that something is changing with you (for the better obviously) and they'll be curious. That's when you can say something like, "oh, I'm working on an independent project for _____ (*implies extra-workplace ambition*) and I've been doing _____ (*something they wouldn't expect or don't know about you, but I'd suggest something artistic or that implies creative intelligence*) so I guess I have been dressing a little differently (*ambiguous reasoning that infers you have been so involved in your 'projects' that you are oblivious to the big, and 'unintentional', changes in yourself*)." And as if this weren't enough you 'allow' her to point it out to you, thus stroking her own ego and making her feel good for picking up on it and pointing it out to you.

Conversation

Scenarios like this tease interest in women, but remember, mete out your personal information to them like dog treats. The trick is to mine them for information in casual conversation while dropping 'breadcrumbs' about yourself in the conversation and this is all too easy to do once you get the knack for it. Keep in mind that women are naturally better with language and non-verbal communication

skills than men, so again, use this to your own advantage. Getting a woman to talk about herself has got to be the easiest thing for a man to do since this is what they love most, but listening and picking up on threads in her conversation is the real skill to master. A person who talks about themselves is an egoist, a person who talks about others is a gossip, but a person who can get another person to talk about themselves is a brilliant conversationalist. The key to conversation is to shape it in such a way that you leave her with an emotional perception of you. It bears repeating that women communicate differently than men, but in doing so they form emotional perceptions with another person (guy or girl) as part of that communication.

Again, use this to your advantage by making her 'feel' you when you talk. I'm sure you've all heard that men are more 'visually oriented' than women, but women are more attuned to voice, touch and smell than men. All of this equates to an overall emotional perception of you. When you enter her environment (she hears your voice, feels your casual touch, and yes, even sees you) she recalls this emotional perception. Remember that you are creating this from your first encounter. Too many guys think that women work just like guys and figure they can easily alter perceptions based on different conditions, you can't, or at least it doesn't happen very easily and by then is rarely worth the effort.

Breadcrumbs – Rewarding Desired Behavior

I also think the 'breadcrumbs' technique needs a bit of explaining too. Most desperate guys will more than happily tell a girl his life story, how his Mom is, what he wants from life and women and tell a girl he 'loves' her all in the first hour of the first date and then go home to wonder why the girl wants nothing to do with him. He sold the farm on the first date and freely gave away his mystery and challenge by believing the common myth that women want a guy to be "upfront" and "honest", this is false. Women want challenge, not honesty; full disclosure is the kiss of death.

It's a lot like sport fishing; if you have a marlin hooked on your line and you immediately yank the rod and reel the line as fast as you can you'll snap the line, but if you slowly pump the rod and reel the line in gradually (while letting out a bit as needed) and play the fish, you'll gradually land the big marlin. – breadcrumbs are a way of doing just this. 'Breadcrumbs' are little trails for her to follow in your conversation that lead to something about yourself that you want her to find out. If you **overtly** tell her "I'm studying to be a lawyer/doctor" this bludgeons her with overt information and gives her the emotional impression that you're 'trying' to impress her (i.e. an egoist). But if you offer her a breadcrumb in passing about some case study you've just read or how hard the hours of your internship is at the hospital that leads her to a conclusion on her own that she had to make a connection for to understand.

Women LOVE making these connections because it validates their own perceptive abilities in ways men rarely realize. It gives them a feeling of accomplishment when they make these connections. Even these are pretty blatant examples, but you get the drift, the message you want to send her has to be picked up as a breadcrumb that leads her to what you want her to know. This is covert communication and something she's naturally adept at. Most guys think women won't 'get it' and go over into overt communication and drop the interest or else their breadcrumbs are too obvious and then she picks up on your real intent – which is sometimes worse than just being overt! It takes practice, but the key is to err on the side of being too subtle than too 'in her face' with a breadcrumb.

Looks Count

February 23, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Your bulletproof Game and charming personality wont make you look any better when your shirt comes off.”

Looks.

Assets.

Game.

Have two. Three is best, but if you only have one, Game is the most essential.

I realize that I’m heading into dangerous territory with this, but I maintain that looks are an integral part of attraction – sorry, that’s a fact of life – but I’ve never stated that looks cancel Game. In fact I advocate that learning Game is just as necessary as maintaining a good physique.

The problem is with people who can only think in absolutes. It’s always an either-or proposition; Game trumps physique or physique trumps game is horse shit. They’re both important and play off each other. There are plenty of average looking guys who pull tail thanks to Game in spite of their looks, and there are also good-looking guys who pull tail without ever hearing what Game is. But wouldn’t you rather be the guy with both? The guy who can pull women without compensating for

personal deficits?

Consider that greater than 66% of people in western society are overweight (33% are morbidly obese). So it stands to reason that 2/3rd of the guys seeking out the community in order to change their lives, outlook and sexual prospects are going to be struggling with obesity from the outset. Now also consider the preferred belief among guys that looks, at least, matter less than personality, Game, etc. in female attraction. This is NOT a coincidence. For these guys it takes more effort to change their bodies than to change their minds.

“Looks aren’t as important for women”

The first thing most men who were previously out of shape will tell you is the marked increase in attention they receive from women after they got in shape. This is perhaps the simplest experiment that puts the lie to this assertion.*

There is a popular misconception men adopt in thinking that “looks aren’t as important for women” and that they’re more forgiving of a few extra pounds if a guy is witty, humorous and/or embodies some combination of the laundry list of nonsensical adjectives they place on their online dating profiles. This is the male version of the body image acceptance social convention women have been promoting themselves for the past 50 years. Don’t worry about getting in shape; money, humor and confidence will make any woman swoon for you. If this were the case the Louie Andersons and Danny Devitos of the world would be swimming in top-shelf poon. I have no doubt that very rich, but out of shape men have a relatively easy time attracting women, but they can’t make a woman genuinely desire to fuck him on a physical level. It’s just the very commercial version of negotiating desire.

While this may seem like a male-specific social convention, guess again; it’s actually a very calculated feminine convention. In terms of feminine breeding strategies and women’s schedules of mating, it is far more advantageous for a woman to engage in short-term breeding strategies with Alpha men during the peak of her sexual viability when she knows there is a social structure ready to accommodate her long-term breeding strategy (i.e. provisioning) with future men. In other words, encourage men to think that “looks aren’t as important to women” so they’ll be more acceptable future providers while breeding in the short-term with men embodying their very specific physical ideal. This is precisely the reason why the “kidult / man-up” phenomenon is so vexing for women today – it threatens this long-term strategy.

Priorities

In accordance with women’s sexual strategies, women place an importance upon looks according to their phase of life. The priorities and importance of characteristics that women will consider prerequisites for intimacy shift as her life’s conditions dictate.

14 – 24 years old: Looks are EVERYTHING. Yes, some romanticism might help complete the fantasy, and Game is definitely a factor, but the priority for arousal is primarily Darwinian. Women will gladly overlook character flaws or a lack of assets in favor of fucking the physical Alpha while she approaches her own sexual apex. For a brilliant study of this take the time to read Dr. Martie Hasselton’s study, Why Muscularity is Sexy.

25-30 years old: Looks are still of primary importance, but other factors are beginning to compete in significance as she becomes increasingly more aware of hitting the impending Wall. While she’s still hot enough to command attention, her hypergamic priorities lean more towards the life time provisioning potential and parental investment potential a Man represents. As she gets closer to 30,

she knows she has to play her cards well if she is to cash out of the game while she's still able to compete with other women. Ambition, character, assets, humor, personality, etc. begin to be more important in the light of a potential lifetime commitment.

30-35 years old: Most single women in this demographic are in varying degrees of denial (aided by social conventions), but on some level of consciousness they realize that they're past their expiration date and securing a commitment is a progressively more difficult battle with every passing year. Looks lose precedent in favor of assets and status. Game and personality become more prominent, but the primary focus is catching up to the choices she made (or should've made) when she was about 28. Locking down a proven commodity – a Man with a reasonable amount of success and status – is the goal now; not a Man with “potential” for that same success. While the physical is still important, she's more than willing to compromise the physical standards she held at 24 if the Man brings a lot to the table.

35-45 years old: She's well past her expiration date, hit the Wall and is, graciously or not, accepting the fact that she's used goods. Any notion of a list of requisites or priorities are a fond memory now. She may play the Cougar card in an ego protection effort. This may seem like she's back to her primary Looks focus in playing the Cougar, but again, on some level of consciousness she understands that younger Men are doing her the favor by fucking her and in no way expects more than a physical fling. The hope is still, by some miracle, to lock down an aging AFC divorcee in a bad spot, with at least some amount of appreciable assets. Status is nice, looks would be icing on the cake if he's still got them, but provisioning takes priority above even Game or social intelligence.

Making the Change

Changing yourself takes an effort. The greatest obstacle in change is the first one; recognizing and accepting that you need to change. This is where AFCs and beta males chomp at the bit because they've been told for the better part of a lifetime to “just be themselves” and everything will go according to fate's plan. Then for whatever reason they unplug from the Matrix enough to realize that they've been sold a bill of goods and that personal change is necessary for them. They need to change their lifestyle, change their attitudes, change their outlook, change their minds about themselves and yes, change their physiques too.

But change takes effort and people are lazy. They want the quick fix; the magic pill that makes them happy, successful and sexually irresistible. So they flock to guys selling the best program that promises all that for a minimum of effort. Learning Game demands practiced effort, but it requires FAR less physical effort than improving one's body, and it's especially daunting for guys unaccustomed to working out. It takes time, energy and dedication all commensurate with how out shape that guy is to begin with.

From Women's Physical Standards:

There are countless “chubby chaser” websites dedicated to catering to this particular “fetish” for men, but not a single one exists for women, why?. By that I mean there is a percentage in society of otherwise average, fit men seeking out obese women, yet the standard for ideal masculinity seems to remain constant for females by the lack of “fetishes” for obese males. There is such a demand in society by men seeking fat women that businesses have been developed in order meet it, but there is no similar demand on the part of fit women (or one not sufficient enough to register) seeking overweight men. Why do you suppose this is? There has never been a “rubesque” period for Men – where

overweight men were consider the feminine ideal – in history. A muscular athletic build has ALWAYS been the masculine standard.

As I stated in Sexy, men define what is feminine and sexy for women, however the inverse is true in that women define what is masculine and sexy for men. The reason women find particular aspects of Men's physiology sexually arousing is because the men in the past who embodied them were rewarded with sex often enough to make those traits hard-coded into women's brains.

Yes, Game is vitally important, as is root level, dynamic personal change. I don't think I need to explain just how important this is. However, looks COUNT, looks MATTER. What I find amazingly ironic is that looks are one of the few areas of change that a Man has DIRECT control over – his body. Barring physical disabilities, you have no excuse not to be in better shape. Why wouldn't you want the full package? Stop being so Goddamned lazy and accept that you'll need to exert some effort and sweat to make yourself more attractive. Game and a positive-masculine DJ mindset are vital elements for your attractiveness and well-being, but they WONT make you look any better with your shirt off.

*Side Note: I should also point out that for as much as women will assert that a man's penis size is irrelevant to their sexual pleasure, often the first insult they'll hurl at a man in order to shame him is "I'll bet he's got a small dick!" You connect the dots.

The Flow

February 24, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When I was writing [Breadcrumbs](#) this week, I was attempting to focus on one aspect of an overall whole of applicable Game that I assumed most readers of this blog would already have some grasp of. I regret that I'm sometimes hasty in these assumptions; there are plenty of freshly unplugged Men who are looking for practical information on Game who're completely unfamiliar with the techniques and associated principles that support them. It's a shame to me to think that a guy's first experience with Game should come from, to put it gently, a more juvenile mindset. It's no wonder most men spit the red pill out after being told ham-handedly to "just neg the target bro." It's difficult enough for most men to come to terms with their fem-centric psychological conditioning, but doubts about the legitimacy of a still evolving Game, courtesy of adolescents, is often enough to drive a man back into his mental cocoon.

What I was alluding to in [Breadcrumbs](#) was an element in the overall flow of a date. I use the term "date" here in its loosest meaning; no one really "dates" anymore, but there is a progression in engaging a woman you have an interest in, whether you're on date number three of an LTR or you're working towards a same night lay.

The Process

As odd as this will sound there is a natural "flow" to a date that escalates to intimacy. Much of what

the mPUAs teach is really emulation of behaviors that follow this flow. Damn near every PUA technique (tools in the toolbox) is a behavior most men in the seminars have never figured out on their own either by way of fear of rejection, or simply no opportunity. Kino, C&F (cocky & funny), peacocking, open-ended questions, conversational skills, isolation, escalation, etc. are all part of this flow. When a guy gets stuck at a particular stage in this flow the date breaks down, interest levels waiver. This may be him, it may be her, often a combination of both, but the flow stalls out and intimacy is not arrived at.

For a guy used to rejection (and at some point this is ALL guys) and sexual deprivation, the natural impulse is to blather out as much information as possible in the shortest amount of time for fear that he won't get another stab at the only girl in recent memory who accepted his approach. He disrupts the flow and ceases to intrigue the woman. As counterintuitive as this seems (and contrary to the popular belief that women want full disclosure and complete honesty) women want to read a Man chapter by chapter, each chapter being a new reward for her interest.

Nothing is more self-satisfying for a woman than for her to think she has pieced together who you are using her (imagined) feminine intuition.

But the AFC rattles off his life-story book summation from the back cover and feeds her the cliff notes all in the course of a 2 hour date, vomiting it out all over the restaurant table and mistakenly believes it's just a necessary step to intimacy and familiarity. He loses the initiative, his sense of mystery, his challenge and his attention is too easily given – and is therefore worthless because she didn't have to earn it. In his rush to get past the uncomfortable stages of clumsily developing rapport, he denies her the satisfaction of having to 'figure him out'.

Embracing the Flow

The guy who successfully escalates is the Man who's conscious of this flow and isn't afraid to sometimes pause it, be deliberately ambiguous, or halt it altogether in order to leave her wanting more – then restarting it, should it hang. The Man who's got options isn't afraid of keeping his own mystery and challenge about him, and women covertly pick up on this nuance. The guy who does this communicates confidence subconsciously in that she picks up on the fact that his attention (and personal information) is a reward for her interest. This is the 'breadcrumb' ideal that maintains flow. Give her just enough tidbits, breadcrumbs, about yourself to pick up the next one and lead her where you (and she) want her to be.

Be Her Drug Dealer

I should note at this point that there is a certain bio-chemical aspect for women experiencing intrigue. However, by this definition, a person can develop a 'tolerance' to the endorphin cocktail if exposed to it often enough. When engaging a woman, probably the last thing on a Man's mind is the hormonal responses being triggered for her while the 'date' progresses. The easiest illustration of this is the "action date" theory; do something exciting with your target in order for her to associate that feeling with you. On the front end, she's jet skiing with you in South Beach, but on the backend her body is producing adrenaline and dopamine in excitement. The ideal state is very Pavlovian; you want the very mental image of you to produce the same effect in her body chemistry.

That's all fine, but maintaining that rush doesn't need to come exclusively from bungee jumping or sky diving. Those same chemical triggers can be stimulated with indignation, jealousy, lust, intrigue, suspicion, imagination, etc., basically all the food her internal hamster needs to spin the wheel. Far too many men underestimate a woman's nuanced sensitivity to the prompts that trigger this biological

response.

Using this information, it would seem that the right idea would be to do the intuitive thing and perpetuate the good feeling rush of the date by rattling off as much detail about yourself in the shortest amount of time to get to intimacy. It seems to make sense since every guy's been told the way into a woman's pants is to make her feel comfortable with him, to be her friend, be sensitive, listen to her, etc. So he can't appreciate the necessary anxiety that comes from sexual tension in attraction. The attraction phase is uncomfortable, and the natural, predictable response is to avoid the discomfort. So while she may be high on endorphins at the time, his rationale is still deductive – how does he get from point A to point B to point C?

He desexualizes, he sells the farm, he makes himself an open book and essentially kills the impetus and breaks the flow.

Mrs. Hyde

February 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In last week's Looks Count post I broke down a particular demographic outline that *loosely* describes the various phases of women's lives and the importance they tend to place on certain male characteristics in relation to qualifying for their intimacy. The focus in that post was on the importance of physical attributes women filter for, but I felt it deserved a better explanation in whole. Granted, I'm basing my estimates on women in westernized cultures and the general progression most become acculturated to, however I think in a global sense, and accounting for socioeconomic contexts, the progression remains fairly predictable.

Women's Sexual Pluralism

In the study I linked by [Dr. Martie Hasselton](#) there was a very salient point that kind of gets passed up since the focus of that social experiment was more about isolating variables in women's physical preferences for males. That point was illustrating women's pluralistic sexual strategies – short term breeding strategies whilst in her sexual peak demographic, progressing to long term sexual strategies

as her sexual agency becomes less valuable and subject to the rigors of competition anxiety in the SMP.

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000). The most straightforward prediction that follows is that women seeking short-term mates, when the man's only contribution to offspring is genetic, should prefer muscularity more than women seeking long-term mates.

Over the course of a woman's life the priorities and criteria a woman holds for a 'suitable' mate fluctuate in response to the conditions she finds herself in. The criterion for short term coupling are much easier to demand when a woman is in her peak fertility phase of life and thus places these prerequisites above what she would find more desirable for a long-term pairing. The extrinsic male-characteristic prerequisites for short-term sexual strategy (hot, quick Alpha sex) preempts the long-term qualifications for as long as she's sexually viable enough to attract men. Thus it follows that as a woman exceeds or is outclassed of her previous SMV, her priorities then shift to an attraction for more intrinsic male qualities. For the short-term strategy, quick impulsivity and gratifying sensation take precedent. For the long-term strategy, slow discernment, prudence, familiarity and comfort satisfy a desire for security as she exits the competitive stage of the SMP.

The dirty little secret to all of this is that although a woman may abandon one strategy for another depending on the phase of life she's in, nature has seen fit to make sure she never quite abandons one for the other completely. As her environment warrants, she can readily re-prioritize her conditions for intimacy in order to achieve that sexually strategic balance.

This is a very uncomfortable truth for contemporary women in that it exposes the underpinnings of a great many feminized social conventions intended to misdirect men in an effort to maintain superiority in sexual selectivity and effecting these strategies. Men becoming aware of the pluralistic nature of hypergamy is the greatest threat to the feminine imperative. As I stated in The Threat,

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

Biomechanics

An even more uncomfortable truth is that women's pluralistic sexual strategy is literally written into their genetics. In a woman's sexual peak demographic, across her ovulatory cycle she will tend to seek out High-Testosterone cued Alpha Men to pursue for her short term breeding strategy during her pro-phase of ovulation. In her menstruation period her preferences switch to preferring the long term

security of a beta provider, and thus filters for these traits in her pair-bonding.

I'm elaborating on the genetic aspects here because I think it's important for men to understand the biological mechanics of women's sexual strategies in a broader scope. I endure an endless stream of criticism for implying that women are selective sluts. Obviously women in the general whole have the capacity to resist these base impulses to "go slut", however this is the base biological impulse against which they resist by conviction, rationale, sentimentalism or simply being realistic about having a low SMP valuation. As I've said before, all women have the capacity to throw caution to the wind in order to pursue her short term sexual strategy. Right place, right guy, right ovulatory phase, I was drunk, he was cute and one thing led to another,.. Nature selected for women who could best effect a covert pluralistic sexual strategy.

Due to the cyclic nature of women's sexuality it's a misnomer to think that "women are just as sexual as men", however, to the importance of sexual selectivity dominance, women are much more sexual than most men are led to believe. The key is understanding that women want to be sexual on their own terms as their cycle dictates. Essentially they are serving two masters in this: they want the freedom to pursue a short term sexual opportunity (as well as the freedom from social repercussions as a result) and also the prudence to filter for a man willing to assume the responsibilities of parental investment and provisioning.

NAWALT

From a recent discussion thread:

Here is a tip – level headed girls who are intelligent have **told** me they don't want to get fake breasts, even when they're an A cup. Also some girls prefer to take it a step slower. They don't NEED immediate gratification, they know that a good thing might take time, and here is an idea, you know how women think men are dumb – MOST ARE. That's why they play games – to weed out players!

This was from a guy. I used to believe this, until I understood the fundamentals of female hypergamy. For far too many men it's a comfortable fiction to think that attractive, self-conscious, "level headed" women really have the presence and forethought to 'weed out' what men would rationally think would be the best fit for them. However, observably and predictably, their behaviors and choices don't bear this out. On the contrary, their behaviors prove the validity of female hypergamy even in the personalities of what we'd consider the most virtuous women. Even the bright, intelligent, good-girl selects for, and sexually prepares herself for, the most immediately accessible Alpha male her attractiveness will demand AND they also filter for the players, and develop bonds with men they believe might provide for their long term security when their necessity dictates that they should. They're the same girl.

Women are keenly aware that men's primary interest in them is fucking – everything else is ancillary to sex. The difficulty women encounter in perfecting a long-term sexual strategy is men's singular primary strategy – the value a woman has beyond the sexual comes *after* she's been sexual.

The Truth is Out There

Almost a year ago Ferd over at In Mala Fide wrote a very eye-opening post about what appears to be an endemic of online Self-Shooters – millions of unprompted, unsolicited young women shooting and posting nude and semi-nude pictures of themselves from a smartphone. Just image search Google keyword "self shots", you'll get the idea. And it goes well beyond just teenage dalliances with

bathroom pictorials; with the rise of convenient digital media creation we get a clearer view of women's true sexual landscape. Click over to Advocatus Diaboli's blog and check his NSFW collection of links featuring home-porn.

You can reference Ferd's article for the NSFW photo galleries and forum links dedicated to this phenomenon. Have a look at the sheer volume and frequency with which average women will voluntarily become sexual. This is just one collection, there are countless millions more. Are they all sluts? How many of these women have uttered the words "I want to wait so I know you want me for more than sex?" How many of these women would make great wives in 5-10 years? How many of these women are already (or have been) wife material? How many of these women are thought of as the sweet natured "good girl"? How many guys have considered these girls "Quality Women" at some point? We can look at them with their clothes off and declare them sluts, but would you know the difference if you saw her in church?

From the same critic:

Most girls will go through an experimental phase at least. I don't think that makes them sluts, necessarily. Depends on degree.

I half agree with this. There is most definitely a phase of life where women will opportunistically leverage their sexuality – usually this is mid-teens to late 20s, but you have to also take into consideration why this sexual attention is such an urgency as well as being so rewarding for a woman in this phase. Hypergamy and a rapidly closing window of SMV spur on that urgency.

I'm also compelled to point out that women in their 30s, 40s and even 50s will still "slut it up" and seek that sexual attention if their conditions dictate that they must return to that agency. Again, refer to the self-shots phenomenon; not all of these girls are 18 y.o. misguided youths experimenting with their sexuality for the first time. A solid percentage of them are post-30s women, and some older than that showing off their 'new' post-divorce body after 3 months training at the gym. Are they still 'experimenting' or are they feeling the need to retroactively solicit male sexual response due to changes in their conditions?

The point I was making is that the "quality woman" meme is entirely subjective to the sexually strategic conditions that a woman finds herself in. As per usual, guys would like to make their necessity a virtue and define whatever is working for them currently as an ideal situation without considering the factors that contribute to it or would radically change it if those conditions were altered. When you met your devoted, soccer-mom wife in her 20s, your first thought wasn't "I wonder if she's a quality woman?" It was probably more along the lines of "I wonder if she sucks a good dick?" At the time, the conditions were different for her, and her personality reflected an adaptation to them.

Now What?

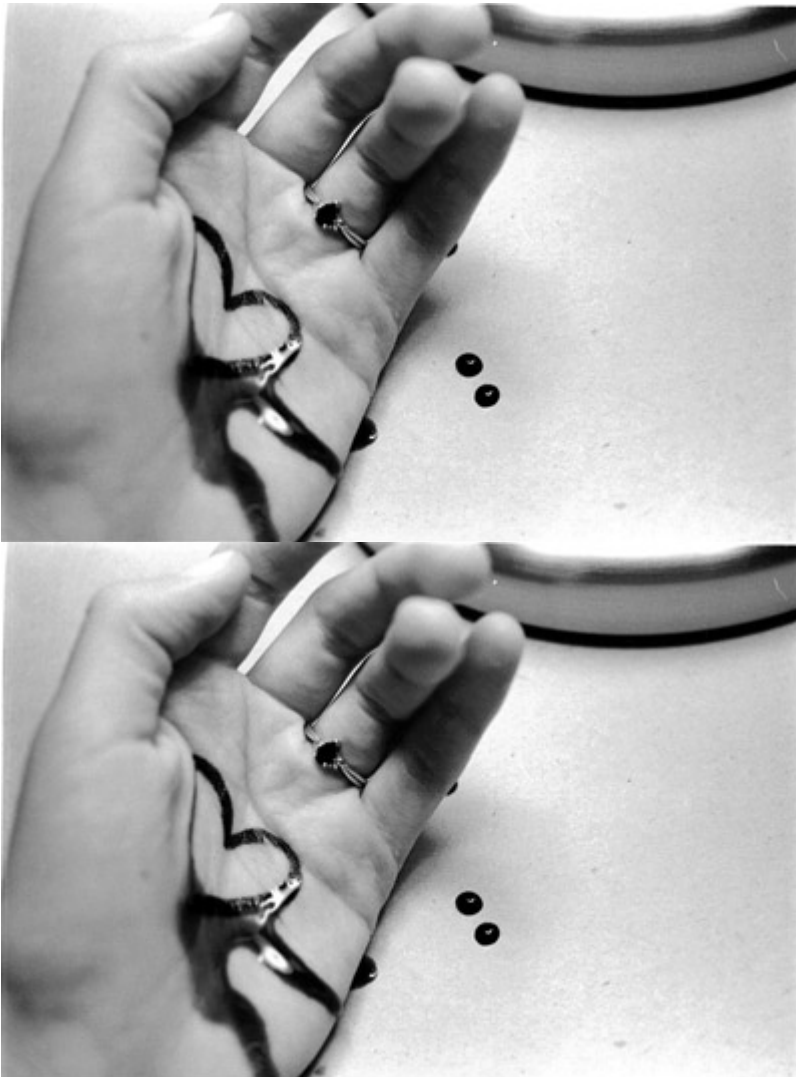
So where does this leave a Man? I think it's determined by where you are yourself in life and what your expectations for yourself are. If you're young and just beginning to find your footing in the SMP then I'd advise spinning plates and enjoying yourself, but with the understanding that you are learning from experience. Maybe that's as far as you want to (responsibly) go, or maybe you entertain the idea of becoming monogamous at some point. Naturally, I wouldn't advise even experimenting with monogamy for any guy under the age of 30, but let's assume you do have the experience and have an understanding of how the SMP and hypergamy work. The most valuable bit

of wisdom you can carry into a monogamy of your own decision and your own frame is to understand this sexual pluralism in women. Accept hypergamy as a woman's operative state at all times.

The most common words hear newly divorced men utter is some version of "I never saw this coming in my wildest imagination, we were married for 20 years, we have 4 kids, how could she be over me so quickly?" A lack of understanding the basics of hypergamy is exactly why men are blindsided.

Fidelity

February 28, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I was recently asked by Die Hard to add my personal input regarding fidelity on SoSuave. Rather than post an overwritten essay on the forum I thought the broader readership might be interested in the discussion:

So you guys are married... Rollo recently told me he has never cheated on his wife and I'm pretty sure Slick and Back haven't either.

My question is: **Why?**

Before you guys were married, you had (or would have had) absolutely no problem with spinning plates and banging several chicks at the same time. So why do you have a problem with it now? What ADVANTAGE does it bring you to be monogamous with your wife?

I constantly get asked this, "how can you propose the ideas you do and still be married?" It's actually because of my marriage that I feel qualified to do so. On this blog and in my SoSuave posts I generally make a point not to include too much personal details about my individual experience; first because it contributes to bias in analysis, and second because it always comes off as self-aggrandizing in some respects. However, to answer your question I have to give you some background about myself, so I apologize in advance if it sounds like I'm glossing myself here.

A Brief History

I was a stereotypical, but extroverted beta in my adolescence. I got played and/or rejected constantly until my senior year. I got laid for the first time at 17 with really the first girl who'd be my "girlfriend". I literally rearranged my life to accommodate us having regular sex, to the point that I would travel from one end of L.A. to another by bus over a weekend. I won't bore you with the beta details, but suffice to say it didn't end well.

It was after this that my 20 y.o. mind decided I liked getting laid more than I liked playing up to the Nice guy bullshit that got me raked over the coals with my "girlfriend". I was already playing in bands at that stage and the Hollywood metal scene of the late 80's and early 90's was just begging me to come play and at 21 I was finally old enough to realize it.

I was a kid in a candy store. Rail thin, long blonde hair down to my ass, playing in two very popular bands and opening for national acts, doing session playing for Paramount TV shows occasionally; by 22 it was so easy to bang women I didn't even consider *trying* to get with them. I had Game at the time, but it was the unpracticed default Game that comes from the confidence in knowing you have instant social proof and women will approach you. Which was funny because for most of it I was flat broke, but somehow managed to have women buy me drinks and all kinds of 'gifts' to offset that.

Of the 40+ women I've banged, about 38 of them were during the times I was between the age of 21 and 25. And there were all kinds of women; mostly the club sluts that guys in the community like to complain about, but also some nice Latinas, two MILFs (one was a manager for the band I was in), one brief single mother, two strippers, a nice church girl, even a Vietnamese girl who could fuck like a Tasmanian Devil. I had them as young as 17 and as old as 45. Blondes, brunettes, redheads, big tits, small tits, one fatty, one coke addict, a girl with an MBA, and several from community college. I didn't give the girls who'd rejected me in high school an afterthought. I was doing naturally what I later came to understand was spinning plates.

It got so easy I could walk into a club in another state, where no one even knew me and could still pull top shelf ass that most guys only whacked off to porn over. But all that came crashing down when I met the [BPD psychotic girl I mention here](#). This was the real test of my true beta-ness, I wanted her to be my 'dream girl' but she was the daughter of Satan. Every high I was experiencing at that time turned into the lowest misery I could've imagined. It was a living hell, but one I wanted to be in. I had opportunities to get away, I had other women still throwing themselves at me for a time, but I wanted that BPD to be 'the ONE'.

It was at that lowest point that I knew what it was like to be lower than a beta, I was an abject omega with her.

It wasn't until mercifully after 4 years that I extracted myself from her web of neurosis, that I gradually transformed myself back into an adult Alpha mindset. I changed my mind about myself and got back on my feet by putting myself first.

Afterlife

In the time before I met Mrs. Tomassi, I'd been the cheater, and the cheated. I banged other guy's women on GNOs, I've had sex with girls within 2 hours of meeting them. And I got cheated on and LDR cuckolded by the BPD girl. I've done all of that. A lot of guys drop the line that they're monogamous because they're sick of the game, but they never really experienced that game. They settle because they'd rather trade mundane 'sure thing' sex for risking more real rejection. From my personal perspective I laugh at this rationalization – especially when I hear a guy married for 3 or 4

years tell me how he's tempted to cheat on his wife or wonder what banging this new girl would be like if only he hadn't married so early. They can't escape the nagging doubt that their lives could've been something different if only they'd held out longer.

I think it's vitally important for guys to 'get it out of their system' and experience women in as visceral, emotional and practical a way as possible before even considering monogamy. A lot of my critics like to say, "well we can't all be like Rollo and get everything right" but I profess what I do because I got more things wrong. I attribute the success of my marriage to having gone through what I did in my 20's.

When I was considering proposing to Mrs. Tomassi the one overarching concern I had wasn't about pre-qualifying her for some laundry list of wifely qualities I had in my head. My first thought was "is she someone I can remain faithful to?" That was my primary concern, is she someone I'll just cheat on? I know me, I've seen me do it. I got lucky in that for 15+ years she's been a great wife, mother and companion, but honestly I wanted a woman who would keep my sexual interest in perpetuity. She's much more than this, but in all honesty I wanted a woman to stay as hot and sexually available as possible for the longest time possible. Call that shallow if you like, but I've never cheated on her in over 16 years because she has, and in my line of work the opportunities are always there.

Infidelity

What most people don't understand about infidelity is that, for cheating to occur two primary elements must be present – cause and opportunity. Women tend to get caught up in the minutiae of cheating because it stokes their need for indignation; even vicariously through their girlfriends they'd rather wallow in the chemical rush that jealousy, suspicion and betrayal induce for them. Guys do too to an extent, but I think they focus more on the loss of the investment, especially the emotional investment. What both fail to see is the reasoning behind that act of infidelity.

Most men never cheat simply because they don't have an opportunity to do so. Either they're not in the correct environment or they just lack Game or aren't attractive enough to really be a consideration for cheating with. These are the guys who'll self-righteously declare how proud they are of their convictions in remaining faithful to their wives, when in fact they make their necessity a virtue due to circumstance. When you look at how most infidelity progresses it's often prompted by the proximity of a willing partner. Opportunity is circumstantial.

Cause to cheat is much more complex. For men it's often a feeling of not being appreciated, but more so than this is their wife's lack of sexual interest or their own lack of interest in her because she devolved into something they never thought she would. As I stated before, if you don't know what you're missing, you'll think you're missing out. I know a disproportionate number of men who've cheated as the result of having cashed in on their potential in exchange for the 'safety' they thought marriage offered.

There are plenty of men with ample cause to cheat, but never do because they simply lack any real option to do so. That may not be enough for some men and they'll extend that cause into creating their own options to do so; they hit up a prostitute, or put themselves into situations where they could cheat. Then there are guys like me who have plenty of opportunity to cheat as part of their work, but don't because they don't have any real cause to motivate them.

I'd love to speak from some Pollyanna, Promise Keeper's moral high ground, but I really don't have a reason to cheat. That isn't to say I haven't been tempted, but in the back of my head I know I've nailed some comparative girl in my past. I don't dwell on wondering what it would be like to bang

one of my ‘pour girls’ or the hot receptionist at one of our distributors, because I fondly recall fucking a girl who looked like her 20 years ago. For me, one of the benefits of having lived plate theory (albeit inadvertently) is knowing I climbed that mountain a while ago.

Yes, I love my wife, we have a mutual respect, and we are a good fit, but I don’t feel crushing guilt for finding some other woman attractive. In fact Mrs. Tomassi tells me that when I stop looking at hot women, that’s the day she’ll start to worry. For the last 16 years she’s been someone I could be faithful to. My wife trusts me implicitly; in fact she’s been the inspiration of, or planted the germ of an idea in me about a lot of post topics most of my readers would find surprising. In 2010 I left for a product launch in Aruba. I was surrounded by stunning women, not one of which could be rated lower than an HB8.5. They had put me up in one of the best suites in the hotel. When I told Mrs. Tomassi I’d be gone for 4 days in Aruba she said, “if you’re gonna do any fishing there you’ll need to bring extra cash”. How many married men do you know whose wives would’ve gone ballistic over even the consideration of doing that? How many men’s wives would “forbid” him to go?

Advantages

You also asked if there’s a particular advantage to monogamy that can’t be achieved in spinning plates, and besides having raised a whip-smart, beautiful, honor-roll-student, 13 y.o. daughter, not really. Does that sound odd or callous? It probably does because I don’t think a comparison of advantage to disadvantage in either lifestyle is really an issue. I think they’re two different ways of living and one is not necessarily better than the other – just different for different people at different phases in life. For the record I’m not anti-marriage, I’m anti-never-saw-it-coming-pollyana-how-could-she-do-this-to-me?-hypergamy’s-a-bitch marriage.

Do I know that marriage is a racket and puts a man legally and socially at an extreme disadvantage? Yes. Am I aware of the divorce fraud industry? Yes. Do I understand that for a woman to achieve her sexual imperatives I necessarily must sacrifice my own? I’ve written volumes about it. Do I know that women fundamentally lack the capacity to appreciate the sacrifices a man makes to ensure her sexual imperatives? You need to ask? So why get married?

Before he died, I can remember a conversation I had with my father where I was asking him about why he married my mom. I could never get a straight answer out of him, but he wasn’t being elusive. I was younger and unmarried then, now that I’m older I think I understand that he was telling me the truth when he said “It seemed like a good idea at the time.” He honestly thought he and my mother could make a life together when they got married in their mid 20s.

The reason I asked him was because I knew virtually nothing about their courtship and how such disparate personalities could come together and thus have me. He passed away back in September of 2010 and I rooted through his old photo albums with my mom. Here was this life my father lived in these photos that I had no inkling of. Shots of my parents years before my brother and I even came into existence. Lots of shots from their sailing days in the early 60s, friends whom I had never heard mention of, and an early life where no children were present. Just from perusing these shots I got a whole new perspective of my old man. He was in love with my mom, my mother who’d left the family in the mid 70s. They divorced when I was about 8 I think, and since then I’ve only ever known them as separate entities.

I think if most guys are honest with themselves, on some level they buy the idea that they and some idyllic woman can live out a plan or be happy together for a lifetime. I honestly couldn’t tell you why I proposed to Mrs. Tomassi. I wasn’t forced by pregnancy or emotionally coerced by some BPD’s

neurosis. I can only echo my Dad's words now, "It seemed like a good idea at the time." I still do, and I'm not naive to knowing what could happen, and that women are fully capable of betraying a man after 20 years of marriage. There is no security in marriage.

Men are the true romantics, not women. They talk a good game, but it's men who are the real slaves to romanticism. It's men who conceive every romantic gesture. Mrs. Tomassi wears the wedding ring my father picked out for my mom all those years ago. The back story is kind of lost on her, she just loves the ring and life goes on. We want to believe in the fairy tale. We want to believe we'll be the exception against all odds and every horror story. My father was probably the most uninspired man you'd ever meet when it came to women. He was very analytical, he was very ordered in his life, but he was also a hopeless savior for the women in his life. I wouldn't call him a White Knight; he was much too rational for chivalry, but he did what he did because even he, the staunch atheist, believed marriage could make you happy. At some point my old man looked at that ring in the jewelry store and thought "yeah, that's a good one, I could see that on my wife."

What Lies Beneath

February 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Stop, wait, don't click the play button just yet. You need to know a few things first before the rage you're about to feel clouds your judgement about my intentions for linking today's video lesson in evolved psychological prompts in gender dynamics. First disclaimer; this is expressly NOT an attempt to agitate any anxieties about misandry, nor is it an attempt to wantonly illustrate what I'm fairly certain is an already obvious double standard for most readers here. Second disclaimer: this isn't about 'women are bad, men are good'. Please spare us all the historical analysis of the evil patriarchy and how bad womyn had it under their male oppression in response to this impromptu study.

OK, click play and watch. It's short.

My point in linking today's video (h/t to bodybuilding.com forum) is to really come to terms with the evolved psychology and the socialization that stems from it in this. My point isn't to start some movement to acknowledge violence against men by women, but rather to illustrate the latent reasons why it's *not* addressed in the first place.

One of the foundations of the egalitarian equalism mindset is that traditional gender is a socialized set of behaviors leading to a gender identity. Equalism is based on discarding any preconceptions about innate gender identity, which is one of the primary reasons it's proponents screech so vehemently against the ideas put forth in evo-psychology. There can be little or no room for questioning an equalist perspective in terms of the very obvious biochemical, biomechanical and 'hard-coded' psychology and manifest behavior of these for an equalist approach to push us towards utopia.

But science and equalism are always shocked to come home early and find Mother Nature fucking the mailman. This experiment is an excellent example of this. In the equalist's nirvana (also see 'girl-world') men and women in equal measure *should* feel equally compelled come to both the woman's and the poor Omega male's defense – sadly this isn't the case. What we're observing here, while socially uncomfortable, is really an illustration of Darwinian principles and the evolved psychology that manifest from hundreds of thousands of years of socialization. Protect the female, leave the male to his own devices. Women are the protected sex not because of social sensibilities, but because that's what we're psychologically hard-wired to do.

There are intrinsic behaviors we have a natural propensity for that no one ever had to teach us. The reason a baby's cry is so annoying to us is because we've evolved sensitivities to it to ensure the baby's, and, by extension, our own species' survival. This female protectionist dynamic is one of these intrinsic sensitivities. From either a rational or a moral perspective the social incongruities and seeming injustices of how these evolved manifestations play out are irrelevant – they are still motivated by the same evolved prompts that benefitted our species in the past. Women and children first isn't a social dictate, it's an evolved doctrine of survival.

Boys Don't Cry

First example: have a read and listen to audio from [The Rush here](#). Even when the circumstances publicly, empirically, prove a woman's duplicity, our first primal impulse is to console a crying woman. A weeping woman intrinsically engenders prompts for protectionism. This is why crying is a default behavior for women, and one that takes a mental effort for them to prevent. Even when we

listen to this we have to struggle to keep this woman's behaviors in perspective in light of her emotional response and the effect it has on our own emotional state. Not so for a man; in fact publicly humiliating men is a sport in today's media, why? Because we lack that visceral affinity for the masculine. A man crying will never prompt protectionistic instincts – in fact quite the opposite. We have to make a mental effort against our initial, natural, impulses to objectively come to any kind of feelings of sympathy with men, or to deal judiciously with women. In other words, it takes practice to think and feel in counterintuitive ways.

War Brides

War Brides was a seminal post for me in that it brought to light the primal undercurrent of women's survival instincts and the legacy behaviors that have been socially accounted for in our current society. Rational reader Jim left me a poignant response in the Mrs. Hyde essay that further proved a point.

two books by John Costello; 'Virtue Under Fire' and 'Love, Sex, and War' in which all too much of the above female psychology manifested itself;

"Of the 5.3 million British infants delivered between 1939 and 1945, over a third were illegitimate – and this wartime phenomenon was not confined to any one section of society. The babies that were born out-of-wedlock belonged to every age group of mother, concluded one social researcher:

Some were adolescent girls who had drifted away from homes which offered neither guidance nor warmth and security. Still others were women with husbands on war service, who had been unable to bear the loneliness of separation. There were decent and serious, superficial and flighty, irresponsible and incorrigible girls among them. There were some who had formed serious attachments and hoped to marry. There were others who had a single lapse, often under the influence of drink. There were, too, the 'good-time girls' who thrived on the presence of well-paid servicemen from overseas, and semi-prostitutes with little moral restraint. But for the war many of these girls, whatever their type, would never have had illegitimate children. (pp. 276-277)"

and;

"Neither British nor American statistics, which indicate that wartime promiscuity reached its peak in the final stages of the war, take account of the number of irregularly conceived pregnancies that were terminated illegally. Abortionists appear to have been in great demand during the war. One official British estimate suggests that one in five of all pregnancies was ended in this way, and the equivalent rate for the United States indicates that the total number of abortions for the war years could well have been over a million.

These projections are at best merely a hypothetical barometer of World War II's tremendous stimulus to extra-marital sexual activity. The highest recorded rate of illegitimate births was not among teenage girls, as might have been expected. Both British and American records indicate that women between twenty and thirty gave birth to nearly double the number of pre-war illegitimate children. Since it appears that the more mature women were the ones most encouraged by the relaxed morals of wartime to 'enjoy' themselves, it may be surmised that considerations of fidelity were no great restraint on the urge of the older married woman to participate in the general rise in wartime sexual promiscuity. (pp.

Nor, did this behavior stop with the end of WWII, it was merely rationalized, codified, and approved by society by feminism and their Vichy males.

So much for the Greatest Generation. Here we have some very damning statistics about an otherwise romanticized generation. Again, the scope of this essay isn't to condemn women's duplicity, but rather to see the method behind it. Socially we can make workarounds that will turn all of these stats into virtues, but underneath all that is the fact that women will do whatever their hard-coded psychologies necessitate to ensure their survival. Hypergamy is a selected-for survival mechanism.

Survival in the Pack

In the manosphere a lot has been made in comparison about an alpha / beta dynamic in human behavior, but I think in focusing on similarities in primate social structures we neglect to see the pack mentality that is also prevalent in human nature. One of my passions is reconditioning retired racing Greyhounds. There is a peculiarity of this otherwise gentle breed in that they are prone to viciously kill other Greys who display behavioral cues that imply weakness, pain or disability. When an injured Grey yelps or cries from pain on the race track (or in a group setting) it's not usually the broken leg that kills the dog, it's the other 7 dogs piling on to tear it apart. This behavior takes a lot of people by surprise because it's entirely incongruent with the nature of one of the most passive breeds of dog, but in their primal past a yelping dog could give the pack away to prey or otherwise endanger the collective. That yelping became the trigger cue for killing that member of the pack. It may have been a species survival trait in the evolutionary past, but now it's a liability for the animal.

As social animals, humans are also subject to legacy behaviors from our own evolutionary past. In a normal social context it's curious in that most men (and women) would willingly cooperate to achieve a common goal. Men will come to the aid of one another when one is attacked. However when a man is beaten or berated by a woman, the behavior is the opposite. That particular prompt does not engender an impulse to come to the man's defense. In fact there's almost a revulsion to the act. Why? Perhaps it's a legacy survival instinct that allows for that member of the pack to be 'weeded' from the whole?

The Code in the Matrix

March 2, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“You get used to it. I don’t even see the code anymore, all I see is blonde, redhead, brunette...”

One of the premier posts I wrote for this blog was about women’s propensity to give men advice that is completely counter to anything in men’s interests. The prey does not teach the hunter how better to catch it. Essentially the ‘chick advice’ dynamic is a meta-shit test meant to filter for the guys who ‘get it’ on their own (despite deliberately countermanding female advice) and those who need to be told ‘how to get it’.

I think I addressed this dynamic fairly well (and [here](#) too), but every so often I’ll be made aware of an article in which a woman attempts to ‘enlighten’ men not only about how better to achieve success with their sex in general, but also to disabuse themselves of the “myths” they believe men subscribe

to that hinder them from a more complete understanding of women. Never mind that dating “success” to the feminine mind always involves a committed fem-centric monogamy, while men’s definition usually involves lingerie and KY jelly. What’s telling in these particular articles is women’s attempt to explain social dynamics from a male perspective while still defending the social conventions that serve their gender interest. It’s a very entertaining read for the unplugged man – like seeing the code in the Matrix.

The longer you’ve been unplugged from fem-centrism the more sensitive you become to registering the nuances it employs to keep you in doubt of it. However the comedy of it is of the black and tragic sort when you realize how long you yourself subscribed to such now-obvious tropes and flimsy rationales in an effort to identify with women to get laid.

With very few notable exceptions, all women are by default plugged into the girl-world perspective with very little motivation to see past the pre-established constructs that serve them so well. So it’s almost comical to read women encouraging men to retake the blue pill and plug themselves back into their perspective.

Marni Kynris’ Wing Woman article is a mercifully brief example of this. (For the record, no woman will ever be your willing wingwoman, the sisterhood forbids it).

OK, lets run this down point by point then:

| *Women have baggage, too, especially the attractive ones.*

Translation: “I’m fat. In fact at least 66% of my sisters are, or will become overweight too. My BMI is well above the norm and I don’t have the motivation or self-discipline to trim down in order to compete with the physically superior women men are naturally more aroused by. So in order to compete in this realm I need to disqualify these competitors by advising men steer clear of them (and give us fat women a fighting chance) by perpetuating the ‘hot girl = dumb/damaged’ archetype.”

| *Just because a woman is hot does not mean that her life is perfect*

Perhaps, but if she’s fat, you can see she’s less than perfect. Newsflash: Men aren’t looking for perfect women. We’re looking for hot, sexually available women with the baseline of a workable personality.

| *Women prefer personality to looks.*

Translation: “The ratio on which women place the importance of personality to looks is directly proportional to their depreciating ability to draw and maintain consistent male sexual attention. So make sure you focus on staying a nice, safe, sweet and dependable guy, making about six figures and be a little confident about it when you hit 35. When I can no longer hold the sexual interests of the douchebags, criminals and sociopaths who make me hot, it’ll be your ‘personality’ that finally wins me over.”

| *Women DO NOT like bad boys.*

Translation: “Look, there are far more ‘Plain Janes’ and chubbies in the world than men would ever realistically settle for if they knew any better, and we can’t allow men to think that Alpha Bad Boys are the only demographic hooking up with hot (i.e. desirable) women, so we’re going to appeal to your introvert insecurities and silly notions of chivalry and tell you that even Mr. Nice Guy still has a chance with us. We innately crave being sexually dominated by an Alpha badass (even when he’s

incarcerated for murder), but that doesn't mean we don't also crave being able to 'tame the savage beast'. We need the Alpha to inseminate us, and we need the Beta cuckold to provide for us; it takes a constant effort to keep you unaware of this."

| *There's no "right" line, but there's a right way to say it.*

Translation: "When it comes to communication, women care less about content, and more about context. It's not the information that's important, it's the way we 'feel' when you deliver it. But please, do go on believing that women are completely rational agents, perfectly capable of relying on deductive reasoning."

| *Women want to be approached, as long as it's by the right person.*

Translation: "If you're cute/hot, you're the right person. If not, you're a sexual predator. If I'm attracted to you it's an office romance, if I'm not it's sexual harassment."

| *Women want you to respect them, not admire them.*

Translation: "So be sure you're respecting us, not admiring us when you're looking at the millions of our self-shots. Remember, we're doing this to garner respect, not admiration."

It's difficult to be unplugged and know that you're living in a society literally immersed in fem-centrism. You're sensitive to it, you can see the underpinnings of why the canards exist and the utility of the social convention for the feminine imperative, but you know that even in drawing attention to them you risk ridicule and ostracization. That's the scope of the feminine Matrix.

This is just one, easy to disassemble article written by what I'm sure was a well-meaning author, but think about how fem-centrism permeates just your small, localized social circle. How many times have you overheard your female 'friends', coworkers and plugged in men you know prattle off some variation of one of Marni's gender appropriate aphorisms I detailed above?

The Contextual Alpha

March 5, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well, as is Roissy's wont to do, he's once again (most likely intentionally) put his foot in it and flung the proverbial shit from his shoe into the great online fan of the manosphere. What am I referring to? Oh, you know, the ageless debate on what constitutes the most elusive of men's aspirations – an Alpha state of being. If you haven't already, you can catch up on the action here where the Chateau boldly nominates James Hooker as Alpha of the Month.

As expected the post's comments get heated, but that's not the end of it. The [SoSuave discussion thread](#) created by the (sometimes overly) passionate Naughty Ninja in response really gets down to the meat of the matter:

How “Alpha” will Mr. Hooker be seen by the general public?

How “Alpha” does the 18 Y.O.’s friends think he is? (If she has or had any at this point.)

What about new employment for the infamous Mr. Hooker? Will he take his ‘soulmate’ to work functions he may be required to attend?

There are probably loads of weird situations they will find themselves in. Or will they become a pair of social recluses?

Think about it. That dude isn't Alpha he's more of the Little Rascal's Alphas. Pathetic nerd.

Before I launch into my take on this situation I feel it's incumbent upon me to throw out this disclaimer; I do not condone Hooker's actions. I have a daughter who will turn 14 in April and if there is any better indictment of the delusions of empowered single mothers and the inherent necessity of a strong, positive, masculine influence in a child's upbringing, of either sex, I can't think of it. Kids need the resolute, protective Fathers that far too many 'strong, independent women' emphatically resist, run off or covertly despise – only to further shame them for a lack of presence when an incident such as this occurs.

That said, I agree with the Chateau's assessment – Hooker is an Alpha, but only contextually so. From the 16 Commandments of Poon (emphasis mine):

XII. Maximize your strengths, minimize your weaknesses

In the betterment of ourselves as men we attract women into our orbit. To accomplish this gravitational pull as painlessly and efficiently as possible, you must identify your natural talents and shortcomings and parcel your efforts accordingly. If you are a gifted jokester, don't waste time and energy trying to raise your status in philosophical debate. If you write well but dance poorly, don't kill yourself trying to expand your manly influence on the dancefloor. Your goal should be to attract women effortlessly, so play to your strengths no matter what they are; **there is a groupie for every male endeavor**. Except World of Warcraft.

As a teacher, James Hooker is afforded a default status authority. To students in a classroom, being the teacher confers a contextual presumption of mastery and thus a de facto social proof is conferred upon that person. In that theater, in that environment, the teacher is Alpha. A uniformed police officer is perceived Alpha in his given role, despite his personally being a chump when off duty.

As Roissy illustrates, Hooker was playing to his strengths. In virtually any other social setting he'd be perceived as a beta. Naughty Ninja and damn near every other casual observer peg this guy for the Beta-Symp he undoubtedly is, but in that classroom, to a 14 year old girl who gradually matures into an 18 year old woman, Hooker is Alpha, and probably the only Alpha she'd ever experienced.

How "Alpha" will Mr. Hooker be seen by the general public?

In all likelihood, he'll be more publicly reviled than legitimate sexual predators when the genders are reversed. The great unwashed masses in the pop culture narrative don't recognize the legitimacy of Alpha influence as it is. To them it's psychological manipulation, and to a calculated extent it is, but the real question that nags them is WHY that manipulation is effective. They'll blame it on the naivete of the girl, and her seeking a father figure, as well as the lasciviousness of Hooker, but what's really uncomfortable is WHY the Alpha influence works.

What about new employment for the infamous Mr. Hooker? Will he take his 'soulmate' to work functions he may be required to attend?

It's precisely because of Hooker's subscription to the soul-mate myth that he reeks of beta. I have no

doubt that he fluidly convinced himself of his noble intent narrative, casting himself as the savior for his adoring princess. White Knights are very prone to using their delusions of chivalry to rationalize good intent into the same behaviors they'd condemn in Players, PUAs or typical 'other guys' in general. To venture a guess I'd expect that Hooker buys his own bullshit, and because of this he hasn't given an afterthought to how it will affect his career, his relationship with his family, his kids or any future social circle. As an extension to this, along with his teaching job, Hooker has lost his contextual Alpha cred. As his young chippy matures more, she'll begin to see that contextual Alpha status erode with every progressive shit test he fails. And removed from the environment that made him Alpha, fail he will.

Alpha is as Alpha does

In context, James Hooker parlayed enough Alpha mojo to land a solitary 18 year old girl; one he had to invest in for at least 4 consecutive years to consolidate on. In fact, I sincerely doubt he had any idea that he was situationally an Alpha to the point that he thought he could intentionally manipulate this girl with it. There is a vast difference between the contextual Alphaness of Hooker and the subconscious Zen mastery of it in Corey Worthington – the Alpha Buddah. Both of these guys are an affront to the sensibilities of the "Alpha = Leader-of-Men" faction of Alpha definers, but both tap into a common root of Alpha energy that women naturally respond to. It's discomfoting to think that the brave Marine fighting in Mogadishu, commanding the noble respect from his country and peers taps into the same Alpha energy that makes a guy like James Hooker attractive to women. Same Alpha, different context. Hypergamy is a cruel mistress.

Jerry Seinfeld dated and married his wife when she was 18. And while it caused a brief stir in the press, Jerry's wider Alpha appeal pushed this story out of the headlines. Elvis Presley, Jerry Lee Lewis, both were banging and/or marrying underage girls, but were given an Alpha pass then and now. As I stated, I'm not condoning it, in fact I find it deplorable, but I do understand why it occurs.

The Burden of Control

March 7, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the primary ideas I've offered since starting this blog is that of the socially insaturating influence of the feminine imperative. I've even dedicated a particular category for it on my sidebar. It's a recurring theme for my outlook on gender relations because I believe it's the environment we subconsciously accept as the default. Women of course have little reason to question the primacy of their own imperative when it serves them, and men are less willing to analyze the social fabric they exist in if it intuitively means they might be rejected for intimacy, sex and social affirmation. Unplugging from the feminine Matrix takes an act of will.

I euphemise this environment at times when I refer to the details and social conventions of the imperative as "girl-world", and often I think that readers may interpret the rise of fem-centrism as something unique to the late 20th century up to the present. And while it's certain that 3rd wave feminism was the catalyst for the present day "girl-world" society we find ourselves in, I don't think that it adequately accounts for the prime, directive motive that the feminine imperative demands, and has demanded since before our present feminization.

That prime motivation is control.

Risk vs. Security

It's easy to simply pass off this feminine need for control as a grab for power, and to an extent that may be true, but this would be interpreting that need from a male perspective. Men tend to want power; power over others, and their own lives, to affirm status, esteem, affluence, etc. From a female perspective, there may be a minority of women who crave male power, but the vast majority seek control in terms of satisfying an innate need for their security. For women, security comes in many different varieties, financial, emotional, self-worth, etc., but their need for control is rooted in minimizing the risk and uncertainty associated with achieving that security.

Through a combination of testosterone and evolved neural wiring, Men thrive and grow in risk taking endeavors – we have a propensity for behaviors that are rewarded in risk. We will go to great lengths in order to take risks. Women's primary impulse is to avoid risk; being the primary vehicles through which the next generation will pass and be nurtured it's logical that women's neural software and biochemistry be evolved for risk aversion. In seeking security, women developed their own set of uniquely evolved propensities for security. Ergo, they became the sex with the better developed capacity for communication, after a need for determining the most secure decisions available to them.

With the catalyst of the sexual revolution, the power dynamic shifted to the feminine imperative in a way it never had before in society. Once freed from the old societal norms, women were encouraged by the feminine (and their new found male sympathizers) to pursue their independence as they saw fit, but what generations of women did with this new freedom was more vigorously pursue what hundreds of thousands of years of evolved psychology had designed in them – to consolidate their own security.

Every law men see as blatantly misandrist from marriage to divorce, alimony to child custody, employment to sexual harassment and more, are primarily rooted in women's inborn need for security. Virtually every feminine social convention is designed for women to consolidate on a long term security for themselves. Security is their reason for control. If they can control for the options, control the risk management, control the preconditions of their decisions-to-be, they can more definitively consolidate on their security need. Girl-world, our modern, fem-centric society molded by the feminine imperative, was founded on making a better environment for women to exercise this control in order to better facilitate their security motive.

Every browbeaten husband who's abdicated his frame to appease his wife does so because she doesn't trust him with controlling for her security. Encouraged for generations to be the self-sufficient, independent woman, and combined with generation of masculine ridicule, she predetermines for herself that men cannot be trusted to provide for her security. In order to meet this need she must take the reigns as a precondition for any marriage or pairing in spite of her wanting a man to do so.

Men are shamed for not being the men women expect them to be because they seem incapable of providing for their security. In girl-world this is the preconceived norm, men won't do it so we have to.

Rewriting Evolution

However the confounding element in this push for feminine control is Men's influence and cooperation with their imperative. I took a lot of heat for declaring that Men define what is sexy for women. In girl-world this is an affront; women need to control men's desires in order to make them compliant to their overall security need. Hypergamy can't function efficiently if men are allowed to

define women's value in the sexual market place. That need for control is aggravated by men's biologically hard-wired predisposition to prefer women THEY find sexy. Solution? Rewrite the societal rules for what men are *allowed* to find sexy. Thus we have a fem-centric societal push to encourage men to care about "what's on the inside" and define their physical attraction cues as "superficial" and "shallow". It's the height of the feminine imperative's arrogance and solipsism to think that it can rewrite the environmental cues for men evolved over centuries.

Entitlement

Feminine entitlement is a topic of much rancor in the manosphere, but one element I think is lacking in that discourse is the role that the feminine security need plays in it. Feminine entitlement is an extension of this need for control – men should *owe* women the security that their provisioning affords them, and they're mad about it. In a recent post on [In Mala Fide](#), Ferdinand details the latest entitlement push for this feminine control – the new 'dating' site,

Tawkify.

The basic premise is an overt illustration of exactly the one-sided need for security control women feel entitled to have with men. The premise?

You give the site your name, phone number and email. After getting a code from a robocall, you fill out ten questions — your age, your state, your sex etc. — and upload your photo. Then you select whether you want one match or three (the former costs \$8, the latter \$15), pay via PayPal, and that's it. The site's owners will personally match you to someone based on the info you've provided and you'll get a seven-minute long phone call from them the following Monday.

The kicker is that no woman is expected to tender a picture of herself for the man's benefit. His interest is dependent entirely on the controlling factor of the 'matchmaker' and her determination of his acceptability. And what was the motivation for starting this service?

THE WOMEN ARE IRATE. The women are talking about men, young men, the men they'd like to date and marry, and are they ever pissed. Here's what they're saying:

"All they want is sex. They don't care about relationships."

"They're so lazy."

"All they do is play video games."

"They aren't men. They're boys."

The women are a little bewildered. They're good girls. They followed the script: did well in high school, got into college, worked hard there, got out, got jobs, started looking around for someone special to share life with, and ...

"I met a guy the other night. Good-looking, smart. Twenty-eight years old. He still lives at home. With his mom." Young men are now nearly twice as likely as young women to live with their parents; 59 percent of guys ages 18 to 24 and 19 percent of 25-to-34-year-olds live at home. Based on those Census Bureau stats, 64,000 young Philly men have returned to or never left the nest—and they all have mothers, ex-girlfriends, grandmothers, dads and other friends and relations worrying about their plight.

Essentially the site's founder, E. Jean Carroll, has taken the [Kate Bolick](#) / Kay Hymowitz 'Man-Up'

model of dating in the new masculine paradigm to the next level – simultaneously monetizing women’s insecurities about male ‘Kidults’, reinforcing feminine security entitlement and absolving women of the decisions they made that put them into this new dating paradigm. Bottom line, Carroll is selling hypothetical dates with “real” men with the means to provide the security that women are *owed* them. And once again the theme repeats itself; men can’t be trusted to provide for your security ladies, so Carroll will do it for you

Relationship Game â◻◻ A Primer

March 9, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had a request from a comment thread to breakdown the function of Game within the confines of a marriage or LTR so at the risk of coming off as Athol on *Married Man Sex* I thought I'd elaborate a bit on maintaining a Game mindset into an LTR today.

Going Alpha

Before I dig in here I think it's important to bear in mind that the principles of Game do not change in an LTR, only the context does. Every behavior set, every frame control tenet, every aspect of amused mastery and even PUAs skills like Cocky & Funny are all vitally necessary, if not more necessary in

an LTR. One of the greatest failings married men begin their nuptials with is starting from a position of Betaness. I've encountered, and counseled, far too many men with the same story; they entered into their LTR or marriage from a default position of being the "supportive" submissive partner only to discover Game later in their relationship and then fight the very uphill battle of convincing their spouse that they've 'genuinely' experienced a radical shift in their outlook and personalities.

If all she's ever known is the Beta you, convincing her you've gone Alpha is a tough road to hoe. An Alpha shift in an LTR is threatening to a woman who's built a lifestyle around the predictability of the Beta guy she committed to. It stirs up the competition anxiety she's been numbed to for a long time, and while that's beneficial in prompting her genuine desire for you, it also upsets her sense of security. It's for this reason that Beta men are reluctant to experiment with being more dominant; they carry over from their singlehood the same mistaken belief that women require comfort, familiarity and security in order to become intimate or "feel sexy". They still fail to grasp, even in marriage, that sex by definition requires anxiety to be grounded in genuine desire. Sexual tension requires urgency.

So from the outset it's important to acknowledge that going Alpha from a Beta default is going to require a measured, practiced effort. The ideal position is to begin an LTR from an incorrigible, irrationally self-confident, Alpha frame and encourage the belief in your partner that it was she who 'mellowed' you. It's ingratiating and ego-flattering for a woman to believe that she has the capacity to charm the savage beast with her feminine wiles.

The Outline

If you are presently in an LTR, considering one or believe that you might be spinning a particular plate that may have that potential, I urge you to read through the Chateau's [16 Commandments of Poon](#). This is one of Roissy's seminal posts and should be required reading for every 18 year old young man upon graduating high school. This may seem like an odd place to begin relationship Game, but these tenets are not only the basis for good Game, but the foundations of a good, masculine primary LTR.

I'll have been married for 16 years in July and in that time I can honestly say I've practiced every one of these tenets to varying degrees. However, I'll focus on a few of the more contentious articles and explain the premises behind them:

II. Make her jealous

Flirt with other women in front of her.

Women don't want a Man to cheat, but they love a Man who *could* cheat. Naturally you don't want to appear to be seeking the flirtation – that would be OVERT – but rather playing along with it. I have encouraged or played along with casual flirtations with my wife present that leave her with the impression that other women find me desirable. When you've been together long enough and a strong emotional bond has formed, you will be surprised at how many shit tests and hypergamous evaluations you can avoid just by her perception of you being a commodity that other women are attracted to. Mrs. Tomassi has told me on at least a dozen occasions that she finds it flattering that other women would find me attractive. Always remember that your attractiveness to other women is an associative reflection on your spouse's attractiveness to hold your sexual interest in the long term. The trick to this is how you follow up after flirting. She has to be made to feel as though she's still the one you choose to be with even though you have obvious, provable options. Women are always unconsciously evaluating the men they are with. Her self-worth is associated with his value. This is

exactly why women in the stablest of relationships will still shit test. There are precious few ways for a Man in a long standing LTR to establish social proof and demonstrate higher value better than flirting, or reciprocating a flirt with other women. Nothing stimulates a tired LTR like suspicion and jealousy. Her Imagination is the most important tool in your DJ tool box. The hamster doesn't stop spinning after marriage, but it's incumbent upon you to make sure it keeps up the pace.

Far too many guys are too fearful to even attempt this because they subscribe to a scarcity mentality (see Rule 16)

This then dovetails nicely into,...

VII. Always keep two in the kitty

Never allow yourself to be a “kept man”. A man with options is a man without need.

I understand this may be a very tall order for most men, particularly those with scarcity mentalities. However, I would interpret this less as spinning plates while in an LTR and instead replace it with keeping your options open. One reason to flirt in front of your LTR is to establish the suspicion that you have those options, and then allay those fears. Again this goes back to being a man who **could** cheat, but chooses not to. Men think that their dependability and steadfastness makes for a sexualized woman – it doesn't.

Particular to relationship Game is this idea: *Never allow yourself to be a “kept man.”* Don't make the mistake that I'm promoting infidelity by this, but rather think of it as maintaining an ambient, unspoken cognisance that, while she is a compliment to your life, she is not the focus of it.

I'll be very clear, I've never cheated on Mrs. Tomassi, but I do know I could be balls deep in pussy if we ever did split. I know this because I experience the receptiveness of women to whom I do flirt with. I realize this sounds like conceit, but even if I were completely in error about that receptiveness I do know I'm in better shape, have more Game and possess higher status and value than 90% of the men in my peer group. So keeping two in the kitty for me is knowing that I CAN generate options if necessary. This may or may not be your particular reality, but it needs to be your mental state.

V. Adhere to the golden ratio

Give your woman 2/3 of everything she gives you.

This isn't hard once you internalize it. Too many guys think Game is a waste of time because it means a constant memorization of scripts and gestures that they can never hope to master in every situation for every eventuality. And they'd be right – if all they did was try to commit everything to rote memorization. But as any good teacher will tell you, that's not learning. Once the golden ratio becomes part of who you are it's effortless and becomes your default response. Remember this is an outline. I don't think aloud to myself “hmmm, well Mrs. Tomassi gave me 3 kisses this morning, I must remember to give her only 2 when I get home from work.” It's an outline for a principle that you need to get the 'feel' for. The point isn't trying to keep some scorecard of tit for tat exchanges. The effect you're establishing is,...

it establishes your greater value by making her chase you, and it demonstrates that you have the self-restraint to avoid getting swept up in her personal dramas. Refraining from reciprocating everything she does for you in **equal measure** instills in her the proper attitude of belief in your higher status.

All the bleating sounds popularized by the post-Wall demographic of women about how there are precious few available men with the capacity to Man-Up and be the high status Men they're entitled to find their root in this principle. For all the ramblings of the equalists they still betray their true

desires in their own complaints – women DEMAND a man of higher status than themselves.

I add this at the end of this primer to address the criticism that will inevitably follow; “So, a wife should just be your dotting slave then Rollo?” No, and neither should a man be his wife’s self-convinced slave. If you get anything from my blog it should be this – I am always focused on the Desire Dynamic. A slave might behave in ways that please you, but you cannot negotiate genuine desire, nor can you extort genuine desire. Freewill is an interesting topic, especially in terms of intergender relations, but understanding the dynamics that promote genuine, unobligated desire is paramount to a good relationship.

“You’re such a nice guy,..”

March 12, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I was once included in an interesting conversation about a certain group of women’s inability to find a “nice guy”. The 6 women were all very concerned with the state of contemporary men and the dearth of guys available to them now that felt they’d matured and needed to be appreciated for their readiness to settle down and start a family (see, post-wall, 35+ demographic).

“What is it with men these days? It’s like they’re all self-absorbed jerks now.”

“I know, but I think it’s just another indicator of how messed up society is now.”

“Yeah, why can’t I find a Nice guy? Is that too much to ask for?”

“Rollo, what happened to men? Where are all the Nice guys?”

“Back in your 20’s where you left them.”

The Nice Guy Space-Time Continuum

Girl *age 16*: “You’re such a nice guy.”

Translation: ” I don’t want to hurt your feelings, or come off as a bitch to my friends, but I’m really much more attracted to Bad Boys – outlaw bikers, the football team’s quarterback, basically any guy who appears dangerous and exciting. You’re Nice, nice and mundane”

Girl *age 22*: “You’re such a nice guy.”

Translation: “Thanks for listening on the phone to me cry, fall into verbal hysterics and drone on for hours about my Jerk BF (oh, and my little dog too). You’re really sweet, and deserve a girl (which

isn't me) who can appreciate how nice (i.e. mundane) you are."

Girl *age 28*: "You're such a nice guy."

Translation: "I know you've always been (an) my emotional tampon, and thanks for sticking with it – any sane guy would've found a far better prospect by now. And while I'm beginning to see that guys like you are stable, dependable and tend to make a lot more money than the Jerks I've dated, I think I'm gonna hold out for a hotter guy than you while my looks still hold up"

Woman *age 32*: "Why can't I just find a nice guy?"

Woman *age 35+*: "You're such a nice guy."

Translation: "Oh, you're a Nice Guy,...here, let me suck that for you. See? Being a Nice Guy does get you laid!,..thanks for being there for me when I needed you; my fatherless kids appreciate your generosity too. How chivalrous of you to forgive my past indiscretion and take us in, I wish there were more guys like you. I really pity the women who can't appreciate your kind of dedication – you are so different from "other guys"".

The Hypergamy Conspiracy

March 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rollo Tomassi:

“Hypergamy is a selected-for survival mechanism.”

Aunt Sue:

“Hypergamy states that a woman seeks a man of higher status than herself for marriage. Nothing less, nothing more.”

Escoffier:

“I don’t think that’s right.

The theory is more like this, from what I have read. Hypergamy is a woman’s natural (which is to say, genetically wired) preference for a higher status male—that is, higher status than herself and also higher status than the other men in her field of vision and also perhaps higher status than men she has known in the past and even (at the extremes) higher status than most men she can personally imagine meeting. That cuts across a range of possible relationships, all the way from a ONS to marriage. In all cases, women naturally prefer the highest status man they can get. And sometimes they want so much status that they won’t settle on ANY man they could actually get.

“Status” has a varied meaning in this definition. Certain things correllate with high status, for intance money, prestige, social standing, etc. However a man can have all of that and still be low status because of low status intrapersonal behavior (i.e., needy schlumpitude). The highest possible status male would be rich, good looking, fit, well dressed, high social cache, high prestige job (preferably one which involves risk, physical risk being better than mere monetary risk), and also extroverted, dominant, the leader of his group of friends, able to command any social situation, and so on. However, women are wired to be turned on more by the latter BEHAVIORIAL traits than by be the former SUBSTANTIVE traits. So, if you have have to choose one or the other, to get women, be socially dominant and a broke

societal loser rather than socially awkward and a rich societal winner. But best to be both, if possible.

As to marriage, sure women want to marry up. But this does not exhaust the effects of hypergamy. Women can marry up—both intrinsically and in their own mind—and still ditch their catch because someone “better” comes along. That is hypergamy at work.

Also, when women are pursuing short and medium term mating, hypergamy has no less force. They always prefer the most socially dominant male they can get. This is often relative (A&B are both a little dweeby but A is more alpha than B and since I want someone NOW I choose A) but sometimes it is more intrinsic (A&B are both a little dweeby and even though A is a little more alpha, since I don’t have to have someone NOW, I am going to hold out for the Real Deal).

It’s not all about marriage. It’s about mate selection accross the range of circumstances.

That, at any rate, is how I believe the manosphere understands “hypergamy.”

Aunt Sue:

“Yes, because they made it up. Researchers do not recognize that definition. It’s pure Game.”

The main reason I only sporadically participate in the comment threads at Aunt Sue’s ~~echo chamber~~ Blog is because conversational gems like this have a marked tendency to get buried under, sometimes, thousands of other comments. I think it’s a shame really. I wanted to draw particular attention to the difference in interpretation of terms with regards to the dynamic of Hypergamy here.

Escoffier makes an astute analysis of Hypergamy in a much broader perspective than Susan’s definition-approved “researchers” are willing to recognize. On the fem-centric side we have Sue casually dismiss “Hypergamy” (twice) in this context as some fabrication of the Game-set and therefor not a legitimate analysis. A rose is a rose, and as I’ve stated in prior threads, Hypergamy is a term that should have a much broader definition when considered in context with the feminine imperative and the eminently observable feminine behaviors that manifest as a result of Hypergamy’s influence.

That the term Hypergamy should be so wantonly limited in its definition, and in such a way that it serves to deliberately confuse a better understanding of it as an evolutionary impulse on the feminine psyche, speaks volumes about the importance of maintaining its misunderstanding to the feminine imperative.

It’s almost ironic that the collective feminine ego should even need to deign to recognize Hypergamy in the terms that it is cast as in Susan’s default response. “Hypergamy states that a woman seeks a man of higher status than herself for marriage. Nothing less, nothing more.” forces the feminine to at least begrudgingly accept that women are in fact basing their long-term commitment prospects on status (as defined by researchers), and not some ephemeral soul-mate, emotional precept. God forbid men (PhDs or otherwise) should have the temerity to extrapolate any further social, psychological or evolutionary implications that could’ve *influenced* that Hypergamy dynamic into existence.

While I wont argue the credentials of the researchers Sue will undoubtedly quote – I often acknowledge all of the same in other posts and comments – I will however make the point that her interpretation (as is everyone’s) is subject to bias. And in this case, that bias serves the feminine

imperative in keeping the definition of Hypergamy in as closed a way as possible to benefit the feminine. In the evolving understanding of the motivators that influence intergender relations there are going to be terms that describe concepts.

AFC's, Alpha, Beta, Hypergamy, etc. are all defined by the concepts they represent.

'Hypergamy' serves well in a much broader capacity, but should the feminine imperative find that broader definition threatening to its purpose it will casually dismiss it as illegitimate. The real question then is, why would that concept be threatening to the feminine? You can delegitimize the term, but the concept is still the operative issue. Why is the concept of that larger scope of the term so offensive to a fem-centric society?

The Conspiracy that Wasn't

One issue many of my critics have is that in exposing these inconsistencies, these operative social conventions and the latent purposes behind them, my writing (really most of the manosphere) seems to take on a conspiratorial tone. I can fully appreciate this, and it might shock a few readers to know that I reject much of the popularized MRA perspective in this respect. I agree with an MRA perspective in a rational analysis to a certain degree, but there is no grand conspiracy, no secret mysterious cabal pushing a negative perception of masculinity – and this is exactly why what I outline on this blog is so pervasive. There doesn't **need** to be a unitary group of 'anti-men' bent on some melodramatic goal of world domination; because this feminized ideal is already embedded in our socialization. Fem-centrism IS our collective social consciousness.

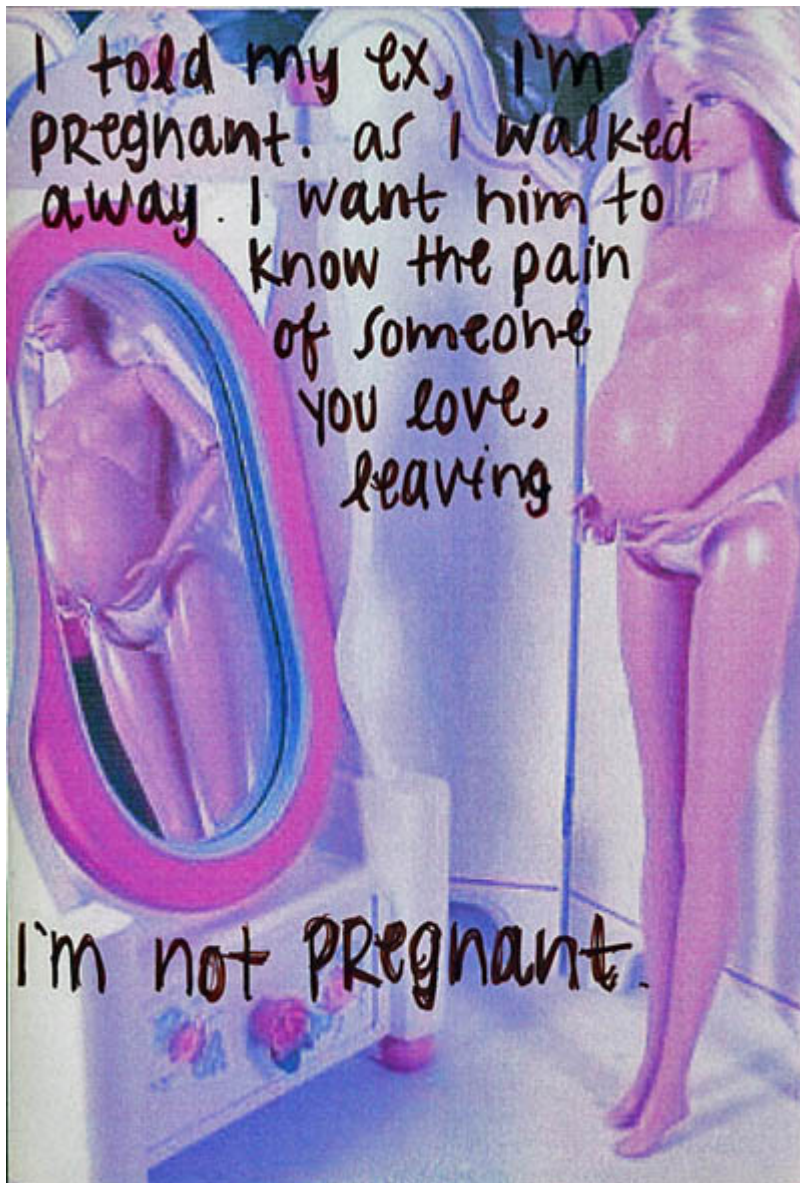
It doesn't need a centralized directorship because the mindset is already so installed and perpetuated by society at large it's now normalized, taken for granted and self-perpetuating. AFCs raising AFCs leads to still more AFCs. This generation doesn't realize their own bias because it's been standardized, encouraged and reinforced in them, and society, over the course of several generations now.

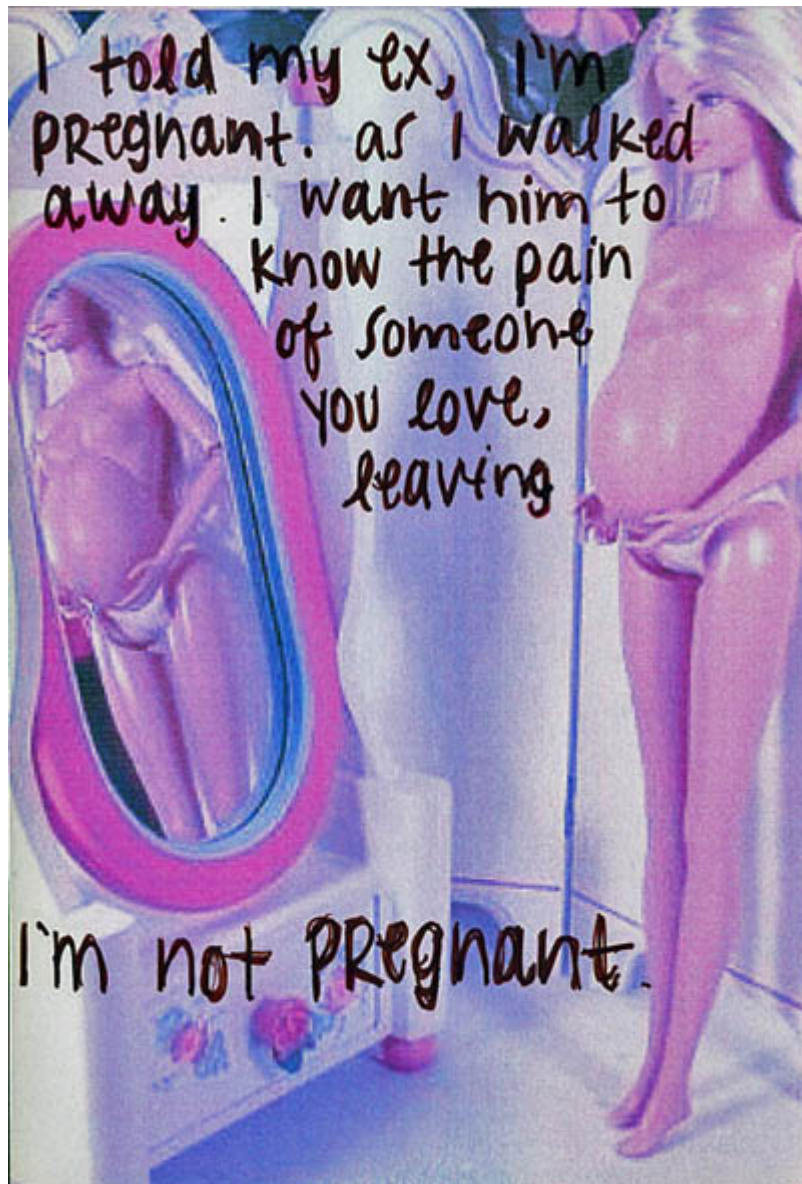
What's to question, especially when calling attention to the feminization dynamic leads to ridicule and ostracization?

So to answer the conspiracy question; no, there is no illuminati shadow conspiracy and that's exactly what makes feminization the normalized and overlooked default.

Pure Evil

March 15, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Presently I have two new brands of liquor I'm launching concurrently. In an average year I may introduce one or possibly two, but these are progressive releases and really don't hit the consumer market until Q3. So with that and my upcoming travel schedule I'm finding it a challenge to do daily updates on RationalMale. Forgive me, but I don't blog for a living.

Even so, I'm still managing to put ideas to page, but every so often I get stopped in my tracks by something that interrupts my thought train so significantly it demands an immediate post. The lead 'secret' from PostSecret (today's pic) this week was one such article.

In Bitter Misogynists I outline the facility with which our fem-centric socialization will label men as 'burned', or presume to ridicule the length of a man's cock, if he should so much as offer a passing critical thought about women's motives. I understand why plugged-in men (and women) read the ideas of the manosphere and think that it's anti-women, misogynistic, cynical and plaintive. With critical thought comes the attendant risk of becoming iconoclastic, and iconoclasts don't play very well with ego-investments in a system of belief.

Before I go any further, and for the benefit of those unfamiliar with my writing, I unequivocally do not *hate* women. Got that? I love women; and in fact I sincerely doubt that, but for a negligible few, you could find a Man in the community who genuinely 'hates' women. True misogynists are just as rare as true misandrists – the grey area in between the two extremes is where we have to live.

However, that said, under the fem-centric social pretexts we live in today, and due to the innate, subconscious hypergamy that motivates it, women are generally unaware of their own misandrist social conventions. As I've stated in many a prior post, anything can become normal.

I realize that explaining the latent motivations and core concepts behind feminized social norms to women (and plugged-in men) doesn't sink in when, on some level of consciousness, they understand that their functioning in society depends upon them NOT thinking too much about them – and discouraging you from doing so either.

Pure Evil

There was a time I thought that the ultimate female-centric lie a woman could tell a man was, "It's your baby" – I stand corrected, this is it:

"I killed our baby and it's your fault I did."

No verification necessary, just pure, wracking, potentially life enduring psychological and emotional distress based entirely on her ability to sell it convincingly. Why go the Carrie Underwood route and smash his car when you can do THIS kind of psyche-damage to him? This is the nuclear option of covert, psychological revenge. As I've stated in countless posts, men fight in the overt and physical, women fight in the covert and psychological; and here it is writ large and bold.

I mean really, what an absolutely brilliant tactic this is. She knows you'll be amenable to her coming back to you a few months later, what better time to drop a bomb like this? In fact I wouldn't be surprised if this "Your Fault Abortion" revenge isn't covered on a few websites or forums devoted to getting back at *him*.

This psychological combat is what gave me pause to write this. I'm sure there's a contingent of men who will think it's no big deal, or that a guy would come up with his own rationalizations to cope with any guilt of having a woman purport to be pregnant and then, allegedly, abort the child. He dodged a bullet, right? I would think so too only that, in all the manosphere discussions about the overwhelming male risks associated with marriage, the single most common (only) upside was that marriage is the best environment in which to raise kids. Theoretically, marriage is worth the marriage risk for men who want children of their own. Furthermore this presupposes a motivation in men to *want* children at some point in life. My assertion is that on some level this registers for women and the opportunism it represents is something viewed as a bargaining token.

NAWALT

Not all women are like this, I know, and I'm not trying to conflate this particular instance to the whole. I love women, remember? What I am illustrating is women's psychological gender combat skills and how the hypergamic imperative hones them – even when they're unaware of it doing so. This is an extreme example of a greater dynamic. Irrespective of whether a woman actually is pregnant, or even if the paternity doesn't belong to you, the fact is that in pregnancy women assume a much more powerful role. If women are socially respected by default, mothers are veritably deified. In a fem-centric world, the life-givers are absolved of any circumstantial indiscretions that led to their pregnancies.

There's an assumption that men would prefer abortion; to further his wanton sexual strategy of scattershot sexuality, men necessarily would rather avoid the entangling responsibility of parental investment. Yet we have men contemplating entering into an institution that is knowingly stacked against his own best interests in order to "raise a child in the best environment". That upside must

really be important to men to involve themselves in such risk.

On this blog, in my analysis I always try to remain as objective as circumstances permit. By definition I make my best attempts to leave issues of morality out of the discourse (unless the topic IS morality), however in this case it's unavoidable. This is deliberate evil.

The Gift of Anxiety

March 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well since Aunt Sue's decided to click on the 'echo chamber' setting on her blog's comment filters I thought I'd take the opportunity to retype my deleted response to her (once again) on my unmoderated blog. Aunt Sue has a big problem with competition anxiety, and since she secretly loves me, she can't make it too obvious that she reads my blog posts regularly for inspiration. Hell, it's almost a Friday tradition now! It's OK dear, I'll entertain you for the weekend. Roissy, Roosh and Dalrock send you their unrequited regards too,...

Dear Sue, you know instead of paraphrasing my perspective on this you could simply quote the bit in my post that set you off (again):

Women don't want a Man to cheat, but they love a Man who *could* cheat. Naturally you don't want to appear to be seeking the flirtation – that would be OVERT – but rather playing along with it. I have encouraged or played along with casual flirtations with my wife present that leave her with the impression that other women find me desirable. When you've been together long enough and a strong emotional bond has formed, you will be surprised at how many shit tests and hypergamous evaluations you can avoid just by her

perception of you being a commodity that other women are attracted to. Mrs. Tomassi has told me on at least a dozen occasions that she finds it flattering that other women would find me attractive. **Always remember that your attractiveness to other women is an associative reflection on your spouse's attractiveness to hold your sexual interest in the long term.**

The trick to this is how you follow up after flirting. She has to be made to feel as though she's still the one you choose to be with even though you have obvious, provable options. Women are always unconsciously evaluating the men they are with. **Her self-worth is associated with his value.** This is exactly why women in the stablest of relationships will still shit test. There are precious few ways for a Man in a long standing LTR to establish social proof and demonstrate higher value better than reciprocating a flirt with other women. Nothing stimulates a tired LTR like suspicion and jealousy. Her Imagination is the most important tool in your Game tool box. The hamster doesn't stop spinning after marriage, but it's incumbent upon you to make sure it keeps up the pace.

The problem you have with my take on this is that you see it in an absolutist, all-or-nothing in-your-face disrespectful frame. As if every aspect of an LTR would be overshadowed by a malevolent 'dread' of loss bordering on emotional blackmail. You might be surprised to know I don't actually agree with the idea of using the impending doom of 'dread' per se.

If you could get past your taste for the melodramatic you'd realize that returning casual flirtations is actually a compliment to the woman a Man is with. It satisfies that internal, hypergamous doubt as to whether the guy a woman committed herself to years ago is still the Man other men want to be and other women want to fuck.

You see the problem with your perspective Sue is that you view intergender relations from a 'security first' priority. This is mostly due to your fem-centric conditioning, but also because you're in a phase of life now where security means more to you than it did when you were in your 20's or 30's. It's difficult to see the value of adding measured degrees of insecurity into an LTR when your long-term security becomes your paramount concern. After the Wall, women *dread* the idea of having to start over in a sexual market place in which they are grossly outmatched, so even the slightest deviation from the 'security forever' script becomes a major ego threat.

An LTR **based** on dread, a threat, or an implied ultimatum isn't one based on genuine desire, and you know enough about my philosophy to understand how important real desire is to me. I think of it more as an ambient understanding that a Man is still desired by other women and this manifests in flirtatious behavior. Obviously if a guy is overtly seeking out opportunities to flaunt his flirtations with his LTR, that'd be indicative of him having other issues to resolve for himself. Guy's thoroughly underestimate women's sensitivity to nuance and subcommunication; it doesn't take much to trigger her imaginings, but most guys think they need to beat her over the head with what he wants her to get; and that of course defeats his purpose – he's too obvious.

Letters from the Pedestal

March 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Background

The following is an instant message transcript detailing the soon-to-be break up of an 8 month live-in relationship. Our heroine in this classic tale of dutiful Beta vs. memorable Alpha had recently moved in with the Beta subject after a tumultuous two year Alpha relationship with “Chris” (names changed). From almost the moment she agreed to living with our Beta she began pining for her former Alpha lover. Chris was a musician who’d moved to a large metropolitan area to “make it big”. He was the perfect brooding, inflective, creative archetype, but suffered from the usual maladies, alcohol, drug abuse, overly self important – basically the perfect recipe for the artistic Alpha. Needless to say this was what led to the first breakup.

For the want of a more stable relationship, and a place to stay, she takes up with our Beta. They’d been ‘friends’ for so long, and he’d been so supportive in her time with Chris it seemed the natural fit for her. No more chaos, just the down-to-earth comfort of a relationship with a “familiar friend.” Needless to say thing don’t go as planned, and the secret phone calls to and trips to visit the former Alpha lover commence.

Before you read this analysis, I want to express that my focus in this is the Beta guy and to detail some of the more common misconceptions men have whilst plugged-in to the Matrix. Yes, our

heroine's behaviors are cruel, but only serve to illustrate the machinations of the Beta mind in this study. Is she blameless? Absolutely not. Is she following her hypergamic imperative? Absolutely so. From the top, Beta's commentary is in blue:

They say absence makes the heart grow fonder, you have proved that with getting back with chris.

I never stopped loving you less or caring for you less when we were together. You say, I gave up, stopped trying, after I won you.

This statement here is a textbook illustration of what I call a "scarcity mentality." As if the initial cliché weren't bad enough, he refers to getting together with her as "winning you." This puts her attention/desire into a reward status – classic AFC preconditioning. SHE is the PRIZE to be won rather than making himself the PRIZE who is to be sought after. This mentality is an instant confirmation of a lack of confidence. It's she who should be appreciative of his own self-worth and identity, and desire to be associated with it, but from the outset he puts her on the pedestal and confirms for her that he is of lesser value. Off to a very bad start. Also, his hammy referencing of an old cliché is only one more glaring illustration of his lack of depth in experience; this just screams "I'm a beta."

Thats not true in the least. I never stopped trying, it was the first time I had ever been in a relationship with you and the first time we had lived together, and over the first 4 months we were together we had only been in each other's company like 12 days. I was trying to get comfortable with us. It was still kinda weird at first since I hadn't talked to you in so long and we were together. So awesome and so sudden but that made it interesting. I never stopped doing for you, I never stopped being spontaneous with us.

Here, and in the previous comment, he interprets her telling him that "he gave up" as an accusation that *he* gave up on the relationship – not the real message, which is, he gave up on himself and his own identity to better identify with and accomodate her in order to secure and maintain her intimacy. As I've discussed before, he'll "do anything" to make her happy and this is precisely why she has no respect for the guy. I think this is where the main point of conflict is rooted. He has a fundamental misunderstanding of what she meant by saying "he'd given up." He thinks he didn't identify enough or didn't figure out the secret combination of sappy romantic gestures that would make her desire him because it's been so mentally ingrained into him that a woman should always be considered a prize to be 'won'. This is the root of his own frustration because her words and behaviors contradict his ego-invested expectations of himself and how relationships *ought* to be. So consequently he falls back on victimhood as a defense – according to his mental schema he's done everything by the book and it's she who's been disingenuous.

"Yep, I won her heart finally, its time to sit back and relax."

Again with the 'Sleepless in Seattle' romantic comedy banter; but also, again, he restates his position of supplication by making her 'heart' a PRIZE to be won.

Never would I think that. Nothing was set in stone, you could leave me at any point and for any reason. I knew you were still an independent person.

I was just trying to get on a comfortable grounds with us. God, we only lived together 5

months, in that 5 months, from June to Oct, is when you formed your opinion, cause it was all over in November when you decided you loved Chris more than me.

More melodrama, but rather than find fault in his own actions for even considering the fallout from living with a woman he's involved with (much less, one in need of a home and fresh out of an intense relationship) he'd rather apply for victimhood again and make a plea for circumstance. In all likelihood her opinion of both he and Chris were already set, but he finds fault with her because it more easily fits his romanticized (and feminized) ideals. I swear, the guy should get into daytime dramas when he gets out of college, he'd be brilliant at it. But I can't let her off the hook entirely here – she knew your own set of conditions and this guy WAS a convenient *out* for her. It's just now she's paying for that misjudgment.

Before you decided that everything you had done was a mistake and that you regretted coming here, and dating me.

You even said that. You did say that to me, so whats that say about you and our whole relationship. You think I quit trying and just wished you'd never have come here and/or dated me.

See my other comments, I think I addressed this fairly well. He misunderstands that 'trying' has nothing to do with the relationship, but rather establishing himself as his own person. He then finds it easier to accommodate his own idealized fantasy relationships against her indiscretions. She's the flawed one now (and rightfully), whereas before she was his ideal, because it conflicts with his romantic mental narrative.

So which one is more fucked up, I think yours was much worse. Regretting me, having feelings in your heart for Chris that started pushing me out 5 months after getting here and for good 7 months later. So yeah, when you think and say to yourself I wasn't a good boyfriend, cause his faults were just too great. He cared too much, would do too much for me and quit trying after I gave him a couple of months before I totally pushed him out of my heart and decided that Chris was my main objective.

Our hapless Beta is in the right, but for the wrong reasons.

Restating the obvious here, but it does show that he enjoys the time he spends concocting ways to confront her on the righteousness of his efforts in order to change her mind. He falls into the same binary thinking trap that most AFCs do – "If I can just plead my case well enough and logically enough while applying a good amount of indignation, guilt and conviction she'll see I'm the perfect boyfriend and desire me again." This logic is great when you're an attorney or arguing on a debate team, but he hasn't come to the realization yet that desire and attraction cannot be negotiated. He only consolidates her estimate of his Beta status by lamely employing shame in an effort to engender the guilt he thinks will make her come to her sense and love him.

This is a very important lesson that beta chumps MUST transition past; shame will NEVER make a woman hot for you. You can be 100% justified in your judging of a woman's behaviors and character, but in jarring her into self-awareness you will only generate her resentment of you – and especially when you're unquestionably correct in your estimations.

You were much worse in the relationship than I was. Your total basis is pretty much irrelevant. Cause givin just a bit of time and you voicing any concerns it would have been

different. Relationships are about change for both parties involved. You never came to me with the problems you had. You didnt care enough about me to do that, like you were looking for an excuse.

It's important to remember here that this was the first "real relationship" this guy had ever engaged in. Would he know that "Relationships are about change" due to his many past, successful relationships? No, but his life long Matrix conditioning has taught him that this is 'what's expected of people in a relationship'. Here, he is qualifying her against his own preconceptions and trying to make himself the martyr rather than realizing that he's just as culpable as her for even allowing the 'relationship' (such as it was) to happen. When women's real-world behaviors conflict with beta men's fem-centric life conditioning, worlds collide.

You came to Chris, you told him what needed to be changed, gave him an ultimatum basicly. You gave him lots of chances over the 2 years. For the last 8 months when you were getting any dick from him you told him.

You loved him enough to do that, you wanted him in your life enough to do that.

2nd, 3rd and 4th (and more) chances are for Alphas. Betas must be bulletproof from the start until they attain, perceptively, Alpha status in a woman's estimation. Alpha can fail far more shit tests than any Beta would ever be given leniency for.

Our Beta can't see past his own drama to ask why she allowed Chris more leeway and how this applies to himself. Even when she left, Chris was still his own person, he was the PRIZE, not her. In standard Beta fashion, he will interpret Chris as indifferent or uncaring towards her and try to play this as a card in his favor, but the subtext of it is she had respect and tinges for the Chris well after she broke it off (5 Minutes of Alpha) and his sense of identity is what planted the seed of doubt in her head. Betas will never come to accept this until they re-evaluate their own preconditioning. In the meantime he'll conveniently use her returning to Chris to reinforce his own estimation of her, use Chris' indifference as leverage in pleading his case (shame) for being a *logically* better boyfriend choice, and affirm his own Beta-Game beliefs. It might be interesting to compare how she feels about leaving the Beta to how she felt when she left Chris.

You didnt do that for me, not at all. You made your decision within 6 months of being down here together. Chris was in your heart the entire time. I never had you.

I was in love with you and you only thought you were in love with me. So dont ever think that you had it bad and that I was the one at fault. My faults were nothing, and you know that in your heart, they were nothing that couldnt have been easily changed with a little time. They werent deal breakers.

Im not saying I feel this way, im saying this is what I think and i believe it is absolutely true. at least most of it.

Here, he's looking for absolution of his efforts at this point and using the only psychological skillset he's ever developed – an adolescent one. He's feeding his emotionality by concocting rhetorical scenarios about her that he'd like to be true in order to reaffirm his self-righteous, AFC idealisms, when in fact this whole experience is essentially a challenge to his ego-investment in moon-eyed romanticism. When something attacks this investment it also attacks his personality because he's internalized it so fully. So in order to protect it (and because it's easier than self-analysis) he transfers

the blame to her for not playing the role of his fantasy girlfriend. She becomes the flawed one for not affirming his idealism. 'Quality Woman' becomes 'Damaged Goods'.

Epilogue

It was not long after this that our heroine left our subject and temporarily got back with her former Alpha lover. It didn't last long. For all his brooding and pensive Alpha-ness he was still the same loser she left. Not long after she eventually married another Alpha with the same self-confidence, but much better long term prospects. Her now-husband was, and still is, the prize for her, and that's what she wanted, a prize.

Rationalism in the Matrix

March 20, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It would appear that I mixed up the proverbial shit pot with last week's [The Gift of Anxiety](#) post, which was itself a response to another post on another blog's response to yet another post made by your humble author here. If it sounds like a tangled mess, just know that it's happened before. For my readers, I feel apologies are due, because I think this blog's purpose deserves more than to be dragged down by the petty machinations of fem-centric Matrix-speak; and particularly the variety that censors any rational challenges to its venerable vulnerable ideologies.

If you find fault in my having even entertained a response to this, well, I can't say as I blame you. If I'm guilty of anything it was in attempting to logically redress what amounts to a brick wall of socially reinforced fem-centric ideology that by definition has no margin for any critical analysis of it.

Reader BJ's comment:

RT, you're engaging with an emotionally charged being in an analytical argument, a battle whose W.O.M.D are the very tools which make you a man, logic and reasoning, for which there are no comparable counter measures.

However it was reader Höllenhund who really brought this home for me:

By the way, older, experienced MRAs have stated that it's completely pointless to try to have a rational debate with women about these issues. They'll always get angry or react in some other irrational way, and you can bet white knights will immediately come to their defense. It's a waste of time. As Alte said, "if you have a rational argument, take it to the men".

Guilty as charged, but if there was any benefit to this clusterfuck of idealism vs. censorship it brought to light the necessity to protect the social system that is the feminine Matrix.

Censoring for Affirmation

Reader Umslopogaas wrote an interesting post in reference to just this dynamic that inspired an awareness in me. The feminine social Matrix is a system that was built upon, and depended upon an older social paradigm that never accounted for a globalized connectivity. If men becoming aware of their true SMV was a primary Threat to that system, then the rise of social media and global connectivity was its facilitator. For men, the Meta Game and true unplugging began as a result of meta-connectivity and the free exchange of observations and ideas that followed.

Although I think it's a bit of a dramatic stretch to compare Aunt Giggles' censorship with the Gestapo, I do think there's another, more apt comparison – that of religious figures' censorship.

The rise of social media has inspired a more open means of discourse in previously closed social arenas. Nowhere is that more obvious than in religious / theological debate. Where in previous times a religious leader's 'inspired insight' was closed to interpretation or discussion, now they must be prepared to defend their position online to the global consortium of the internet.

This globalized marketplace of ideas doesn't make for a comfortable environment for people with an absolutist mindset used to receiving constant praise, if not acquiescent silence. Now, courtesy of blogs, social media, and the general connectivity of the internet people can voice their criticisms of ideas that, in a 'real time' social setting, they would never dream of initiating out of repressed courtesy or fear of ostracization.

For those unaccustomed to a contrary position in their ego-invested beliefs, this proves a to be a challenge. To remain effective in their message they must stay contemporary and use the 'voice of the age' – in this case social media – however they also must entertain the risk that some dissenting voice will call them to the carpet on their perspectives. The inherent problem with this is that it necessitates a critical insight that may conflict with that ego-invested belief.

For religious leaders this is a very tough trade off: Posting your sermon on your blog to reach the masses is simply good marketing, and implies certainty in the relevance of that message and/or idea. However the strength of that message must stand up to public scrutiny for it to be considered a strong theory, assertion or perspective. The same holds true for the religion of the fem-centric society.

Since the apex of feminization in the 90's, fem-centrism has taken its social positions as articles of faith. It just is because it always has been, and no one questions its purpose or validity. Old ideologies die hard, but are the ones most tenaciously clung to by those whose livelihoods depend on the old paradigms to endure. To preserve this system in the face of a building volume of social critique, a degree of dissociation has to be instituted. Thus we have the professors and pastors of previously unchallenged ideologies selectively filter out conflicting ideas, thus recreating the echo chambers they were accustomed to under the old paradigm, or take the lazy way out and simply brook no audience for any feedback by turning off anyone's ability to comment on their ideas.

People who have questions don't frighten me. People who have no questions scare the shit out of me.

Violence

March 21, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There's an interesting dynamic with regards to women and male vs. male violence. I have some interesting stories that address this.

When I was dating my wife I was a blue belt in [a martial art that will go nameless in order to avoid the inevitable debate on which is ‘the best’] and was just getting into competitive sparring. As a date idea I once asked her if she would come with me to Sacramento for a tournament and later we could hit a sushi bar I knew of down there. Instead of the standard “oh I think violence is just terrible/juvenile/men with insecurities stuff” line I would expect from 90% of women, and to my surprise, she enthusiastically agreed. When it came time for my sparring events I beat everyone in my pool that day and placed first for my belt class – trophy in hand. I don’t say this to gloss myself (since I generally had my ass handed to me pretty regularly), but I just happened to win this day and I even took out the last guy with a 3 point head kick and unintentionally drawing a little blood from his nose in the process. To make a long story short, we never made it to the sushi bar that evening – we were too busy fucking like rabbits back at the motel room, she wouldn’t even let me shower! My girlfriend (now wife) worked me 7 way to Tuesday in bed and this is still some of the most memorable sex I’ve had with her.

Next story – As some of you know, I used to be the art director for a major casino in Nevada. We had on two occasions a King of the Cage (UFC/MMA early incarnation) event there. In both instances the women in my department would go nuts over this. Most of these guys are in very good shape physically, but the fighting dynamic is what puts them into a real frenzy. These women would look forward for months to these events, not because of the sport of fighting, but their attraction to the personas of the fighters we did promos and PR with (“I’d jump so-and-so and do him all day, etc.”). Understand that none of these women had any idea of what these guy’s personalities were like, they just lusted after the idea of *what* they were.

At the last event, a group of guys who were the boyfriends of a few of these women, went to the King of the Cage matches, and got into a street fight in the parking lot later after the event was over on their way back to their cars. When the girls related this story to the rest of us the next day, they emphatically decried how shocked and disappointed they were with their boyfriends for resorting to violence. They then began characterizing ‘men’ as just big children, and ‘brutish’ and ‘typical’.

Now, do you see the contradiction here? There is a definite sexual attraction to a man who can ‘handle himself’ by women. I don’t think I need to reiterate my posts on the attraction of the Alpha thug appeal. For the most part women will ardently deny this to no end so as not to seem to condone violence, while at the same time reward the man, the soldier, etc. who can take care of ‘business’ – who goes off to war – with her intimacy and sexuality so long as he fits her mental archetype of the guy who deserves it. Even if you disagree with this assessment, you have to see the paradox and the confusion it creates for a man. Be a gentleman, but don’t be a *gentle* man. And again, this all comes back to her intrinsic need for security and ‘strength’ in a man, while at the same time verbally denying she is attracted to it. Society tells her she should be disgusted with the man who punches the guy who disses her at the bar, but in practice, she takes the guy home and fucks his brains out or fantasizes about the hot fighter in the ring who would do the same.

A capacity for at least measured violence in a Man stimulates a woman’s desire of fantasy, sexual submission, physicality and security.

One thing I’ve learned about fighting is you don’t go looking for shit, because you’ll find it. Not only that, but if it seems like you’re looking for it, women think you’re an automatic asshole and/or are using that bravado as an overt message to directly to trigger this appeal for her. But if you’re careful, and the opportunity presents itself in such a way that you end up the hero, and whether or not you get your ass kicked, chicks will give it up faster than for any other reason or motivation. If your motives

are even peripherally noble, the situation allows for indirect social proof and you actually have the confidence to put your face in the path of someone's fist, regardless of circumstance or even the outcome nothing spreads a woman's legs faster. However, you have to be seen as positive, not the aggressor.

Solipsistic Logic

March 22, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

OK, you know the drill,..stop, wait, don't hit play just yet.

Before you think I'm being unusually cruel by posting this, try to pause a moment and observe the particulars of how Chelsea's process works. Don't assume I'm poking fun at all women; I'm using this as an illustration of process. She's obviously not the sharpest tool in the drawer, and I can already hear the NAWALT echoes from the Matrix, but try to tune out the hilarity of this and understand how she constructs her reasoning here. It's a fascinating insight into the approach *average* women use when calculating rational matters. I have no doubt that offended women will seek to dissociate themselves from this sort of ignorance, but I'm not focusing on ridicule here, I'm interested in the process.

From the beginning Chelsea can't appear to have not given the topic its logical due diligence. So she's has to prove an effort has been made on her part by offering a lengthy breakdown of how she figured it out. Watch any Sarah Palin interview and you'll get the idea; it's similar to having to show your work when doing a mathematical computation in school. After a lengthy analysis, "yeah, I dunno how you'd work that out."

Next we move into the solipsistic logic that is women's default when required to formulate a logical-sounding theory. Chelsea is kind enough to verbalize this for us; "if I run a mile in like,..9 minutes,..but when I'm really in shape, it's like,..7 minutes,..when I'm really in shape, and that like takes me a mile. An I'm running at like 10 miles per hour, and that's pretty fast for a human being,..", however this is often an unspoken, subconscious process for women. As I've describe in past post, women's solipsism and emotional wiring is generally the primary conduit through which problem solving and opinion formulation occurs. That's not to say that women lack the capacity to be just as rational as men, but it is to say that this solipsistic logic is the innate filter that must be cognitively repressed when arriving at a rational solution to a problem.

To see this in action all a guy needs to do is read any manosphere comment thread to see the frequency with which women will apply their personal, anecdotal experiences to a situation and presume her experience is the global, universally applicable, reality.

Continuing,..once Chel realizes that her personal experience isn't sufficient to adequately solve the problem she then resorts back to over-explanation of her process, only this time, with more variables added to hedge her bets for when she inevitably is proven *uneducated* in her assessments. This is called preemptive ego preservation. You see, at a certain point, once personalization and wordy analyzation proves fruitless in solving or misdirecting a solution, there needs to be footnotes and caveats pre-established and readily available when the actual solution is provided. In fact a NAWALT ("not all women are like that") retort is a prepackaged form of exactly this preemptive ego preservation.

And as you can see, when the actual verifiable solution is presented, she falls back on all of her previous methodologies at once, and includes her previous caveats in her defense in spite of the empirical evidence that disproves her "logic".

Finally comes the accusations of error on the premises of the poser of the question,..

"you are not making sense, I make sense, you do not make sense...you don't know the answer, you

guestimate like I guestimate...”

Moral to the Manosphere

March 23, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Putting angel's or devil's wings on observations hinders real understanding.

I say that not because I don't think morality is important in the human experience, but because our interpretations of morality and justice are substantially influenced by the animalistic sides of our natures, and often more than we're willing to admit to ourselves. Disassociating one's self from an emotional reaction is difficult enough, but adding layers of moralism to an issue only convolutes a better grasp of breaking it down into its constituent parts. That said, I also understand that emotion and, by degree, a sense of moralism is also characteristic of the human experience, so there needs to be an accounting of this into interpretations of issues that are as complex as the ones debated in the manosphere.

Although I'm aware that observing a process will change it, it's my practice not to draw moralistic conclusions in any analysis I make because it adds bias where none is necessary. The problem is that what I (and others in the manosphere) propose is so raw it offends ego-invested sensibilities in people. Offense is really not my intent, but often enough it's the expected result of dissecting cherished beliefs that seem to contribute to the well being of an individual.

Let that sink in for a moment; the reason that what I propose seems nihilistic, cynical and conspiratorial is **because** it's analytical without the varnish of morality. For example, when I wrote War Brides, it was in response to men's common complaint of how deftly and relatively unemotionally women could transition into a new relationship after they'd been dumped by a GF or

wife. I wanted to explore the reasons how and why this functioned, but from a moralistic perspective it *is* pretty fucked up that, due to hypergamy, women have an innate capacity to feel little compunction about divesting themselves emotionally from one man and move on to another much more fluidly than men. If I approach the topic in a fashion that starts with, “isn’t it very unjust and / or fucked up that women can move on more easily than men?” not only is my premise biased, but I’d be analyzing the moral implications of the dynamic and not the dynamic itself.

I always run the risk of coming off as an asshole because in analyzing things it’s my practice to strip away that moral veneer. It challenges ego-investments, and when that happens people interpret it as a personal attack because those ego-investments are uniquely attached to our personalities, and often our own well being. Although there’s many a critic on ‘team woman’ shooting venom from the hip as to my emphasis on the feminine here, don’t think that iconoclasm is limited to the fem-centric side of the field – I catch as much or more vitriol from the manosphere when I post something like Looks Count or Women’s Physical Standards and the importance women actually do place on a man’s physique.

If you choose to derive your personal value from some esoteric sense of what sex ‘should’ mean, more power to you, but I find it’s a much healthier position to accept a balance between our carnal natures and our higher aspirations. It’s not one or the other. It’s OK to want to fuck just for the sake of fucking – it doesn’t have to be some source of existential meaning. If you think it means something more, then that’s your own subjective perspective – even in marriage there’s ‘maintenance sex’ and there’s memorable, significant sex – but it’s a mistake to think that the totality of the physical act must be of some cosmic significance.

It is as equally unhealthy to convince oneself that self-repressions are virtues as it is to think that unfettered indulgences are freedoms. There is a balance.

Pseudo-Virginity

March 26, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There's a lot being made of sluts recently. Vox, whom I've got a great respect for, just made an (admittedly unscientific) poll attempting to estimate mate worthiness and establish some hard data amongst those aware of it, on rates of fidelity by asking the right questions. I took part in it, but to my disappointment my particular input was useless because I'm a 'snowflake' – I've been with 40+ women, had 4 significant LTRs, cheated on 2 (was also cheated on by the same 2, but that wasn't on the questionnaire), been married almost 16 years, never cheated on my wife, nor have ever been cheated on by my wife (who's had at least 6 prior BFs I'm aware of) – yep, I guess I'm an outlier. Or at least an outlier in respect to the correlations that other's wanted to find evidence of.

As expected, Aunt Giggles was eager to gobble up the 'hard data' to make her case for fem-centric feminine framed monogamy (despite very loose parameters), but it struck me that, within both the manosphere and team woman, there is indeed an emphasis on the virtues of a woman being as close to pseudo-virginity as is socially manageable. I touched on this briefly in The Slut Paradox, and I do understand the evolved psychology behind it.

If Men are willingly or forcibly going to sacrifice their polygynous sexual strategy in favor of a female specific long-term strategy of parental investment, they innately want reassurances of a woman's fidelity and that his biological investment is in fact his own. There have been some entertaining experimental studies on men's innate ability of recognizing their own children's faces amongst a crowd of uniformly dressed kids; Men are more accurate and faster to identify their kids in a crowd than women. So, for men it's not a stretch to assume there's an evolved aspect to confirming paternity if not actual fidelity.

On the feminine side, the psychological fallout ranges from a need for absolution of their sexual pasts (revirginization, spiritual and physical), to notch count revisionism, ASD, and simple cognitive dissonance. With so many coping mechanisms, it would appear that secreting our sexual histories is of paramount importance to ensuring our genetic legacies.

Virgin Pluralism

The problem is that feminine Hypergamy and women's pluralistic sexual strategies conspire against each other. It is in a woman's genetic best interests to breed with Men of superior stock (or at least perceptually so) whilst in her prime fertility years. Rationalizations and conscious efforts aside, a woman's hindbrain subroutine compels her toward striking while the biological iron's hot. This characterizes Hypergamy in her prime fertility window, but later when long-term security becomes the imperative this Hypergamy fluidly changes toward the best provider of security. It's at this time that there is a psychological schism for women; as the wall approaches, a need for cognitive dissonance splits between her former sexual strategy and is replaced by a long-term security strategy. This necessitates forming new mental schema to replace the soon-to-be obsolete schemas that allowed her to pursue her sexual imperative when younger. Suddenly she's concerned not only for her own long-term security, but the sisterhood's as well. Ask her to tell you the best way to live and it's *always* been about monogamy, security, fidelity, relationship,..etc.

All of that doesn't sit well with a Man's conflicting sexual strategy. In a woman's sexual prime, his scattershot sexual strategy makes for a complementary tactic (as far as evolution's breeding the next crop of humanity is concerned), but when it comes to a strategy of parental investment, psychological contingencies and countermeasures had to evolve to lessen the risk to his genetic legacy. Enter the importance of pseudo-virginity.

The New Virgins

I don't think I need to reiterate the importance a purported low sexual partner count on the part of women seems to be for men. No wants a slut right? Why?

Vox's study and the resulting speculations on its indications is evidence enough of this desire, but there is a concerted effort for both parties interested to maintain at least the presumption of a low N-count. The conflict arises in conflating a high partner count as the **causation** for infidelity.

Is past sexual selectivity / promiscuity an indicator for low / high pair bonding instances, or is it the conditions that prompted those behaviors the *cause* of infidelity? We definitely would like reliable predictors of infidelity, but I think what we fail to see is the causality of what contributes to the

predictability. While infidelity may be morally reprehensible, from an evolutionary standpoint it may actually be the most beneficial recourse depending on circumstance.

Hypergamy doesn't care if you've only ever fucked your wife. For every rare snowflake who moves from a high N-count to life-long marital fidelity, there's a rare couple of high school sweethearts divorcing who've never fucked anyone but each other. We want the True Love couple to live happily ever after because it appeases our emotions and sense of fantasy, while we also expect the slut or the incorrigible cad get their just rewards of a life of self-loathing resentment. Reality doesn't always cooperate with our idealizations, but the more important question to ask is why we think one couple is deserving of happiness while the other merits scorn?

Notch Count

Women don't pine away for past beta lovers. All of this handwringing about a woman's notch count and how numerically close she is to virginity is only so much semantics if you don't factor in the psychological impact a single Alpha lover has on a woman. Ever wonder why the guy a girl shares/loses her virginity with is so memorable for her? Barring instances of rape, he's a default Alpha just for having been her first. This is the primary reason I advise Men against deflowering virgin women; the sex is often negligible, but the impact is so significant that it forms an emotional attachment in a girl that most guys are unprepared for.

Once a woman has experienced that Alpha dominance, only another Alpha experience can delimit the previous experience. This is an example of the role conditionality plays in pair bonding. If a woman has had 10 prior lovers who've all amounted to beta experiences, an Alpha experience may be all it takes to make her loyal. On the other hand a woman with only one prior Alpha lover may be impossible to convince to be loyal to anyone she sees as a lesser experience.

These are the Alpha Widows. In fact, I'd argue that most female initiated infidelity is a result of hypergamous impulse seeking to find its previous level. Women don't trade down in experience, they are always perceptually trading up. One of the liabilities of hypergamy is that there is a risk to benefits equation playing in women's hindbrains that assesses what she can potentially lose. This is a pre-established *dread* that has to be repressed or ignored in order to for a woman to cheat. Women are prone to infidelity with better options, not worse ones. It's a mistake to assume that only notch count is the precursor for infidelity.

Dread Games

March 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm not exactly sure why, but somehow last week became the unofficial 'dread' week. I've had so many other irons in the fire both work-wise and blog-wise this month that I find it particularly annoying that my attentions should be distracted by this topic again, but I will admit that the comments about the evils of Men manipulatively employing a sense of dread in their LTRs has given me pause to analyze the dynamic in more detail. So, OK, I'll bite, what's all this dread about anyway?

The original huff about dread came in the wake of Roissy's [seminal post](#) about instilling a sense of dread in a woman in order to help maintain a consistent frame control in a relationship. Naturally, women's unconditioned response to this overt assertion of control was to demonize the whole idea of dread. When you think about it dread, as proposed, is really a sense of conceptualizing the potential outcome of a losing the intimacy of a partner and the resulting fallout (emotional, financial, familial, personal, etc.) from that loss. Such an overt declaration for promoting a sense of dread conjures melodramatic images of fiendish men blackmailing their women into emotional enslavement to their

insecure whims.

I think what's lost amongst all this sensationalism about dread – a very weak term for the concept – is the applicability dread has in a much broader scope (and particularly for women) than the overly dramatic characterization of it when men openly discuss using it themselves.

Faces of Dread

I have a good friend, Jim, who's just this side of 37. I love the guy, but Jim's not much to look at. At around 30 he essentially gave up on himself. He got married far too young on the business end of a do-the-right-thing 'accidental' pregnancy, and from a personal standpoint that was the end of his window of opportunity to explore any other options he may've had. His wife let herself go just after the 2nd pregnancy, turned into a beach ball, and he followed suit. In actuality it wouldn't take much for him to get back on top of his game, but he has no desire to.

Now, after detailing Jim's situation you might think he'd be the last candidate to participate in anything resembling a manipulation of dread in a relationship, and you'd be right, but he, and guys like him are often the unwitting participants in their wives' own dread-games. Although Jim isn't going to spontaneously attract women with either his looks or due to his complete obliviousness to Game, he is an *exceptional* provider for his family. He regularly busts his ass as a programmer for a legal agency and is the sole breadwinner of the family – singlehandedly funding his wife's nursing school. In addition he's a very attentive father, husband and is somewhat of a handyman around the house. In spite of all this his wife tends to be a bit of a shrew, browbeating him on a regular schedule which has been passed onto the personalities of his teenage daughters who engage in the same heavy handedness their mother does.

Yet for all the passive-aggressive derision, Jim's wife is easily one of the most possessive women I've ever known. He literally lives in a constant state of surveillance as to his whereabouts. She calls to verify he is where he says he is, and continually suspects him of running off to a strip club (which to my knowledge he's never set foot inside one) or engaging in anyway with another woman. It's gotten to the point that it's comical to think that she'd have any worry that he'd be snatched away by a better woman, but there it is, the dreaded competition anxiety prompting unease in an, albeit LSE, woman with no realistic possibility of it ever occurring.

“I can't compete with that..”

Some of the most neurotically possessive women I've ever known have been the girlfriends and wives of amateur circuit bodybuilders – my brother's former GFs actually being among them. Most of these girls, even the fitness competitors, had to either be very self-assured or they resorted to controlling tactics and possessiveness due to the constant reminder of how desired their Men were by other women. Even when that was explicitly not the case, the perception of their desirability was enough to bring this out in them. They had the love and desire of very elite Men, but this still wasn't enough to pacify that innate sense of dread.

Dalrock has blogged ad infinitum about the feminized notion of how a man's ~~viewing~~ “using” porn is conflated with adultery. To say nothing about the constant push to pathologize the male condition, this is an easy out for women following the Eat, Pray, Love script wanting to exit a marriage with cash and prizes. However, the fundamental point in that conflation is a woman's, often overstated, inability to compete with the “porn star ideal of physical perfection and sexual acrobatics that no normal woman could ever be comfortable with.” Considering the sheer variety of men's sexual appetites this is ludicrous on the surface of it, but it is illustrative of the predominance dread plays in

women's psyches. It doesn't matter what the particulars of his sexual appetites are, she feels inadequate in that competition and fears a loss of intimacy.

Dread Games

I catch a lot of hostility from the femosphere for even suggesting a Man directly foster competition anxiety in his LTR, but the underlying reason for this venom is a preexisting condition of dread in women that can barely be tolerated when it's under the surface, much less when it's exposed. Dread, in this context, is an innate fear of loss of security that intensifies as a woman progresses further beyond the Wall and with her diminishing capacity to reestablish that provisioning security with a new partner. In fact it's exactly this dread that is the root source of the gynocentric laws that award women cash & prizes in a divorce settlement. So powerful is this fear that legal assurances needed to be instituted to account for a woman's lessened ability to secure long-term provisioning after a failed marriage, after the Wall, after pregnancies, etc.

Dread, for lack of a better term, is a female condition.

Although I've suggested casually returning flirtations with other women as a means to amplifying desire and illustrating social proof, this is hardly the only, or best, means of fostering competition anxiety. Overt flirtations are a blunt means of stoking this anxiety, but often all it takes is a nuanced shift in a predictable routine to trigger that imagination. The idea isn't to instill terror from fear of loss, but rather to demonstrate higher value; particularly when a woman's attention is straying into comfortable, routine familiarity and she begins seeking indignation from other sources.

Sometimes all that's necessary to provoke that imagination is to get to the gym, dress better, get a raise, travel for work, change your routine, adopt a Game mentality, hang out with a new (or old) friend, be cocky & funny with her – risk to offend her sensibilities. Most women believe that their pussies are sufficient to hold their men in thrall for a lifetime, but as a woman's SMV declines and a Man's appreciation of their confidence in this form of leverage falls off, thus forcing them to adopt new schemas for controlling the fear of loss. When you head off to Las Vegas for that trade show and your wife fucks the ever-lovin' shit out of you the night before you go, you're experiencing one of those new schemas. It doesn't take much, most times the lightest touch will do. Good dread game doesn't even have to be initiated by you. Often enough, women will do it themselves.

In light of this ambient fear of loss women seek to avoid, one might be tempted to use a more sympathetic approach in order to allay a woman's fears. This is hardly worth mentioning here since this is generally the tact that most men intuitively use in their LTRs anyway – a constant reassurance of love and devotion. Guy's like my friend Jim will follow a perpetual strategy of appeasement in spite of themselves.

Lets be clear, the vast majority of women are secure enough not to allow this condition to get the better of them, and it's in the extreme cases I've used above that real neuroticism flourishes. Contrary to popular belief I'm not an advocate of the Dark Triad methodologies of Game. Not because I think they're ineffective, but rather because, with the right art of Game they're not even needed. Only in extreme cases are the dark arts to be employed, and if a situation necessitates their use it's important for a guy to understand that a line has been crossed with a woman who necessitated their use.

So yes, you should be seeking to reassure an LTR of your love and devotion, but know that due to women's intrinsic fear of security loss, you will **never** achieve an ideal state of contentment of it, and certainly not by relying solely on comfort and familiarity. She wants you to rock the boat, it's what makes her feel alive.

Insanity Plea

March 28, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From member Backbreaker on the (fresh new server) SoSuave forum:

So.. we all have our hobbies and things. My wife has this twisted fascination about death row. Like anything that is on TV or a movie or documentary about death row she has to watch it. So she found a documentary about this dude on death row in Texas.. actually a quite young guy, he can't be 25 years old. it's not a bad documentary

This is where I trip out. okay the dude, on death row. has killed 3 freaking people. Over a late 90's Chevy Camaro. the dude is not very smart. He is not very good-looking. The guy, I mean shit he's on death row need I say more?

So they interview his attorney who is doing the work for him. She lived in Nebraska and was doing the work pro bono for him to get him an appeal / out of prison. honestly. She's not very bad-looking at all. She's pretty cute. and she's a lawyer. this woman, mind you, has never seen this dude in her life, falls in love with the dude on death row, drives from Nebraska to Texas, meets him and they confess their love for each other upon first sight.. mind you he is behind a glass on a phone talking to her. She tells her friends, and her friends

tell her that she is in love and she needs to do what she needs to do and she goes outside and sees a rainbow outside and how that is a sign that this is the guy she needs to be with.

The story even gets better. not only did she drive down there, one of her beta male friends actually drove her to meet the inmate. Do you know how much of a failure you have to be in life to drive a woman down to see a guy on death row and she looks at you and looks at him and looks at you and looks at him, and says yes this is the guy I want to be with, the guy that is on death row.

For all you guys that talk about how there are no woman out there, STFU. This woman is easily a HB 6.5-7 and she's smart and MARRIED a dude that is going to die very soon. You are getting out gamed by a dude that can't even touch his wife.

This just goes to show to me how much women are looking for Men and how they aren't very many out there. When a woman has to stoop to this level to find a man who states a hell of a lot about the dating pool. I mean she is faithful as a mofo too lol. She is in love with her damn man.

There's an interesting mental process that men, and women interested in secreting the more innate aspects of hypergamy, will engage in when presented with blatant manifestations of that evolved hypergamy. The natural presumption, and convenient rationalization, is that any woman seeking out the Alpha seed of an incarcerated murderer *must*, by definition, be insane. After all, women constantly relate their need for comfort, trust and rapport. We all know how safe women need to feel before conceding their intimacy with a guy, and what could be more threatening or intimidating than a death row murderer?

My good friend DJ Damage expounds upon this:

I don't believe that "some" women's morbid fascination with dudes behind prisons or female teachers fucking their students have a whole lot to do with "being Alpha" but rather have to do with them being a little fucked up in the head.

What my astute colleague fails to grasp is actually quite simple,...

Hypergamy doesn't care if you're incarcerated.

What appears to be insanity in women is usually the manifested result of their evolutionary imperatives. Anders Breivik had multiple offers of marriage in prison from women he didn't even know the day before he went on his killing spree. Richard Ramirez (night stalker), Scott Peterson, both had small cult followings of women ready to bear their potentially murderous offspring. There is no uniquely male phenomenon of men deliberately taking action to seek out the intimacies of incarcerated women.

It may seem like only insane or celebrity seeking women would be attracted to convicted murderers, and this may be the case, but there is an underlying attraction/arousal to a man with the capacity to kill another man. In our evolutionary past, killing a rival was the ultimate social proof of Alpha dominance. It would stand to reason that this act would have evolved into a conditional prompt for female attraction. While provisioning traits that fostered trust and nurturing may have been selected-for in the interests of parental investment, the traits unique to the physical capacity to kill a genetic rival would be selected-for sexual cues for women.

While it may offend men's sensibilities and morals, hypergamy doesn't care what your preconceived

notions are about what constitutes Alpha according to the male perspective. Women are attracted to Men with a capacity for dominance, by order of degree. How that dominance manifests itself may be measurable, but know that the Alpha indicators of that dominance are all that matters in feminine arousal.

By Reason of Insanity

So while you may think a woman is mentally imbalanced for ‘choosing’ a criminal as her soul-mate, understand that the precious, quality, good-girl you’re patiently trying to convince to be comfortable enough to fuck you is subject to the same attraction cues of this ‘insane’ lawyer. Your quality woman may be well grounded and psychologically stable enough to consider the extreme of pursuing a death row inmate to be crazy, but rest assured she gets off on the fantasy of an outlaw biker, a rebel artist, a non-conformist musician, a powerful attorney, an indifferent surgeon,..etc.

It serves hypergamy’s purpose that a social convention presuming women’s insanity in cases like this be reaffirmed. For men it’s an ego buffer. As Backbreaker pointed out, if a guy on death row can ‘theoretically’ (if maybe not physically) score with a semi-desirable woman what does that say about his efforts to placate women with beta Game? They’d have to be insane if their behavior contradicted their stated beliefs and desires for comfort and trust, right?

For women this uniquely female phenomenon is further evidence of a pluralistic sexual strategy – get the Alpha seed, secure the Beta provider. A soon-to-be dead Alpha’s genetics is almost an ideally blameless situation for securing both imperatives with an after the fact Beta providership. It’s technically an insanity plea. However, in the interests of women not willing, or lacking the capacity, to go to such an extreme, this presents a potential security breach with regards to overtly exposing feminine hypergamy in all its ugly, socially unacceptable glory. Ergo, they readily embrace the meme that only insane women lacking any self-esteem or integrity would stoop so low as to entertain the idea that a convicted murderer might be her soul mate.

HB10

March 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the most entertaining and enjoyable aspects of being active in the manosphere is reading the experiences of other men and then formulating some codified references of what guys relate. The Urban Dictionary is chock full of these colorful euphemisms. For instance, does anyone know what a “cranston” is?

Cranston

The cranston is the gap where the vaginal mound can be seen dipping into the space between the tops of the inside of a woman’s thighs and the bottoms of the inside of her buttocks.

Originally a military term.

I’d say she was about a two finger cranston to be honest.

I love a nice cranston.

The most contentious term of reference almost always revolves around what physical body type men prefer as the feminine ideal. On damn near any major community forum you’ll find a thread attempting to definitively determine what hot piece of ass can be unanimously agreed upon to be the apex of male sexual desire – the mythical HB10. Even the Chateau used to have a dedicated page to

just this purpose. As an aside, I'm still a bit confused as to what the HB actually stands for in this inference, 'hot bitch'? 'hot babe'? 'hot butt'? I know Mystery coined this reference, but the "perfect 10" notion predated his by decades.

I really enjoy these threads because it brings such diverse experience and perspective to the table. In particular I love the individual posts where guys will attempt to define what an HB 1 through 10 is to them by posting pictures of examples of each strata of woman. I must credit these threads for disabusing me of the one-size-fits-all mentality I'd been conditioned to believe men had with regards to what they found arousing in a woman. This was one of the last residual mental schemas of feminization I needed to purge from my head in my own unplugging – despite women's protestations that all men have "impossibly high, media fueled, bikini model physical standards for women" I've come to understand that this is simply a canard that despondent fat / post-Wall women comfort themselves with.

While in a general sense it is true that men largely have a predisposition for physical traits that imply youth, fitness and fertility, within those parameters is a myriad of physical variety and permutations of body type, age and ethnicity. Even guys with a 'thing' for MILFs are still looking for physical features that fit into this parameter.

Attraction vs. Arousal

Attraction and arousal are really two different things for men. We may be attracted to a woman's personality, her femininity, her playfulness, her spirit, etc., but we are aroused by her body and sexual availability. There are many women I'm attracted to, but I have a very distinct physical standard for women I find arousing. I think this was one of the difficulties I had in assuming all men had a similar archetype for physical perfection in their cues for arousal. I came to realize I have exceptionally stringent physical standards for the women I find arousing, but that didn't mean my standards were every guy's standards as feminization would have me shamed to believe.

Myself notwithstanding though, there is so much room for variety in men's arousal cues I think it's a shame that fem-centrism has convinced women that men are universally corrupted to seek only a very narrowly defined set of physical prompts for sexual desire. For instance, I happen to think that women with big asses are too fat for my particular arousal, but I cannot ignore the fact that a significant proportion of men like nothing better than a nice 'ghetto booty'. I don't understand it in the same way I don't understand foot fetishes, but I can't deny the fact that there are men who get off on feet.

So take heart ladies, unless you are grossly malformed, or morbidly obese you'll probably find a subset of men who 'have a thing' for fucking exactly your body type. You may think men's evaluating you so clinically is offensive, but we are far more forgiving in our arousal cues that women will ever be in their own physical standards.

HB's & SE's

Since so much has been made of HB scales and ratings I don't think it's too unfair to present my own observation here.

On the Tomassi scale, there is no such thing as an HB10 that you haven't slept with. The last point to half point is ALWAYS earned on performance. I'm sure you wouldn't buy a Maseratti if it had a VW engine under the hood. Subjectively I believe there are HB10s it's just that the last point is earned on performance not attractiveness. An otherwise HB10 who turns out to be a 'lick it around the edges' girl instantly falls back to an HB7 or so,..That said, I feel the scale also has to be adjusted

for geographic region. An HB 8 in Butte, Montana is an HB 5 in Los Angeles. You have to adjust the scale for regional concentration. Hot women tend not to congregate in remote places, they go where they know their looks will serve them best. This then increases the benchmark for that place since the field of competition is deeper. Based on personal experience, an HB 9.5 in South Beach, Miami etc. is well beyond anything NYC, Houston or Chicago could offer up on a consistent basis. The rating curve is more pronounced. Conversely a Miami HB 7, becomes an HB 9.5 in Boise, Idaho. However, after having lived in Hollywood, Las Vegas and Orlando, and traveling somewhat extensively, I think my standards are exceptionally high in this respect.

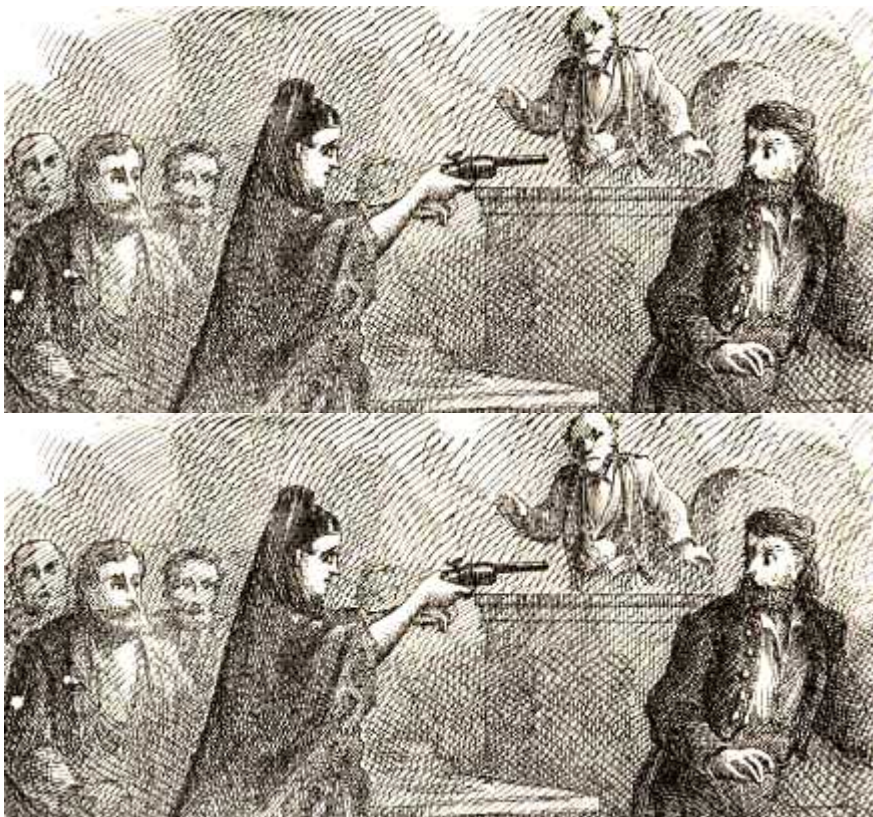
Lastly, I don't think that the HB scale is entirely helpful for men's assessment purposes since it only accounts for physical appeal. There needs to be a second rating attached to the HB (physical) standard, one that accounts for self-esteem SE.

If you rate looks (HB) on a 1-10 and self-esteem (SE) on a 1-10 scale, realistically you'll want different ratios at different times. If you're sport-fucking and have no desire for a LTR this ratio might be around HB9 to SE3, no lower than this though since a 3 (the way I'd rate it anyway) would indicate the threshold for self-destructive personality disorders. If you're looking for a companion for the long haul of monogamy, then you'll adjust your ratio accordingly. An HB8+ to an SE 5-7 might be ideal. It's when you perceive imbalances in the ratio that is cause for concern. For instance an HB7 with an SE of 8 (too self-important for her looks). Or extremes like HB2 to an SE of 9 (most rad-feminists, easily avoidable) and an HB9+ to an SE of 1 or 2 (the suicidal death spiral girl).

It's all in the balance my sons.

Is There Anything Good About Men?

March 30, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As I am flying off to Las Vegas for the WSWA show today, my blog posting may be getting a bit more sparse next week. To hold readers over for a bit I wanted to drop a quick post on an article I read back in 2007 that wasn't very well received by the fem-centric establishment, but is nonetheless one of the seminal articles I think should be required reading for (especially young) Men.

I thought this was brilliant. I think this message is severely lacking in how we raise boys into Men. There used to be a time when some cultures had a rite of manhood or a passing into adult responsibility and masculine respect. Jews have a Bar Mitzvah, certain native American tribes had similar traditions, etc. I think that if there's a modern social complaint about men remaining perpetually juvenile this is the root of it – we don't respect Manhood enough to define what's expected and when it's due.

There's been a lot made of feminist triumphalism recently and how the new gender paradigm is challenging hypergamy, at least in the sense that it applies to women's imperatives being the cultural imperatives – not the inescapable, bio-evolutionary kind of hypergamy. If momma aint haaaappy, well the whole damn world shouldn't be haaaappy. This may be rather depressing news for average men, but after reading Roy F. Baumeister's fantastic piece you might actually begin to understand the lies fem-centrism is selling you with a little more optimism.

I look forward to the comment discussion.

Is there anything good about men?

Hear Me Now, Believe Me Later

April 3, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the most common lamentations I read in the manosphere usually goes something like this,...

“Where the hell was all this info and wisdom when I was single? I so wish I’d discovered the manosphere / red pill before I proposed / had kids / got divorced / got burned by listening to what my girlfriend said / was younger,...etc. etc.”

It’s even more of a shame because so often it’s guys in what should be the prime of their SMV who relate this. I wish I had a better response than “better late than never.”

Blunt Force Trauma

Unplugging is difficult enough in and of itself, but realizing and accepting that your previous mindset might not be entirely accurate is a hard conversation to have with yourself. It’s unfortunate that experience teaches harsh, but teaches best. However, I’ve found it much healthier to accept that, like the majority of men, we don’t want to come to terms with our faults and inaccuracies in mindset until we’re shaken awake by a trauma sufficient enough to break us down.

Religion has long realized that the best opportunity for conversion is when a person is at a low point

in their life. Depending upon the intentions of the person doing the converting this can be a good or a bad thing, but what they're seizing upon is a point at which we're the most receptive to influence because we're earnestly reconsidering our beliefs in light of some failure or tragedy. Perhaps unfortunately, it's a state of the human condition that we learn better from our failures than our successes.

This is due to painful experiences making a more profound impact on our psyche's and memories than pleasurable ones. While the birth of my child and my wedding day were pleasurable, benchmark memories, I learned less from them than when I finally tore myself away from the neurotic BPD woman I'd been a voluntary prisoner of for years. It's been written into our brains to learn from pain. It was a selected-for survival trait that corrected us when we were repeatedly making the same fatal errors. The things that are important to us as evolving beings are associated with what we most vividly remember.

Patience

So, it's with this in mind that I came to learn to have patience with men who were diametrically opposed to what I offer as positively masculine enlightenment here. Over the years on the SoSuave forum I gradually made friends of formerly hostile opponents for no other reason than patiently awaiting their having an experience that validated some principle or behavior I was trying to relate to them. Former critics (JOPHIL, R.I.P.) became fantastic friends once they'd experienced first hand the dynamic I was describing. All it took was a bit of patience, and a consistent, cogent explanation of idea.

I've stated in the past that unplugging chumps from the Matrix is dirty work, akin to triage; save the ones you can and read last rites to the terminal. However it's equally important not to casually NEXT a guy that could be unplugged once he's been made brutally aware of the system that's keeping him trapped. Often enough it's his lack of traumatic experience combined with an extensive conditioning that's holding him back from really understanding a Game-aware perspective. He's not an asshole, he simply hasn't had the experience that would make him reconsider his perspective.

In the same respect that I feel relationships based on negotiated desire are disingenuous, I also believe that coercing someone else to see my perspective is not a valid expression of genuine desire. I cannot make a person believe what I do, I can only present my belief to them. A person, man or woman, has to come to that genuine change of their own volition. I'm not interested in a readership full of yes-men clones; there needs to be challenges in perspective for a marketplace of ideas to thrive. I encourage people to tell me I'm wrong, because if my ideas can't weather open scrutiny then they aren't strong enough ideas to profess.

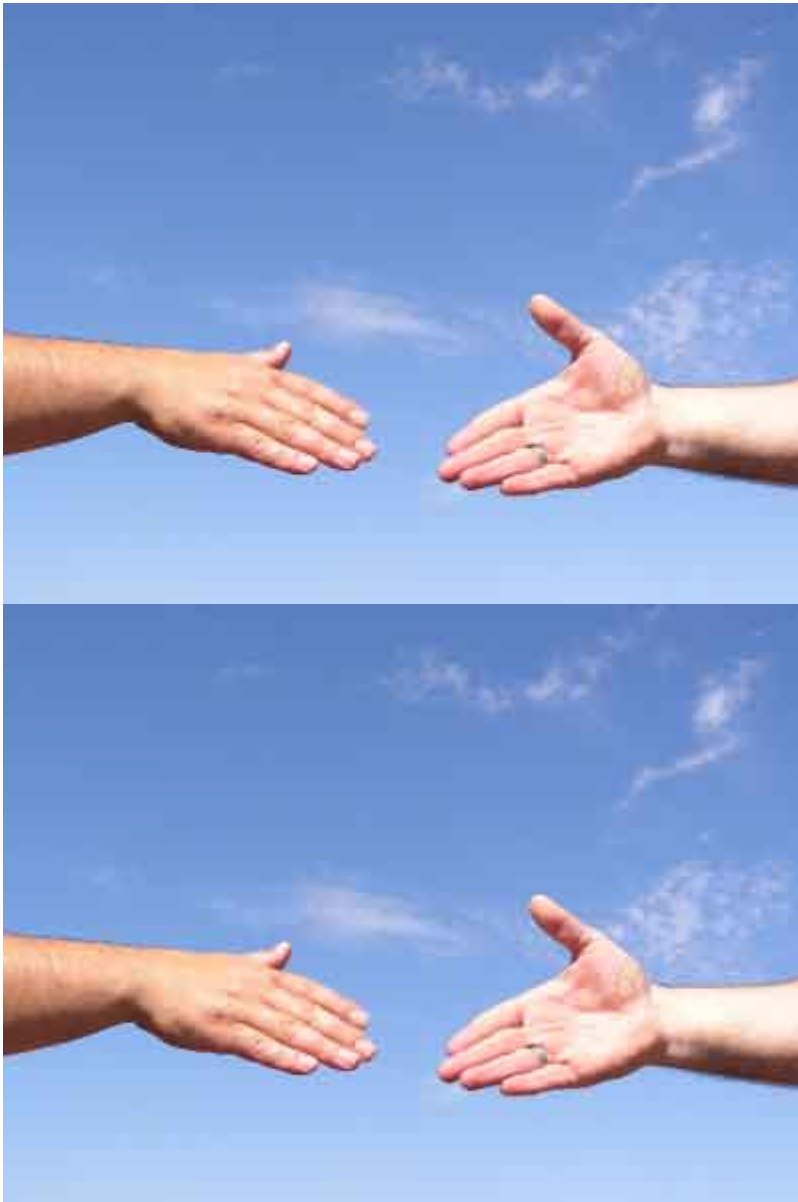
I don't want to unplug robots from the Matrix just to make them robots of my own perspective. I may be guilty of a tough-love approach by a well needed kick in the ass to understand the reality of what a guy may be going through in that moment, but I know that a real shift in understanding comes not from force, but from a person determining that shift for themselves. Jarring a person awake isn't the same as attacking them personally.

So at the end of all this I want to encourage all of my Game-aware readers not to give up too readily on the guys they may think are hopeless. In fact I'd suggest that the guys you know who are the most hostile to your perspective are the ones who'll more readily accept and understand your wanting to make them Game-aware. Their fervency in the Matrix is only a short trip to fervency in positive masculinity if you're patient enough. All these guys are just one traumatic experience away from

grasping the truth of Game.

Welcome

April 4, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm still very busy at a Vegas tradeshow at the moment, but briefly, I'd like to take this opportunity to personally embrace all the newly disenfranchised and disillusioned commenters who were once regulars at the Hooking Up Beta echo chamber.

Welcome.

I understand that you may have once believed that Aunt Giggles was sincere in her assertions of wanting to come to some gender neutral middle ground as a mission statement for the catharsis that passes for her blog. I understand your frustration, but always know that the comment threads here at RM will never be edited or censored of conflicting viewpoints and insight (only spam). You see, personally, I believe that a real understanding of gender issues can only happen in an open forum of debate. A true marketplace of ideas needs all voices to determine the strength and validity of those ideas.

Again, welcome, and please feel free to browse the categories and archive.

Cognitivism vs. Behaviorism

April 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Never believe what a woman says, believe what she does.”

This phrase is almost a proverb in the manosphere. I wish I could say I coined it, but I think I remember it being used as early as 2003. Back then I was studying behavioral psychology and I remember it being significant then because it’s essentially the primary foundation of behaviorism: behavior is the only measurable, reliable evidence of psychological motivation. Most people, particularly those of a more conservative mindset, have a tendency to lump all psychology into the touchy-feely psychotherapist stereotype. What they don’t really grasp is that there are many more schools of thought in psychology than just the \$75/hour couch-sitting cognitive therapists relying primarily on self-reported feelings.

I understand the dislike, but behavioral psychology is much more focused on what is empirically observable and drawing correlations about motivation from the manifested behavior of animals and

people. For the behaviorist, the Medium is the Message. Cognitive psychologists are uncomfortable with the implications of a purely behavioral perspective, not just because it threatens their livelihoods, but it offends their sensibilities about humanism and placing root level, 'hard-wired' biological motivators above a blank-slate freewill ideology. It's just this behavioral bent that rubs Cogs the wrong way about evo-psych as well; the behavioral foundations of evo-psych are uncomfortably close to biological determinism for their liking.

In the area of personality studies, nowhere is this dichotomy more apparent, and when you add in the complexities of gender differences and social psychology it becomes directly confrontational. Whether you're aware of it or not, everyone you know subscribes to some combination of these two psychological camps – rational behaviorism and humanistic cognitivism. When it comes to the complexities of personality and social psych, it's a bit too simplistic to characterize these ideologies in terms of nature vs. nurture. Only rarely do the two absolutes really exist in people's personal psychologies, but in social psychology, the predominance of one psychological ideal will substantially set a precedent for the culture it's recognized in.

Humanistic Cognitivism

As we might expect, women tend to opt for a more cognitive, emotive psychological perspective. As the sex with an innate predilection for communication (both verbal and nonverbal) it's not surprising that a psychology founded on self-reporting and getting in touch with emotions would be appealing. An easy illustration of this psychology is found in women's preference for associating anecdotal experiences with evidence of fact. Female solipsism aside, cognitivism complements women's need for personal validation.

Cognitivism also fits well into women's pluralistic sexual strategies in that it offers them much broader opportunities for sexual selection (i.e. hypergamy). A fem-centric society rooted in the importance of emotions and placing ephemeral personal choice as its highest motivator makes for an ideal environment in which to practice hypergamy. The unknowability of the feminine mystique, a woman's prerogative to change her mind and the default status of victimhood, all find their beginnings in a "it's-just-how-I-feel" cognitive psychology.

All of this isn't to say that women are incapable of understanding a rational perspective, it's just that this isn't their perspective of origin. When forced to make a rational decision women can and do make choices based on empirical evidence, but it's always tempered with the feeling that the decision is associated with. There is a necessary repression of this emotive base needed to come to a point of rationality.

Rational Behaviorism

Conversely, men tend to opt for a more rational, behavioral approach to their psychological motivations. I'm not covering any new ground in this respect, but it's important to note that what men believe is their own predisposition for rational thinking is also a psychological perspective.

Uninfluenced by social forces, men will tend towards deductive reasoning in their psychology, but that's not to say this isn't tempered by an underlying emotionalism. As I've stated in many prior threads, it's men who are the true romantics. We want to believe the fantasy in spite of our deductive natures telling us the opposite – and this is generally where the trouble begins for men.

Worlds Collide

Just as society is influenced by political, religious and economic beliefs, so too does our predominant

social psychology color our world view. For the past 50 + years this has been a consistent push towards a feminine defined cognitive humanism. If you have any difficulty believing that men are the default rational behavioral sex, it's because this psychology conflicts with what feminine cognitivism has been attempting to instill in society as a whole for going on five decades now; that a fem-centric cognitive social perspective *should* be the standard for society. The clarion call of cognitive humanistic psych has always been "get in touch with your feelings", which by definition is easier for women than it should be for men. Women start at a point of normalcy where they presume to be more in touch, and men have the changing to do. Men's default rational behavioral origin makes them flawed from the outset when cognitivism is the dominante social psychology.

Ignorance and Bliss

One of the primary reasons men, and particularly the newly Game-aware red pill Men, see women's actions as duplicitous and/or immoral is because they believe that women are on some level aware of their own hypocrisy. It frustrates men's rational behavioristic psychology that in spite of being shown irrefutable evidence of women's contrary behaviors they will still insist that they "just don't know what comes over them." It's a uniquely female cognitive dissonance that women have the ability to separate their instinctive behaviors from their latent motivators. That's the \$10 way of saying most women are blissfully unaware of, or unacknowledging of, the source of their behaviors.

Consequently a psychological coping mechanism was needed to resolve women's incongruent behaviors with their uncomfortable motivators. Enter the mental Hamster of women's rationalization engine. Because of the psychological priority cognitivism has in women, rationalizing needs to be on autopilot. So when women relate that they don't know why they preach one thing, but do the opposite, I'm inclined to believe them. Hypergamy is a raw, animalistic, unethical element of the feminine psyche, so it comes as no surprise that women's psychologies would push this discomfort into an unconscious mental subroutine for them.

"I don't know why I felt compelled to fuck the hot guy in the foam cannon party in Cancun, it's just not like me."

"I'm appalled by rape and BDSM, but I can't help but get off on reading 50 Shades of Grey."

Men hear statements like these and our rational behavioral psychology screams "BULLSHIT! Everything has a reason, you throw an object into the air and gravity brings it back down!" However, women (for the most part) literally don't know why they don't know their instincts make them hypocrites. They retreat to the rationalization Hamster, but even this isn't sufficient in the face of very stark realities. So an entire social psychology, one favoring women's humanistic cognitivism, was needed to maintain that cognitive dissonance. Thus women caught in the act of infidelity (acting contrary to professed behavior) are still protect and insulated from their own ignorance of motivation.

That Damn Dog!

April 7, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From my real-life friend Good Luck Chuck:

“Is it just me, or does anyone else get seriously annoyed with women and their dogs?

It’s NAUSEATING how they treat these annoying fucking overgrown rats.

Spend the night at a chicks house and even if she’s kind enough to close the bedroom door behind her leaving little Dolce in the living room inevitably every hour on the hour some leaves rustle outside the front door or the compressor on the fridge makes a noise and “killer” has to start yapping his little head off.

I was out with some friends tonite, one of them was a girl I dated a couple of times awhile back. Not like we didn’t have anything INTERESTING to talk about, but the conversation veers toward her new sh!tzu puppy. She’s SOOOO proud of her baby! He learned how to climb up AND down the stairs, and he’s now potty trained! YAY!

As if that weren’t enough, the blackberry comes out and we have to look at pictures of her

adorable little “child”. Isn’t he cute with the little bow in his hair? AWWWWWW!!!!

Christ.....these chicks wonder why they can’t find a man who will stick around? It isn’t bad enough that they want to be a MAN themselves in everyday life, but then they want to come home and play mommy to a 10 pound mop that has to be walked every few hours and leaves “surprises” on the floor every couple of weeks.

I was recently talking with a friend about the absolute psychotic mess the girl I used to date in my 20’s, and I got to recalling some of the more annoying aspects of that miserable relationship. One of the most aggravating things I found myself wrapped up in was her obsession over this little Westhighland Terrier she had. I hated that fucking animal; and I don’t mean your garden variety hate, but the how Satan-hates-God kind of hate.

Even after 17 years of having put this mess well behind me, I still get a violent twitch in my eye whenever I see someone walking a dog like this.

Now you’re probably wondering why I have such contempt for this otherwise innocent and cute little breed of dog. It’s not that I dislike Westies per se, but it was her insane, psychotic devotion to this pet that she would lavish on it in preference to paying attention to me or even her friends at times.

When I was finishing my degree I did a bit of research to see if this phenomenon had a psychological parallel and interestingly enough it does. I got to thinking about all of the people I knew who gratuitously and excessively spent inordinate amounts of time and money on the wellbeing of their pets. These were universally women – I can’t think of one unattached, single man I know who even has a dog, much less gets up early to drop it off at ‘doggie daycare’ on his way to work and picks it up on his way home. Neither do I know a man who would spend the kind of money ‘gourmet dog biscuits’ command from a store dedicated to nothing else, nor a guy who would buy ‘Frosty Paws’ dog ice cream treats, but I do know women who will. I know women who will spend \$1,500 for their “little precious” to spend a day at the doggie spa. I know women who will pamper and coddle thier pet even after it shits diarrhea on the living room carpet and in the same breath berate their husbands for leaving the toilet seat up.

However it’s not just the degree to which some women will go in their devotion to their pets, it’s the indifference they display toward the human beings of importance in their lives, in preference to their pets, that crosses the line. There is a current field of study in this psychological transference of emotion to pets. Nothing terribly conclusive has been set in stone of course, but the theory goes something like this; People (mainly female) having a tendency to dote exhorbitantly over their pets also tend to eschew meaningful interactions with significant people in their lives. It goes on to say that the pet becomes a ‘self-proving’ device that enables the individual to internalize that they are capable of loving while minimizing their own reciprocation of affection to another human being.

In otherwords when she sits there with little Pookie and dotes over him rather than engaging you in even limited communication or affection it may be indicative of a more complex problem – a definite red flag to be sure. Of the examples of women’s behavior I used in this essay, all of them were in some unsatisfying relationship that they were uncomfortable discussing yet would do nothing about. However, when prompted with conversation about thier pets they were always very talkative.

So what does this mean to the Game-aware then? Beware. Part of an accomodating AFC nature is a disingenuous desire to identify with a woman in order to barter his identity for her intimacy. Nothing will bring a guy down faster than allowing this pet devotion dynamic to become a part of this

identification.

Disclaimer: I love dogs, I do not hate them. I own three purebred racing greyhounds and I foster and recondition retired and active track dogs. I do not dress them in stupid costumes, nor do they sleep on canopy beds. I have more respect for them than to subject them to that and they are expensive enough to keep healthy under normal circumstances. That is all.

The Bitter Taste of the Red Pill

April 10, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A lot gets made of the Dark Triad or the Dark Side of Game where a skillful player can sadistically use his newly learned red-pill super powers for evil instead of for the greater good of mankind. Game-aware women – the ones who have been forcibly exhausted of all pretense of maintaining the illusion that Game is a lie – feel as though it's owed to them, in their concession of Game's reality, that Men should use Game to women's benefit. Even to the last effort women still cling to the tools of a feminized acculturation;

“Yeah, OK, you got us, Game is really what women want, hypergamy is the law of womankind, but now it's your responsibility that you use it for the better benefit of society by molding a new breed of improved Betas to accommodate fem-centric monogamy. You owe us our security for having admitted to the grand illusion that's kept you in thrall for so long.”

It's an indictment of Game-aware women, and sympathizing men, that they should feel a need to delineate some aspects of Game into good camps (pro woman, pro feminized monogamy) and bad camps (manipulative, polygynous, male-centered). Even in the admission of the truth that Game has enlightened Men of, the feminine imperative still seeks to categorize the application of Game to its own end. That Men might have some means of access to their own sexual strategy is too terrible a Threat; Game must be colored good or bad as it concerns the imperatives of women and a fem-centric societal norm.

As the default, socially correct and virtuous concern, women have an easier time of this. As Game becomes increasingly more difficult to deny or misdirect for the feminine, the natural next step in accepting it becomes qualifying its acceptable uses. While hypergamy is an ugly truth, the characterization of it becomes “just how women are” –an unfortunate legacy of their evolution. However for Men, the characterizations of the harsher aspects of Game in its rawest form (contingencies for hypergamy) are dubbed “the dark arts”.

Myth of the Dark Arts

According to common definition, the **Dark Triad** is a group of three personality traits: narcissism, Machiavellianism and psychopathy, all of which are interpersonally aversive. Depending upon context, that may be a convenient assessment of a sociopathic personality, but it is hardly an accurate assessment of Game as a whole. In its desperation to come to terms with a more widespread acceptance of Game, the feminine imperative had to make some effort to dissuade the common man (see Beta) from embracing the means to his release from the feminine Matrix. Associating Game with Dark Triad personality traits makes this qualification process much easier, since the feminine imperative owns the definition authority of what is social and what is anti-social. The problem then becomes one of defining what acceptable use of Game is social and anti-social. Predictably Game-accepting women will want to cast Game into terms that suit them individually and accommodating for their own personal conditions as well as the priorities of their particular phase of life. However, because of such diverse conditions, consequently there is a lot of disagreement amongst Game-accepting women about what contextually constitutes appropriate use, thus a pick-and-pull form of rationalization about aspects of Game gets thrown about in their internal debates. For feminized men this is a very confusing debate. It’s difficult enough for them to accept that women love Jerks (despite being told the contrary for half their lives by women), but for the Game-accepting women they still think are ‘quality’ it’s a bitter pill to swallow when these women debate the aspects of acceptable, lovable Jerk-like qualities and the evil, user, manipulative, ‘dark art’ Jerk that only contextually misaligns with their present conditions and priorities. For both the plugged-in and the freshly unplugged this is an incongruency that they have a tough time reconciling against the ideals of moralism that a fem-centric society has unwittingly convinced them of.

While a broader understanding of hypergamy and Game make for useful tools for enlightened single men, the Game-accepting Beta plug-in will still see it strictly as a means to satisfying the female imperative – long-term provisional monogamy. Any deviation from this narrative, any guy using Game for personal gain, personal pleasure or to enact his own sexual strategy is guilty of crimes against (feminized) society. Since the societal Greater Good has been defined by the feminine imperative, anything counter to it is definitively evil, counterproductive, anti-social and manipulative sociopathy.

The Bitter Taste of the Red Pill

The truth will set you free, but it doesn’t make truth hurt any less, nor does it make truth any prettier, and it certainly doesn’t absolve you of the responsibilities that truth requires. One of the biggest obstacles guys face in unplugging is accepting the hard truths that Game forces upon them. Among these is bearing the burden of realizing what you’ve been conditioned to believe for so long were comfortable ideals and loving expectations are really liabilities. Call them lies if you want, but there’s a certain hopeless nihilism that accompanies categorizing what really amounts to a system that you are now cut away from. It is not that you’re hopeless, it’s that you lack the insight at this point to see

that you can create hope in a new system – one in which you have more direct control over.

There are no “Dark Arts”, this is simply one last desperate effort of the feminine imperative to drag you back into the Matrix. There is only Game and the degree to which you accept it and are comfortable in using it in the context that YOU define. If that context is under the auspices of a mutually beneficial, mutually loving, mutually respecting LTR monogamy of YOUR choosing, know that it’s the fundamentals of Game that are at the root of its success or failure. If that context is in terms of spinning multiple plates, liberating the affections of women from other men, and enjoying a love life based on your personal satisfactions, also understand that it lives and dies based on your understanding the fundamentals of Game.

Just as Alpha is not inherently noble or deplorable, Game is neither inherently good nor evil – the Devil is in the details and whomever’s defined context in which you use it. In the introduction section of the 48 Laws of Power, author Robert Greene explains the same about power. Power is neither good nor evil, it simply is, and your capacity to use power, your comfort in using it, doesn’t invalidate the principles of power. Likewise, your discomfort or inability to accept those principles does not excuse you from the consequence of having that power used upon you.

The unwritten, 49th Law of Power, is denying the utility of power itself, or demonizing its use both moralistically and socially. With the wide dispersion of Game theory this has been the reactionary tact of the feminine imperative; appeal to the deeply conditioned moral, ethical, honorable, virtuous ideals engrammatically planted in men by a fem-centric society, while redefining the acceptable use of the same Game the imperative demonizes for its own purposes.

The Surrogate Boyfriend

April 11, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From a soon-to-be-unplugged 30 Darren from the [SoSuave forum](#):

I made a big mistake and got involved with a coworker. We dated for a little about a year ago but it never went far. Never slept with her. We became close friends though. We would hang out, Go to movie, Get dinner go for drinks and just hang out. We always talked even late with text and everything. I liked her a lot and she seemed comfortable with me.

I guess i felt i always had a chance with her because when we hung out she always flirted with me and having sex with each other seemed to be the topic we most talked about. She even mentioned shooting a porno with me. I don't know if it was just mind games or if she was serious. Right now i don't know what i was thinking, i should of let actions speak louder than words. But i really felt for her so i grasped on anything that made me feel like she was interested in me. This went on for about 8 months.

We had up and downs. I'm not completely stupid, there were times where i was trying to leave her alone and let each other move on but then she would get this increased interest in me and id fall back in line. I would leave her alone when she would have her little flings but eventually she would gravitate towards me again.

This week was a crazy week though. We went out had she took something i said completely the wrong way. We decided to give each other space (which i did) but then she was all over again when i gave her no attention. She started telling everyone i was her best-friend and then when we went out for drinks with co-workers she started calling me her Man. I didn't play into and give that too much attention because i felt it wasn't real. Two days later she is completely ready to end it with me. Said she was blocking my number from her phone and to not expect to hear from her again. she said it was "time for her to spend energy talking to a guy she actually likes more than just friends and that she's not attracted to me and cant force herself to be, good-bye". Ill admit. That really hurt. So abrupt and harsh. And remember i work with her.. What am i to do and how do i act. Is it a power game or is this is.

Women have Girlfriends and Boyfriends. If you're not fucking her, you're her Girlfriend.

One of the more heinous crimes inflicted upon the men of Generation AFC is the curse of the Emotional Tampon. Hapless Betas being cast into the role of perpetually having to be "supportive" and emotionally available for a woman he's enamored with all in an effort to prove himself the ideal boyfriend is an 80's Brat Pack movie plot cliché now. Oh, if only she could see past the hot jock jerks and find the true love that's been here all along,...swoon,...

Typically when I read classics like this it's on the high school forum at SoSuave, and for good reason; usually all it takes is one or two passes at this experience for young men to come to an understanding that they're being manipulated. As we progress through adolescence and into early adulthood (if all goes as it should) there are a series of valuable learning experiences that teach us (albeit harshly) a mature adult set of social skills. This is generally where I begin when I assess particular intergender situations – are the participants using an adolescent social skill set? Has some factor retarded this maturation (such as premature monogamy, or a stubborn clinging to Disneyesque ideals) into an adult social skill set?

What makes Darren's situation interesting is the pseudo-relationship he's entertained with this girl for **8 months**. For all the shit slinging about Three Strikes or the sex never being worth the wait for a Wait for It girl, it amazes me how readily and willing a majority of Beta men will be to entertain a sexless, quasi-monogamy. I'd like to blame the girl for her playing along, but I can't – she's only doing what women do when they pursue their pluralistic mating strategy. Don't blame the Doberman for eating the juicy steak. It's Darren's failure to consolidate, and consolidate early, on ratcheting up his sexual interest in the girl that's the primary issue.

In addition, Darren still doesn't want to acknowledge that he never *had* a relationship with her, instead wondering if her 'abrupt' (?) rejection is some kind of power game, and hoping against hope that he can salvage a monogamy that only existed in his head. What his part really amounts to is a Buffer against the very real rejection he could potentially experience by putting himself out into the real world by spinning plates. The longer her perpetuates his pseudo-relationship, the longer he forestalls having to face potential rejection.

The Surrogate

Darren was playing surrogate boyfriend, voluntarily accepting and internalizing all of the responsibilities and accountabilities of being a woman's exclusive, monogamous partner with no expectation of reciprocating intimacy or sexuality. It is the ideal situation for a woman in the same manner a Booty Call is for a man – all sex with no expectations of monogamy, commitment or

emotional investment.

You essentially become a **surrogate boyfriend** for her – fulfilling all the emotional availability and security needs the Jerk isn't providing with no expectation of reciprocating intimacy on her part.

How Cruel?

From the standpoint of a guy who's aware he's become a surrogate boyfriend, and those who can objectively see that he is, it seems incredibly manipulative and deliberate for a woman to put a guy whom she knows has a definite interest level for her into that role. I would argue that, more often than not, a woman doing so has done so repeatedly in the past so often that it becomes normalized for her.

Is she aware of it?

On some level of consciousness perhaps, but it's comfortable for her to do so because she's unable to have both her emotional / security needs paired with her physical needs in the same guy. So her coping mechanism is to entertain a Nice Guy (sometimes multiple Nice Guys) from whom she gets emotional support and a security response from, while wallowing in the physical rush and the resulting drama caused by the Jerk. I go into this splitting of needs in Schedules of Mating:

There are methods and social contrivances women have used for centuries to ensure that the best male's genes are selected and secured with the best male provisioning she's capable of attracting. Ideally the best Man should exemplify both, but **rarely do the two exist in the same male** (particularly these days) so in the interest of achieving her biological imperative, and prompted by an innate need for security, the feminine as a whole had to develop social conventions and methodologies (which change as her environment and personal conditions do) to effect this.

Maintaining a series of surrogate boyfriends is one of the most directly observable manifestations of women sexual pluralism.

Women get off on perfecting a gestalt boyfriend from both the Nice Guy and the Jerk, but relatively few are aware of it, and among those who are, even fewer will expressly admit to it. They'll quite happily allow a surrogate to continue in his qualifying himself to her in his efforts to "be a good listener" and "be there for her" until such a time as he grows frustrated and he becomes a liability in his own right, or a liability to her Jerk sex / drama interest. The hot guy who uses her up and leaves her on the bed wanting more will always take precedence over the emotional surrogate because they're so easily attracted and entertained.

50 Shades of Twilight

April 12, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Since 50 Shades of Grey is essentially the same plot formula as Twilight, feel free to insert the relevant protagonists' names for Bella and Edward here.

I've had a lot of PMs asking me for some input regarding the runaway popularity of the B-Grade fan porn that is *50 Shade of Grey*. Vox had a [brief spot](#) about it in relation to how men can't win for losing in girl-world. Aunt Giggles had an interesting run down of its popularity, but predictably eels her way around the operative point of how semi-violent romance porn affirms the uglier truths of Game and hypergamy – not to mention avoiding the sticky aspect of 'committed' women fantasizing about it.

I honestly haven't given the book too much headspace since it only reaffirms what the manosphere has been professing for over a decade now: in spite of all protestations of the opposite, women get off on dominance. Big shock, I know. It's ironic that The Chateau should need to cite psych study upon psych study, ad infinitum for 6 years to reinforce a dynamic that women will now gleefully admit to only after a cheap, fanfiction sub-porn hack calls them blushing out to the carpet on it.

If this book represents any significant turning point it will be its role in provably, viscerally, forcing women to acknowledge their own bullshit. I can hardly wait for the girl-world collective mental twistings in the wind – the desperate whirl of millions of rationalization hamsters grasping for a plausible deniability or a freshly minted social convention (male shaming for bringing women to men's porn mentality) that will excuse them from the guilt of an inconvenient truth. Perhaps the NAWALT trope, that one's always the Swiss army knife for the feminine cause. Really anything that will put the Hypergamy Genie back in the bottle and keep the questioning Betas from getting too curious about feminine nature will do.

In the [Bitter Taste of the Red Pill](#) comments, esteemed colleague Dalrock had a timely and profound post that fits this porn-dominance formula perfectly:

These women don't just want to build a better beta, they want to tame the alpha. In fact, I think the former is just another way they are trying to approach the latter. They want to take an inherently unsafe activity and make it safe. They want to submit to a man without having to submit; they want a man who can tame their feral self. They want him to trip their danger signals. Even better if he is a stranger from a strange land.

They wan't this all to happen without giving up their freedom; they want to play this out in the context of serial monogamy, so they can feel loved while also claiming their promiscuity is moral. They want to lose controll to a string of strangers who have all of the hallmarks of very dangerous men, and they want a promise that this will always end well.

They want to know that this will be safe, without it losing the excitement of it feeling unsafe. They are telling men to build a sort of serial monogamy amusement park where they can ride the roller coaster and experience the fear of falling or crashing, while knowing that just behind the scenes grown ups are actually in charge and are responsible for them safely feeling unsafe.

One more thing. As I mentioned above they don't want to be hemmed in. So instead of building an actuall amusement park, they want roller coasters to spring up randomly in the

same exact circumstances where the real danger they mimik would appear. They want to be driving their car on the freeway one instant, and the next experience the fear of careening out of controll the next. They want to impulsively jump off the edge of the Grand Canyon and have a parachute appear and deploy at the last minute. And all they ask is your guarantee that all of this will be safe.

Behold, the female porn dynamic perfected. Danger without danger, bad boy with a heart of gold, a guy who wont cheat, but *could* cheat,..

Have A Look

April 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

One of the hardest things to drive home for a freshly unplugged guy is their tendency towards absolutism. You can't really blame a guy who's been desperate for intimacy for so long to want to follow some prescribed program that will only solve his most immediate problem. "OK, what do I hafta do to get girls? Wear this? Say this? Act like so?..." It's exactly this type of literalistic, binary bent that makes most Plugins skeptical of the proponents of Game, and thus the veracity of Game itself.

Understanding the difference between Peacocking and having a style is one of these major entanglements. "Wear a funny top hat? Black nail polish? Get the fuck outta here!..." Most guys new to Game tend to conflate the more extreme aspects of Peacocking with having a style or as Adam Carolla puts it here, having **A look**. This is a very awkward progression for 'regular' guys to make because for so long they've been told to Just Be Themselves. They find comfort in saying things like "I don't want to be with a girl who doesn't like me for who I am" yet wonder why they're dateless virgins who've never kissed a girl at 29.

A Look

It's important to have **A Look**. The basis of physical attraction is going to be conditional for any individual girl, but always bear in mind that **A look** is contextual. The archetypal "douchebag" with tats and an MMA appeal is a Look. Guyliner, black nail polish and Emo skinny jeans is a Look. The guy in a 3 piece Armani has a Look, and there are dozens more, but the point is that women are in fact like casting agents looking for the right character to fill a role.

But, does "A" look really imply "any" look? Some of these men look so bizarre that it's hard to imagine them conforming to an interesting character sought by a particular group of women. Can freakishness itself be a strong pivot in attracting women?

"Freakishness" to some is mundane to others. Everyone is playing a role by order of degrees on any given day and in any given circumstance. Where I work I'm free to wear jeans and a t-shirt if I so desire, but I opt to dress much sharper than that, why? Because it commands a certain respect, even if it's not necessarily legitimate. When I'm at a club, say, doing a new product launch, my persona and dress changes to match the environment.

A guy like Mystery doesn't go around wearing elevator boots and top hats to the 7-11 to buy a big gulp. I doubt he even wears that getup to clubs any longer; those shots were taken in his experimental phase. He still peacocks for sure, but it takes far less now because guys like him have distilled the principle down to what draws attention in various situations.

Club hopping in full Gene Simmons stage attire isn't impressing anyone, but that's what a lot of guys without a Look like to poke fun at – the extremes. An extreme douchebag, an extreme Emo, an extreme Orange County Chopper style, etc. make for easy targets, but that's not the point of having **A look**.

Peacocking

Peacocking is not a style, it is a functional PUA skill (use of props actually). It takes a sense of style to know how to pull it off effectively, but peacocking as a skill is more about use-of-instance than it is about your overall look.

When PUA studies were in their infancy, the idea of peacocking was pretty much a no-brainer. It's not too hard a concept to follow since most socially intelligent people will want to set themselves apart from the mating herd. Truth be told, everyone peacocks to some degree. Just selecting a tie or a pair of shoes for an occasion may seem innocuous enough, but subconsciously you make choices and develop preferences for certain items in certain situations because you think they improve your appearance, and thus your odds for drawing attention to yourself.

The intent behind peacocking is more about having a subtle difference, or a conversation piece that draws a woman into your frame. Oddly enough (or not) I've found that nice expensive shoes seem to be a natural pull for some girls. This isn't surprising considering most women's obsession with shoes. One thing that's important to remember is women's sensitivity to covert subcommunication, body language, appearance, non-verbal cues, etc. In the briefest glance they'll size one another up and come to operative conclusions about a woman's status in their girl-hierarchy. It follows that they use the same tools with the Men they find attractive.

Most newly Game-aware men who are comfortable enough to venture using Peacocking don't realize that a little goes a long way. Your Game isn't peacocking, it's just the flashy lure to get the fish to strike. It's up to you to play the fish once it's hooked.

I should add here that it sometimes helps if you can combine an element of Chick Crack to your flair item. Of all the strippers I've 'dated' every one subscribed to some form of non-mainstream spiritualism. This girl Angie I used to bang kept Tarot cards in her pink lady's devotional Bible, another professed to be a psychic, etc. These types look for that connection in a guy. For instance I bought a very small silver yin-yang ring that I've worn for almost 18 years now when I was in college. I don't really have any eastern mystic beliefs, I just bought it from a street vendor at the time when I felt I needed a reminder to keep balance in my life. But damned if I haven't had more women point it out and ask me about it, and have it be some karmic conversation starter since I got it. The thing is tiny, but that's a cue that they gravitate towards.

You Be the Boy

April 17, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The following is a poem by Marie Howe that I recently became aware of from an [NPR ‘Fresh Air’ interview](#):

Practicing

BY MARIE HOWE

I want to write a love poem for the girls I kissed in seventh grade,
a song for what we did on the floor in the basement
of somebody’s parents’ house, a hymn for what we didn’t say but thought: *That feels good* or *I like that*, when we learned how to open each other’s mouths
how to move our tongues to make somebody moan. We called it practicing, and one was the
boy, and we paired off—maybe six or eight girls—and turned out
the lights and kissed and kissed until we were stoned on kisses, and lifted our nightgowns or
let the straps drop, and, Now you be the boy:
concrete floor, sleeping bag or couch, playroom, game room, train room, laundry. Linda’s
basement was like a boat with booths and portholes

instead of windows. Gloria's father had a bar downstairs with stools that spun, plush carpeting. We kissed each other's throats.

We sucked each other's breasts, and we left marks, and never spoke of it upstairs outdoors, in daylight, not once. We did it, and it was

practicing, and slept, sprawled so our legs still locked or crossed, a hand still lost in someone's hair . . . and we grew up and hardly mentioned who

the first kiss really was—a girl like us, still sticky with moisturizer we'd shared in the bathroom. I want to write a song

for that thick silence in the dark, and the first pure thrill of unreluctant desire, just before we'd made ourselves stop.

Before you get titillated by this or think “WTF Rollo?” read the poem again. Despite reader compliments, I wish I could say I was more of a poetry aficionado; and yes Howe fits the man-jawed, womyn's studies archetype to the letter, but after hearing this I had to look up the poem and read it for myself to really get the message. This is a message that I'm not even sure if Howe is really aware of, or intended communicating – **You be the boy**.

I've written in the past about sexual fluidity and the brilliance of it becoming the redefined, reinvented social convention du jour of feminization. I say 'brilliant' because it so deftly and conveniently places the inadequacies of its ideology on the backs of the men who wont (really can't) play along in affirming women's primacy. Men's evolved biological predilections and sexual strategies simply refuse to be unengineered into complying with feminized utopian ideals. This has always been the bugbear of feminism. Empowered single mommies can raise a boy to pee sitting down, to leave the toilet seat down, but he still finds he has a natural compulsion to want to take a piss standing up, and seat be damned. It takes half a lifetime of psychological conditioning to repress the male sexual experience.

Similarly, sexual fluidity doctrine also gives the aging spinster a new outlook in her post-Wall years. “Never mind that men wont man up to ~~our~~ your mythologized standards, it appears you've been a lesbian all these long years and didn't know it! But don't worry, masculinized lesbians make for better 'men' than men.”

From Sexual Fluidity:

If you read through the article Why Women are Leaving Men for Other Women, you can't help but notice the commonalities of the testimonies coming from otherwise feminine women being attracted to more dominant, masculine women. Often these come from long married-with-children women who've divorced their beta husbands in favor of a more dominant, butch, Alpha lesbian.

Ironically—or not, as some might argue—it is certain “masculine” qualities that draw many straight-labeled women to female partners; that, in combination with emotional connection, intimacy, and intensity.

“Men can't understand why I want to be with Jack, a lesbian, when I could be with a biological man,” says Gomez-Barris. “And at first I thought it would be threatening, but I have a rebellious spirit. He's powerful, accomplished, and appealing. And in some ways, the experience is better than in heterosexual sex.

So what are we seeing here? Heterosexual women, still crave the masculine dominance that men cannot or will not provide her.

Uncle Roosh has an uncanny knack for posting complimentary articles around the same time I'm contemplating a topic, and this offering was no exception. One thing his study on Eastern European women seems to have a consensus on is a lack of masculinity in feminized men (see: American Betas). Roosh's article provides an interesting contrast to the sexual fluidity convention in illustrating a natural dominant/submissive dynamic that is an in-born imperative for women.

Hypergamy prompts a natural contradiction for women – security and provisioning versus sexual impulse and genetic preselection – this is the root of women's evolved pluralistic sexual strategies, get the Alpha seed, get the long term provisioning. In the past I've gone into detail outlining the innate compulsion women have for desiring security (and parental investment) in the long term, but I think the idea of what represents security to women needs a better explanation.

Case Study

My friend Dave was a stereotypical beta chump and his shrew of a wife was the typical ballbusting so-con feminist who was only too willing to browbeat reminders of it into him constantly. In other respects Dave was a great guy, the sole provider for his family, a great handyman who renovated his home with his own hands (he even built me a nice wood guitar rack for my guitars), but to anyone who'd see him and his wife together it was clear that he was on the receiving end of what I'd consider borderline abuse. He essentially married his mother, who was also a domineering bitch over his father, which is ironic since his wife was already a single mother of two boys when they wed. They had a single daughter who, in her teenage years, took her cues from her mother and picked up the browbeating when mom wasn't available.

Yet for all the domineering and all the derision she was so comfortable in laying on Dave, she would rip into anyone who would think he was less than a man. She could call him a pussy, but anyone saying the same would be met with a list of his manly credits to such a degree that you'd hardly think you were talking about the same person in the room. She would defend his manliness with the same zeal she had in abusing it. For all of Dave's wife's invectives she couldn't allow anyone to think that the man she was paired with was anything less than the ideal of manhood. On some level of consciousness she wanted him to be dominante even if that meant she had to manufacture the appearance of it for people who knew them.

You be the Boy

The impetus that brought this post about has been the recent discussion thread about Rational reader Ted D's situation at home. He's been stuck for some time over at Hooking Up Beta, but his story, and others like it are all too common in a fem-centric socialization that encourages equalism in favor of complimentarianism. It's the triumph of blank slate ideology that men should be shamed out of a natural position of dominance that women's own in-born need for security has need for. It's tragic that it's been conditioned to the point that men have internalized equalism to such an extent that the desire to assume a necessary position of dominance, even a marginal position of guidance or leadership is equated with a tyranny. Even the word 'dominance' is conflated with power and control in a negative context.

From the first Iron Rule of Tomassi:

What these men failed to realize is that frame, like power, abhors a vacuum. In the absence

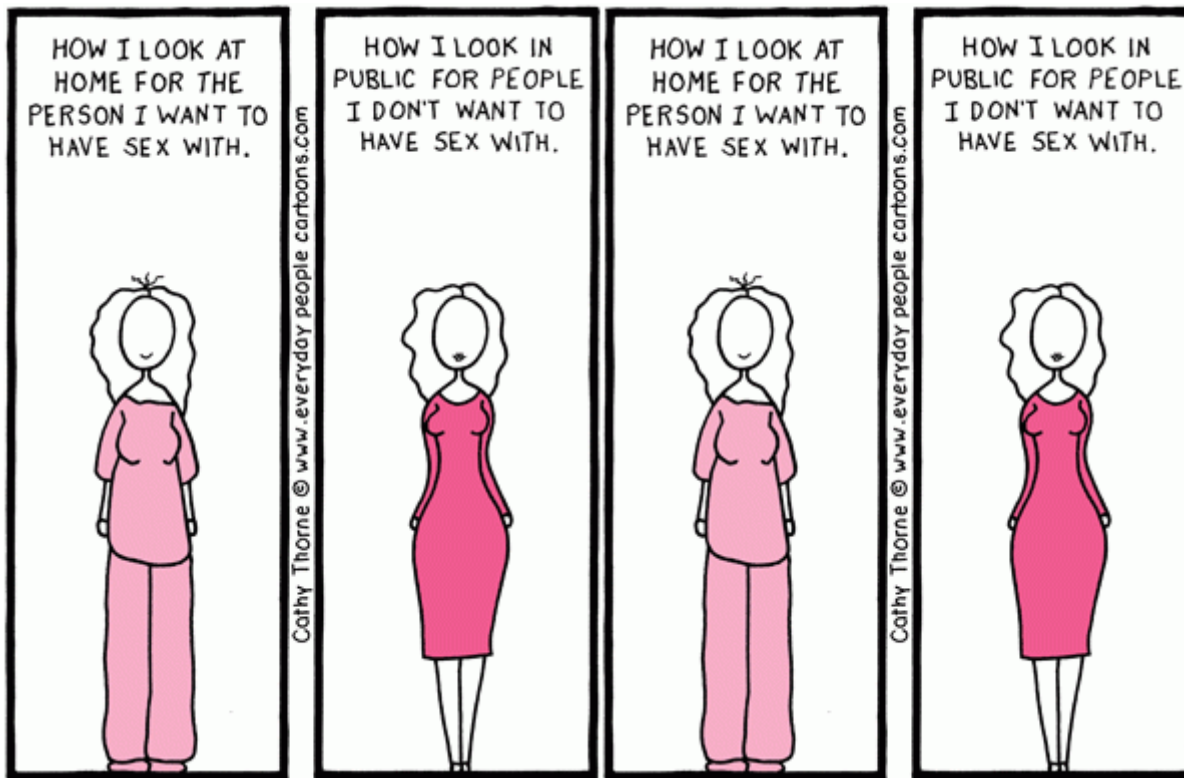
of the frame security a woman naturally seeks from a masculine male, this security need forces her to provide that security for herself. Thus we have the commonality of cuckold and submissive men in westernized culture, while women do the bills, earn the money, make the decisions, authorize their husband's actions and deliver punishments. The woman is seeking the security that the man she pair-bonded with cannot or will not provide.

There is no such thing as egalitarian equality. Even for homosexuals, there is a dominant and submissive partner. It doesn't make one an evil controller, nor the other a complacent doormat, it's just that someone has to drive the car. Either you trust that person to drive or you take that control away from them. Someone has to be the boy.

Power abhors a vacuum, if you are unable or unwilling to be in control of the frame, a woman's innate need for security will compel her to control it for you – in spite of her subconscious need for you to be the boy. You can be the Dom or the Sub, just know that you'll only be the Sub for as long as it takes her to find a Dom to drive the car. This is the paradox of Hypergamy; that her desire for the best genetic/provisional partner would conflict with his ability to dominate her, all while professing a desire for equality masquerading as control just in case he can't or won't take the driver's seat.

Wife Porn

April 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I once had an interesting conversation with a married friend/counsel of mine that sort of opened my eyes to something that's becoming an interesting trend which prompted me to come up with an experiment for the married and formerly married men who read my blog. It should also be educational to see how single guys (or those in LTRs) view this too. So rather than go into complete detail right now about the subject of our conversation allow me present two scenarios for your consideration. Bear in mind these are sexual fantasies and you could easily add details to them that might invalidate them, but the illustrations and guy's (as well as women's I suppose) perceptions are what I'm curious about:

Scenario #1

Suppose for the moment you are single, if you're married now, with no attachments. You and a wing go off to a party to do a little cooperative sarging where you know a good number of attractive women will be present. After an hour and a half you successfully kiss close an HB9 and she's definitely given you enough IOIs and AIs to know she'd be a great same night lay – the stuff of dreams. Picking up on this, you propose heading back to your place for whatever made up reason you can think of on the spot. On the drive to your place she is feeling you up and all but fucking you right in the car, maybe even giving you head a bit before you arrive. Once there, she strips down to a small bit of lingerie and proceeds to grind and tease you. She then removes everything but her stockings and heels, climbs on top of you and has her way with you, finishing you off with a mind blowing hummer.

Scenario #2

You've been married to your wife for five years (or longer). While at work she calls you one afternoon and tells you that if you'll come home early she'll "make it worth your while." You happen

to be freed up enough at work to take off early and head home. When you arrive, your wife is standing in the kitchen making spaghetti in nothing but a g-string, babydoll and a sexy bra. She has a bottle of wine and a couple of glasses set to one side and informs you that the children are at her mother's for the evening. She's still easily an HB 7 (closer to an 8 in the nightie) inspite of having kids, and her ass looks fantastic in the g-string. After a glass of wine she tells you how hard you've been working lately and it's time she shows you some 'appreciation'. She begins to give you head in the kitchen, after which you go down on her on the counter top. You take her standing up and she frantically claws your back before she drags you to the livingroom where she rides you in a frenzy rivaled only by the sex you remember having with her when you were both single .

I apologize for the graphics, but it's necessary. If you're a married or divorced guy consider these questions:

1. Which scenario do you think is more likely to be actualized and why? In other word's which is the more likely scenario to come true in reality?
2. Which scenario would you rather participate in in reality? Why?
3. Which scenario do you think would make for the best sexual experience?
4. Has a woman ever seduced YOU whether single or by your wife?

Single guys can respond to this too since it'll show a depth of experience, but married/divorced guys, think hard about this. You're realtively anonymous here so be honest.

Now then, the reason I started this experiment is because the friend I had prompt me to this gave me a link to one of the fastest growing sexual fetish (if that's the proper term) porn sites and this is, believe it or not, **married sex**. No, I don't mean cheating housewives (that's been done to death), but actual married sex between couples that is in fact well done and pretty hot. I wont post the link, but you can Google *Housewives 1 on 1* or the like and see what I mean. In each fantasy scenario the husband's wife (all porn star hot) seduces him with a combination of lingerie, dirty talking, and at least a pretty convincing display of actual desire/lust/passion for having sex with him. After watching the trailer videos I couldn't help but think that the reason for this becoming such a popular genre of porn is due to an unbelievability that in all rights should be believable, if not desirable. How pathetic a statement is it to think that within all of our over eroticizing society that we should come full circle and have made hot, married sex into sexual niche fantasy?

The reason I proposed the two scenarios was to llustrate just the unbelievabilty of the 2nd one in comparison to the first. The 2nd one being a rough description of one of the vignettes from a particular 'married fantasy sex' site. I have a pretty good sex life with my wife, who still looks like a fitness model even after our daughter's birth. That said I can tell you that nothing would shock me more than to have my wife even remotely concoct a sexual tryst with me like these. It's not that I have a problem with our sex life, far from it, but it's that it would rarely cross a married woman's mind that she would *want* to seduce her husband.

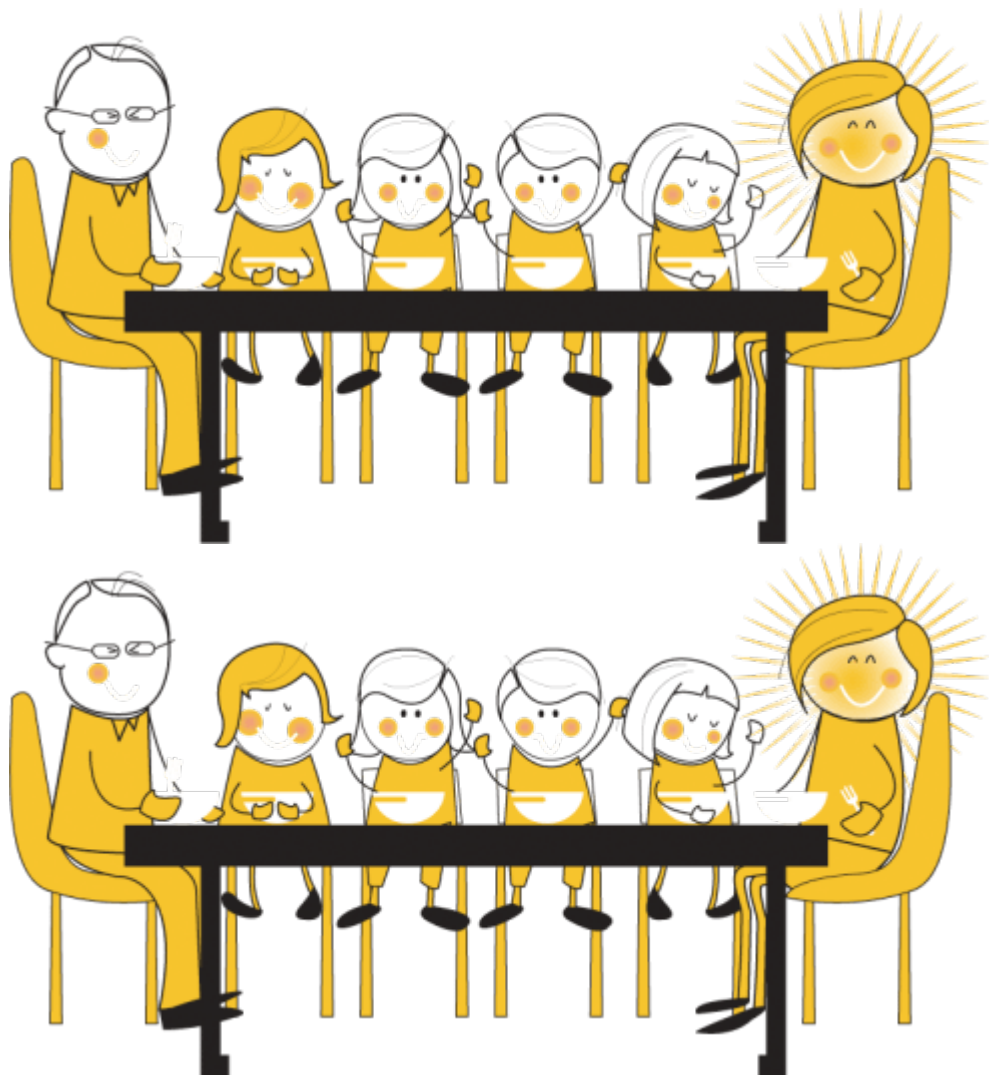
The default female reponse to this is that it's the burdens of married/family life that interfere with acting something like this out, or that the man should shoulder the responsibility for keeping married sex passionate. I have to then go back to my conversations with virtually every married man I've ever counseled telling me that they are almost universally the initiators of sex with their spouses and this is a point of contention between them. Their initiating – by way of doing all of the romantic

preparations their wives tell them is necessary for them to “get in the mood” – then ends up becoming the catalyst for one more form of stress, since it then conditions her to think that the very behaviors she described as being conducive to her becoming aroused are now associated with obligations of sex. Essentially negotiating sex by proxy. We have to remember that women communicate covertly and when she feels the need to overtly tell a man (what she thinks he ought to know anyway) how to turn her on, sex becomes predictable and routine; the opposite of spontaneous and exciting.

That as an aside, the intent of this was to illustrate that the reason this form of sexual fetish is exciting for married men in particular is that it is out of the ordinary and *unbelievable*, yet painfully undesirable. These are hot fantasies because they seem to feel right, yet would rarely (if ever) cross a married woman’s mind that she would have a desire to seduce her husband and make special preparations to do so unexpectedly.

Relationship Game â◻◻ Wife Sex

April 23, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



At the risk of leaning too far into the Athol Kay demographic, over the weekend I had some thoughts inspired by the Wife Porn thread that I thought were relevant.

It never ceases to amaze me how readily divorced women (and sometimes thrice divorced) are to dispense tips on the makings for a great marriage. Or more fascinating, to hear pussy-whipped husbands parrot these same lines. A divorced guy's marriage advice is usually "just don't get married." So allow me to toss in my two cents here.

In all the years I've been counseling men I have yet to have a guy tell me he's getting more sex now than when he was single or dating his wife, but sex isn't the issue here – desire is the root of the problem.

As I've stated in many previous [posts](#), properly motivated, women will move across the country, crawl under barbed wire and out a 2 story window to fuck a guy she has the genuine desire to fuck. This applies equally to your wife of 10 years. Before marriage women look for ways to get laid with a guy they want to marry, after marriage they look for ways to avoid it, but it's desire that motivates it.

Chris Rock says it best when he goes into sex after marriage –

“If you like fucking, marriage aint for you. I haven’t fucked in 8 years. I’ve had ‘intercourse’, but I haven’t fucked since I got married. I haven’t had a blow job in 8 years. I’ve had ‘fellatio’ but I haven’t had my dick sucked in 8 years.”

This is the essence of desire after marriage; it generally becomes another chore to add to a woman’s to-do list. Get the kids to soccer practice, go get groceries, fuck her husband and fold the laundry. Add a fulltime job to that list and sleep becomes the new sex. But it’s not about being tired or overwhelmed, it’s about desire. My wife used to work a night shift and if she came in at 2am and woke me up telling me she felt like having sex, I could be in the deepest of REM sleep and wake up to knock it out with her and be ready to go for two, because I *want* to have sex with her. Women love to play the “but I really want to, I’m just not into it now” card to counter this, but as always, never forget it’s her behavior that defines intent, not her words. Remember, a woman will fuck; she might not fuck you, she might not fuck me, but she will fuck somebody. She just needs to be properly motivated.

Desire Levels

All of those preconditions she had for you to accept YOUR offer of marriage – a good job, be a good provider, a good listener, be funny, have status, being reliable, a good physique; all of that does nothing to increase her desire to have sex with you. The single, bachelor is concerned with Interest Levels, the married man should be concerned with Desire Levels.

So how do you prompt this Desire? How do you get a woman who knows every intimate detail about you for the past 10 years properly motivated to fuck you like she did when you were 20-something? Women will offer the Oprah-correct, “more romance!” and men will roll their eyes and murmur “more alcohol.” Put out of your head right now all of these feminine-correct notions that you need to “rekindle the fire” or find some gimmicky ritual that will lead you back to that desire she picked up from some article in Cosmo – I’ve gone down that road before. ‘Date Night’ is a band-aid for a symptom of a larger ill and this is a prolonged lack of Desire. There is nothing worse than going through the motions of a pre-planned, pre-scripted, ‘date-like-you-used-to-have’ only to have your wife lay on the bed like a dead fish. No amount of opportunity (which is what a date night is, scheduled opportunity) will lead to her *wanting* to have sex with you.

It’s not about frequency, it’s about quality. Frequency declines after marriage, it’s just logistics (especially after kids), but spontaneity doesn’t have to. Would your wife fuck you in the car like she did when you were dating? Would she be up for fucking in the great outdoors if you were hiking together somewhere? Would she be down for anything kinky that she hasn’t done before or in ages, or is it all just ‘vanilla’ sex now? Here’s a list of things you should do from a a man’s point of view:

Make her want it

If you’ve been married for years, she probably feels pretty secure with you and whatever degree of control she has in regards to regulating the flow of sex. Make her uncomfortable. As counterintuitive as it sounds, this is the single most important advantage you can take. Begin to incrementally take the power that her intimacy has had sway over you for the past 10 years back from her. When you were unmarried even the slightest bit of anxiety that she may be put off for another, better, prospect than herself prompted that desire to fuck you better than the others.

Most important though is to do this **covertly**. If you go popping off about how you’re taking your balls back and she’d better shape up or you’ll be looking for a woman who is into fucking you, you’re dead in the water. You have to imply with your attitude and behavior that something’s

changed in you. The best principle to remember in marriage is that you will only get what you've gotten if you keep doing what you've done before.

The power of the 'takeaway'

In one form or another PUAs use the takeaway to shape desired behavior. This is behavioral psychology 101, reinforce the behaviors you want and punish the ones you don't, all the time remembering that too much reward leads to satiation and cessation of the desired behavior. Don't buy your wife flowers in order to get her to fuck you, buy them AFTER she's performed accordingly and to your satisfaction. So many married men I know (even in their 60s) still attempt to purchase sex from their wives by 'allowing' them to buy expensive things thinking it will lead to 'appreciation sex'. In reality it will invariably lead to negotiated, obligatory and desireless 'debt sex'. Remember, the pool boy that your wife cheats on you for didn't buy her a goddamn thing to make her want to fuck him.

Your attention is your best tool in this regard. One thing I tell AFCs is not to give away the farm on the first date and that women are by nature attention craving. When you give away your attention without her having to seek it devalues your attention. This is a paradox in marriage because it's understood that she 'should' have 100% of your attention and over the years there is zero mystery about you. When you begin to take away attention she's grown accustomed to she will seek it. And again you must do this covertly as she will respond to it covertly. You have to be sensitive to the adjustments she makes in her attention seeking, in conversation, in posture, in habit and behavior, because she won't overtly tell you "oh please pay attention to me." This will add to her desire to have sex with you in order to reaffirm this attention. Sex then becomes a reinforcer for her in this attention seeking which you can then use to modify her behavior – in this case being genuine desire.

Other forms of the takeaway may include certain regularities she's grown used to over the years that she takes for granted. One of these is a regular kiss. I used this to a great effect with my own wife. I would regularly come home from work and go kiss my wife as soon as I saw her, she became accustomed to this and after a few years I came to realize that I was like a puppy dog in this regard, immediately seeking affection as soon as I got home so I began to take this away. Eventually she covertly recognized this and began to greet me at the door with a kiss. She was prompted to desire that connection by a takeaway.

Stay in shape

Nothing kills married sex faster than one or both partners letting themselves go physically. Most married Mothers who do so love to use their pregnancies as justification for their lack of motivation and obesity. Arousal is the important component to desire. If your wife kept herself in bikini model shape after she'd been overweight your desire to fuck her would undoubtedly increase. The same applies to you. Every day I'm in the gym I see countless 30 and 40 somethings straining and training as if their lives depended on it. Actually their sex-lives depend on it. For far too long we've been taught that "it's what's on the inside that counts" and how wonderful inner beauty is. Funny how hard men and women will train once they're divorced eh? The question is, what is it about their situation that would make them take care of themselves physically that they wouldn't while married? Before the divorce, they never had the time or motivation, but now it seems they have plenty of both.

By staying in shape – and by that I mean better shape than your spouse if possible – you send a message, not only of confidence, but a covert understanding that she'll have some veiled competition for your attention via social proof. Thus you not only create genuine desire by physical arousal, but you simultaneously create a psychology of desire by prompting her natural competitive impulses (i.e.

Dread).

Dont drive drunk

“It provoketh the desire, but taketh away the performance.”

Alcohol is NOT an aphrodisiac. I know that sounds odd coming from a guy who's worked in the liquor industry for 8 years, but it's true. Alcohol does lower inhibitions and perhaps disposes your wife to lovemaking. After years of experimentation I've perfected the 'pantydrops' – that magic formula of just enough alcohol to get her going, but not so much as to have her passed out over the toilet bowl. Still, sex is better sober and the obvious setback of whiskey-dick isn't going to improve her already dubious desire to have sex in the first place. Understand the dynamics of her sexuality too. Strike while the iron's hot and be sure to be up and ready to go at the peak of her menstrual cycle. I have my wife's period down to a science now and I know that she's physically ready to rock & roll her best by week 2. Catch her right after a good workout and after I've come back from lifting and that's the benchmark for 'real' genuine sexual desire. You simply cannot inspire her to a standard of desire if one or both of you have a depressant in your bloodstream. If anything you want to accelerate blood flow not impede it.

Spontaneous combustion

Predictable is BORING. There's nothing more predictable than sex with the same person you've been getting busy with for 10+ years. Oddly enough the spontaneity principle is exactly why garbage advice like 'date night' and "keeping it fresh" articles in Marie Claire sell magazines and don't save marriages. All of these "freshen it up" ideas are predictable. For all of the wacky ideas you can come up with for 'new' sex, you're still fucking the same old lady you married 10 years ago. You've got to be willing to push the envelope with her expectations of predictable sex. Suggest it when she least expects it. Tell her to flash you her boobs or some other cheap thrill when the opportunity presents itself at the beach or somewhere semi-public. Creating a condition of desire doesn't have to directly and immediately lead to intercourse. Ask her for a hummer in the parking lot before you go to dinner one night. Even the asking is arousing. And even if she turns you down you can still use her rejection to your advantage since it implies that, perhaps at some point in time, she (or some other girlfriend you had) used to do this because she wanted to (assume the sale). When you do proposition your wife make it seem as if it just popped into your head at that very moment. Again, think covert, not overt. Overt requires planning and planning = predictable and boring. Covert implies spontaneity.

The Cardinal Rule of Relationships

In any relationship, whether romantic, personal, business or familial, the person with the most power is the one who needs the other the least.

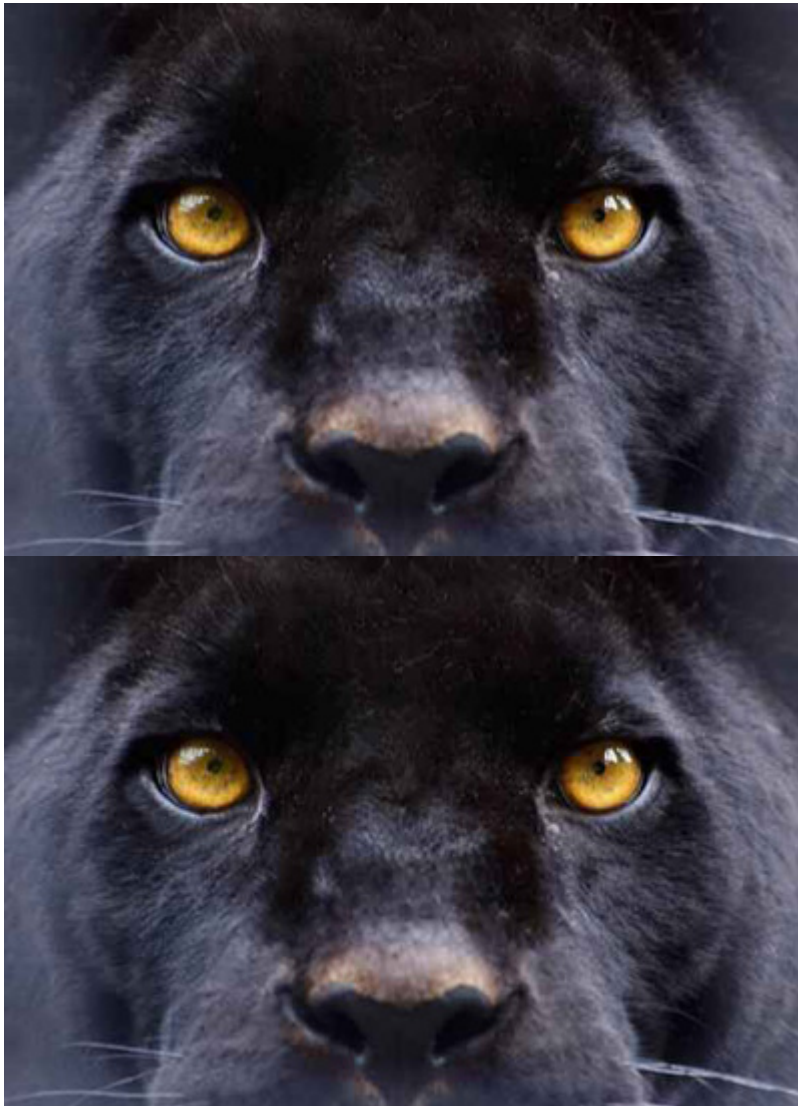
This may sound Machievian, but it holds true, especially in marriage. If you are wondering who has the great degree of control in your relationship the answer is always her. Just like a good DJ knows, she must come to you. If you are the PRIZE and she recognizes this, you will inspire genuine desire. Women don't want to marry other women (with the obvious exceptions), they want to marry men and you have to man up and be a man to do so. So many married guys I know have walked their entire married lives on eggshells because they put their wives in a position of being the gatekeeper of his own sexuality. "She's got the vagina man, I don't wanna piss her off" is the mantra they repeat to them and themselves. This then flows over into other aspects of their lives and places a woman (often unwantedly so) into becoming the authority in the marriage. Just as in single life, if her intimacy is used as her agency to get a desired behavior from her husband that's the value it has. When you can prove to her that her pussy is no longer a rewarding reinforcer for her desired behavior of you, you

remove this agency and reset yourself on at least a partial footing of your prior bachelorhood.

As I stated, women don't want to marry other women, neither do they want to marry themselves. In becoming accommodating for her by allowing her sexuality to dictate their behavior, men often see identifying with a woman as the best course of getting laid in marriage. And like in single life this ends up putting a man in a sort of married 'friends zone', with which a woman feels obligated to have sex occasionally. You've got to avoid these traps by maintaining a stubborn sense of your own identity and actively protect against identifying with her.

The Pet

April 24, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One requirement I have of most of the men (and women) I do consults with is that they read [The 48 Laws of Power](#) (The Art of Seduction is in the class syllabus as well). In the introduction author Robert Greene runs down the ethical implications of understanding and employing the various laws. If you look at the synopsis of the laws I linked you can get an idea of how uncomfortable some of these laws will naturally make people feel. Many of these laws understandably rub the uneducated the wrong way because for the better part of our lives we've been taught to emulate socially acceptable mannerisms and adopt a mindset of cooperation above self interest.

Most people are conditioned to think that deliberate use of power is inherently manipulative, self-serving and sometimes evil. In context this may or may not be true, but in so demonizing even the desire to understand power, not only do we inhibit a better critical understanding of power, but we also make the uneducated more vulnerable to the use of power against them. The 49th Law being: Never educate others of the principles of power, which is itself a form of using power. Never talk about Fight Club.

I bring this up because, just as with the Laws of Power, there will be articles of Game, or foundations of intergender communication – complete with all of the underlying motivators – that Men (and

women) will be uncomfortable accepting or employing to the point that it challenges some deep rooted emotional or ego investments. Let me be the first to establish that discomfort is part of understanding; truth is supposed to make you uncomfortable in order to inspire you to action.

I should also add here that even though you may not be comfortable in exercising a particular tactic or don't feel confident in approaching an interpersonal situation in some way, it is still vital that you *do* understand the concepts and methodologies behind why those laws, principles, techniques, attitudes, etc. *do* work. You may have personal reasons for not wanting to involve yourself in some particular aspect of Game, but it's imperative that you fully acknowledge the mechanics behind that aspect before you decide it's not something you can employ. Declining to use a particular Law or aspect of Game doesn't make you immune to the consequences of it, nor does it invalidate that aspect when others use it for their own benefit, and potentially to your own detriment.

Half the Battle

The primary (though not exclusive) focus of this blog has been devoted to the critical analysis of the mechanics behind intergender dynamics, Game-practice, Game-theory, social and evolutionary psychology just to name a few. I can understand the want for practical applications of this field of study, and while in my line of work I have done my own 'field testing' with the majority of what I explore here, I have neither the time, opportunity or resources to develop practices beyond what I offer here. At least not to the degree of which the majority of my readers are able – and that's the good news.

"This is brilliant stuff Rollo, but how do I use this to make my life better with the next girl I sarge, etc.?" This is a common desire from my readership, and the best I can offer is *Knowing is Half the Battle*. One size doesn't fit all for everyone in Game or intergender relations. Anyone hawking a book giving you an instruction manual on how to have a great marriage or how to pick up chicks is still limited by their own individual experience. In other words, they're *not* you.

It's for exactly this reason I spend more time and critical thought on the foundations and functions of gender dynamism than pick up artistry. When I get associated with the "manipulative machiavellian Game gurus" it only serves to highlight an ignorance and lack of any depth of understanding what I focus on here. Game is psychology, sociology, economics, biomechanics, evolution and politics. Game is far broader than simple tricks and techniques. And it's exactly the latent purpose of these applications (PUArtistry) and the mechanics behind their workings that threatens the ego-investments of those who's feminized interests would rather see them marginalized and passed off as folly, or usefully ridiculed to shame the curious for fear that the underpinnings might be exposed.

Head in the Sand

Sweetening the poison doesn't make it any less deadly.

I can remember a time in my mid-20s working as a stage tech for a casino cabaret show. The magic act I set up and struck every night involved a Bengal tiger and a black panther. Both of them were professionally handled by trainers, but even though they seemed the most docile of animals I knew they had the potential to seriously fuck me up under the wrong set of circumstances. The trainers would keep them at distance from the rest of the cast and crew, only myself and one other tech were able to get close since we were the ones wheeling them out in special cages at their particular point in the show. One trainer told me, "the moment you think of them as pets is the moment they'll go feral on you." They would play with these wild animals, and they seemed to have a special connection

(almost like a pet), but when you watched them eat, you knew what they were capable of.

I learned a valuable lesson from this when one night I was wheeling the panther out to the curtain. She was in what was basically a reinforced acrylic aquarium on casters with a velvet cloth draped over it. A few minutes before my cue I'd thought the drape was falling to one side and lifted it to even it out. It was then that I was face to face with this "pet" in nothing but faint stage lights and about 4 inches of transparent acrylic between us. She looked at me with those yellow-green eyes and gave me a very low, almost muted growl and flashed just enough of her teeth to let me know this was not a "pet".

It's a mistake (and sometimes a fatal one) to ignore what you know is just under the surface. It's comforting to believe that you've got a special connection, and while the conditions are right, you'll preserve a relationship based on mutual trust and shared affinity. The flaw is in believing that trust, and kinship is unconditional; that the underlying feral motivators are subdued to the point of being inconsequential. It may be that you do have a special bond that goes beyond just the physical, but that relationship is still founded on physical rules that constantly test and influence that individual.

You know better, but the desire for that connection is so strong that you marginalize the natural impulses into feel-good rationalizations. Every divorced man I know has uttered some variation of "I never thought she was capable of this." In their comfort they wondered how they dropped the ball, especially after having played by the rules for so long. Some knew about Hypergamy, others made it their "pet", only their beautiful panther went feral.

Play My Game

It is a far healthier approach to accept the laws of power, the laws of Game, Hypergamy, etc. and fashion a life around an understanding of them than to convince oneself that they are an exception to them.

There are those who seek power by changing the game – by lowering the basketball hoops in order to better shoot a basket – but in 'leveling the playing field' they only succeed in changing the nature of the competition to better suit their individual abilities, neither improving the game nor themselves. The temporary change of rules only serves their inadequacies in that game.

Then there are those who accept the game for what it is, they understand it and they master it (or at least attempt to do so). They understand the need for adversity and the benefits it gives them when they reach the next level of mastering the game – not only in technique, but from the confidence this genuinely and verifiably confers.

Don't wish things were easier, wish you were better.

It's the aberration who seeks to legitimize her cheating at the game as the new way the game should be played. Shoot the arrow, paint the target around it, and you'll always get a bullseye.

The Savior Schema

April 26, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





“Every time a man is being nice to you, he’s offering dick. That’s all it is. ‘Uh, can I get that for ya? How ’bout some dick? Can I help you with that? Can I help you with some dick? Do you need some dick?’ ” – Chris Rock

The Savior Schema – the beta male expectation of reciprocation of intimacy (usually sexual) for problems solved.

This is a learned/developed behavior that results from men’s natural push to deductively search for the most rational solution to a problem. It’s really a linear logic; I need sex + women have sex + I must discover what is required for me to get sex from women + I will perform/embody/identify with said requirements = woman will reciprocate with her intimacy. Needless to say this is simplistic at best, but men have a tendency to believe that women will respond as rationally as they themselves would in qualifying for her **stated** desires. The manosphere is full of men who can tell you this simply isn’t the case for any number of reasons, but sadly they still think that women ought to live up to their implied “agreement.”

The fundamental flaw of the Savior Schema (also, Captain Save a Ho) is that it is essentially negotiated intimacy, and **negotiated intimacy is never genuine**. You can fix a woman’s flat tire, help her out of a financial jam, fix her a nice lasagne, give her the perfect shoulder to cry on, take care of her kids and listen to her drone on for hours on the phone, and she’ll still go fuck her outlaw biker boyfriend because her intimacy with him is genuine, unnegotiated, unobligated desire. She *wants* to have sex with him, she doesn’t *owe* him sex.

What AFCs fail to understand is that all the financial, emotional, dependable support you could possibly offer a woman is no substitute for raw, unmitigated, chemical desire. Some of the most irresponsible, unreliable, poverty level washouts often get more sex than any dutiful AFC suffering from a Savior Schema, because there is no obligation.

Reciprocity

In the wild, the law of reciprocity and fair exchange is a fairly obvious one. Most high-order social animals have some innate understanding of exchanging resources. In fact you could argue that pair bonding, family structure and social collectives are for the most part based on this shared exchange arrangement. So it stands to reason that in the course of human evolution we too developed this innate psychological wiring, thus making men prone to seeing it as the shortest distance between what we have and what we want.

The difficulties arise when (perhaps cleverly) women learned to covertly use this innate psychology of exchange within the context of a social framework that gives them a resource advantage for little or no exchange of their own. Thus women modeled a social norm, that mirrors men's natural default position of disposability, and put their attentions and intimacies as unassailable resources so valuable that no effort on a man's part can merit it. When a woman is appalled by the notion that she should be obligated to have sex with a man in exchange for a dinner and a movie (even over multiple occasions), this social convention is the root of that insult.

The Protector Dynamic

Of course the flip side to this argument is the Protector Dynamic which is the natural propensity for a man to want to provide protection for his mate. Over the course of our evolutionary history certain psycho-biological behaviors proved to be beneficial to the survival of our species. Specific hormonal releases prompt different emotions and behavioral reactions as a response to our environments. Women, for instance, produce higher volumes of oxytocin and estrogen thus prompting a natural instinctual feeling of wellbeing and nurturing her children (which also, interestingly enough, is released after female orgasm). The same is true for men. Being generally physically stronger and possessing 17 times the testosterone, men have evolved chemical cocktails of their own and thus feel a natural protection instinct when prompted.

The conflict comes when the AFC confuses this Protector Dynamic with a Savior Schema. The natural feelings derived from his biochemistry only serve to reinforce his Savior mentality and solidify it as part of his personality. Even when a woman's repeated behavior directly contradicts this notion of reciprocating intimacy for help (or his idea of 'protection') the Savior Schema only rationalizes it as being inconsistent with a single, individual woman.

This then is the root of the White Knight schema; exchange protection for intimacy (i.e. sex). And, once again, women cleverly, almost subconsciously so, use this dynamic to arrange a beneficial, but unequal, exchange of resources.

Single + Hot = Crazy

April 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I heard this theory come up on a local radio talk show this morning. The idea is basically for men to be wary of exceptionally hot women who are chronically single. The point being that a hot woman ought to be more likely to be monogamous by virtue of her easy ability to attract guys, but if she is constantly single that it's indicative of emotional / psychological issues that prevent her from getting involved, or deters men in spite of her beauty (i.e. pump & dump-able but not LTR material).

I've experienced this phenomenon played out in the past, but I was wondering what other's takes on it was.

From our Game-aware side of the equation we can certainly see the logic of this, but for men, to be single, childless and never married after 30 carries a social stigma. Of course they're presumptions, but how many times have your married friends attempted to set you up with a girl who they think has LTR / Marriage potential for you when you're single? You're either a workaholic, status seeking, a latent homosexual or must have some other personality flaw if you're not following "life's plan" (see, fem-centrism's plan) like everyone else. In fact in some respects being married (or at least in a serious LTR) serves as social proof of a certain degree of maturity that might be beneficial for a guy in his career. At the very least it encourages the perception that you're not gay, irresponsible or overly status seeking and family oriented, irrespective of the actual truth.

Now, that's as it applies to Men; I'm not so sure that it benefits women as much. We can play the career woman meme and forgive her for not being married and childless, and she garners a relative respect because "she's fighting her way up the corporate ladder to break the glass ceiling in a world controlled by men" so the Matrix respects that personal sacrifice. In fact if she's a single parent or married we afford her that much more respect because she's "doing it all" and at a perceived disadvantage. But, is all this girl-power acceptance really masking what would otherwise be considered a retardation in maturity?

It's socially acceptable to shame a man for being a 'kidult' if he hasn't gotten with life's program – *he* has an underlying maturity problem – but for women, bucking the 'program' is evidence of integrity and independence. This begs the question, if she's attractive enough to retain male attention, but has never solidified a monogamous relationship is there something wrong with her?

The Hot Ones are Crazy

That's all about the career driven people, but what I was getting at is, is there a corollary between an average woman's attractiveness, her being perpetually unable to establish a healthy LTR and a personality disorder or mental imbalance? Maybe using the term "chronically single" was a bit of a misnomer. What I mean is an otherwise healthy, dating, attractive woman who, for whatever reason, has been unable to establish a long term connection with a guy. That may be due to men becoming wary of her, or by her own inability to make a lasting connection due to her own insecurities, or by attention whoring. Essentially, is an HB 9 who's never been in a healthy LTR by age 30 a woman that men should wary of? Is it a red flag?

If you asked 100 different women whether the degree of attractiveness was corollary with how mentally balanced a woman is, my guess is that you'd get answers biased by how relatively attractive each woman was. This is similar to how most very attractive women aren't as bothered by sexualization in varying degrees as they become less and less so. In other words the HB5 will rail against sexism of skimpy bikinis and beauty pageants, while the HB10 could care less. It serves the less attractive women's imperative to disqualify more attractive women's chances of taking the men they'd want to pair with. This is competitive hypergamy 101. So the gorgeous blonde HB10 with huge tits is automatically cast as a bimbo. Women would like nothing more than for a high value men to think of more attractive, chronically single women to be considered damaged goods.

The Maninstitute has a great breakdown of [The Hot/Crazy Scale](#)

Roosh vs. Brazil

April 30, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I presume most of my readers are also RooshV readers, but if you're not, [today's post](#) might open your eyes a bit to the magnitude of the Matrix's influence. It appears that the rapidly feminizing nation of Brazil has deemed Roosh's musings on the state of Brazilian women to merit a significant threat:

To the website Administrator and Server

Ref: Association of image of Brazil

Dear Responsible Officer,

The Brazilian Federal Government, through the MINISTRY OF TOURISM, has found that the website, hosted in the network of server ThePlanet, promotes pornographic content in the internet. Such content relates striking and characteristic features of the Brazilian Identity, such as the colors of the flag, culture pictures and images of Brazilian cities, to prostitution or sex.

Considering the institution of the Brazilian National Policy on Tourism, created by the MINISTRY OF TOURISM, Article 5th of Federal Law n. 11.771/2008: "The Brazilian National Policy on Tourism aims at, among other things, preventing and fighting touristic activities related to abuse of sexual nature and others that affect human dignity" – the Ministry is taking steps to dissociate the image of the country with internet content of sexual and/or pornographic nature, which stimulate internet users to seek Brazil as a tourist destination for such activities.

Given that, the MINISTRY OF TOURISM OF BRAZIL **kindly requests the removal of such materials** from the website located in the URLs listed attached, or the dissociation of such pornographic content with Brazilian identity or Brazil, as well as the removal of pay-per-click ads and subsequent redirection of such website, since these associations are in disagreement with the image of the country and are harmful to the actual aim of the Brazilian Government: the increase of sustainable tourism in Brazil.

Brazil is signatory to several International Conventions, including the Convention on the Elimination of All Forms of Discrimination against Women, which suppresses the trafficking in women and exploitation of prostitution, and the United Nations Convention against Transnational Organized Crime, which determines the prevention, suppression and punishment of trafficking in persons, mainly women and children, activities which are often sustained by means of sex tourism.

Thus, we reiterate our request for the removal and disabling of access to pornographic material identified in this document in order to collaborate with the policies sought by the Brazilian Government to Brazil.

Should you have any questions, we are available via e-mail given in the signature of this message.

Sincerely,

MINISTRY OF TOURISM OF BRAZIL
enforcement@turismo.gov.br

Attachment:

<http://www.bangguides.com/travel/brazil-compendium/>

I had planned to simply drop a comment on Roosh's thread here, but I felt the situation deserved a little more analysis than a quick hit response.

It's interesting to note that an entire country's governmental system would feel so threatened by the idea of exposing the truths about women's innate impulses and how a man might use them to his advantage that they would feel compelled to write an official statement to the author of one book that describes their country-women.

What kind of an indictment is it of a claim to power's legitimacy that it would even consider publicly asking Roosh to censor his works? The comment thread will draw the typical Spearhead anti-feminist outrage, but I think that the forest which gets lost in the trees here is the gravity of why Roosh's writings would be highlighted. What's changed about the institution of a country the size of Brazil that would make Roosh's writing significant enough to warrant this kind of notice?

Granted it is the Ministry of Tourism, but it would appear that the newly feminized government of Brazil (as well as Iceland) has yet to learn the concept of the 36 Law of Power:

Law 36: Disdain Things You Cannot Have: Ignoring Them is the Best Revenge

By acknowledging a petty problem you give it existence and credibility. The more attention you pay an enemy, the stronger you make him; and a small mistake is often made worse and more visible when you try to fix it. It is sometimes best to leave things alone. If there is something you want but cannot have, show contempt for it. The less interest you reveal, the more superior you seem.

A lot of manosphere critics believe that the community is paranoid and conspiratorial; that we imagine feminism and its doctrine to be more insaturated into society than is evident. Brazil's tourism board is but one small constituent part of the government, and not really even legislative body, however the message can only be one of an overall doctrine permeating the message of the country and disseminated through what amounts to its PR department.

This is the macro-scale of the Feminine Imperative. This is the message when an entire country allows fem-centrism to dictate how it will relate with the rest of the world. And it is still the same message from the micro-scale – obfuscate, distract, demonize the men who would expose the Achilles heels of the Feminine Imperative. The reaction of the Ministry of Tourism is precisely the tact that I would expect a petulant woman to use when confronted with the realities of hypergamy, or the associated discomfort that comes from being confronted with her own duplicitous behavior, “Just shut the fuck up OK? You're a misogynist!”

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

Chick Crack

May 1, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Of all the strippers I'd 'dated' in the past every one subscribed to some form of non-mainstream spiritualism. This girl Angie I used to bang kept Tarot cards in her pink lady's devotional Bible, another professed to be a psychic; in fact the only people I've ever known who self-seriously wanted me to believe they were in fact psychic were all women.

These types look for that connection in a guy. For instance I bought a little silver yin-yang ring that I've worn for almost 18 years now when I was in college. I don't really have any eastern mystic beliefs, I just bought it from a street vendor when I felt I needed a reminder to keep balance in my life. But damned if I didn't have (and still do) more women point it out and ask me about it, and have it be some karmic conversation starter since I got it. The thing is tiny, but that's what they gravitate to.

For the stripper set this seems to be par for the course, but I wish I could say this chick-crack phenomenon was limited to just women who had some vacuous spiritual/emotional hole in their lives to fill. No, all women (yes I said *all*) are predisposed to the intrigue that metaphysical imaginings sparks in them. If it smacks of secret, covert knowledge, privy only to a chosen few, then you've got an attentive listener in a woman. UFOs, palm reading (always a classic), psychic premonition, 'gifts of prophecy', really anything that hints at knowledge beyond the ordinary is fair game. Chick Crack is not just limited to off-brand spiritualisms either, you'll find that far more women than men will develop (conveniently) an affinity for, and are more invested in, religion than men.

Feminine Mythology

Women's natural pull towards the mysterious and metaphysical has its roots in the sex's historical characterizations. In keeping with the very useful associations of women's unknowability and feminine mystique, it's perhaps unsurprising that we find most mythologized representations of women and femininity cast as brooding, fickle, rapacious and often as a temptress, possessing secret knowledge that foolish men (the mere mortals) are neither capable of, nor encouraged to understand. Sometimes childlike, often conveniently eroticized, women are literally cast as forces of nature – whether sexualized nymphs or tempestuous witches, each characterization relies on women possessing some form of secret or forbidden connection to the metaphysical. Even the commanding presence of Joan of Arc, while leading the armies of France, had a connection to something otherworldly. By their very nature, feminine mythology, by default, presumes women are more in tune with the nature of reality, while surpassing the ignorance of brutish men.

Women revel in their mythology. Since covert forms of communication are the preferred language of women, their affinity for secret information is a natural fit. Ever wonder why gossip seems to be uniquely endemic to women? Look no further than women's innate impulse to acquire secret knowledge. Take away the Vampires and Werewolves – the metaphysical component – from the Twilight series and what you're left with is a relatively bland romance novel. Add the otherworldly and you have a runaway hit popular with every female age demographic, from tweens to octogenarians.

In women's evolutionary past, concealment meant everything. Confusing a man as to the true genetic heritage of his children was often a matter of life or death. Pursuing pluralistic sexual strategies depends upon creating a characterization of women as legitimately unknowable, thus the feminine mystique is instituted. Ergo, the sociological PR campaign over the course of millennia has been to perpetuate the mystery of woman.

Doing Crack

If it weren't so predictable, it would almost be ironic that one of the first useful Game observations PUAs made about feminine nature was their tendency to entertain magical thinking to varying degrees. It wasn't too hard to figure out that women could be engaged more easily if you started an approach topic, at least playfully, regarding some metaphysical belief. The association is one where (albeit disingenuously) a Man would seem 'in the know' about something a woman has a private belief about, thus establishing a point of identification that both would otherwise want to keep secret. Currently the most popular (at least in the circle of women I know) metaphysical concept is actually called The Secret. On the surface of it it's sheer idiocy, but you'd be surprised how thoroughly the feminine has embraced this new age Jabez Prayer.

Generation AFC

May 2, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I have gone on in several different threads about “men” I’ve know who’ve become married AFCs and older guys involved in LTRs where they allow themselves to become the passive/submissive partner in the relationship. From experience I can relate the stories of guys who laugh when they tell us how fortunate they are to have a gal who ‘allows’ them to watch Hockey or Football or men who make their own rationalizations for ‘obeying’ their Women’s insecure natures. Just recently I was reviewing the [Qualities that make an AFC](#) when I came to realize that the condition we include that characterize what we term as AFC, change and evolve as we age.

The Beta mindset or AFCism (for lack of a better term) and all of its inherent frustrations are a disease, and like any disease, if left untreated, it will mutate into different forms as it progresses until it kills or debilitates the host. Most ‘advice’ threads online approach dating, love, personal relationships from a very short-sighted, dare I say, juvenile point of view. We’re fortunate in the manosphere community to have a broad spectrum of insight including the perspectives and related experiences of older gentlemen. This is a gift in that it helps to lend credence to the philosophies that seem counterintuitive to the newly unplugged and Game-aware. Most others see things in short term behavioral patterns and only very rarely from a truly mature life-long perspective.

Mature Advice

Needless to say, making short term decisions with long term consequences is hardly a way to live. I know far too many 40-60 y.o. men and women who internalize and put into practice the advices of 20-30 y.o.s who have entirely too immature relational/social skills to be giving advice. When I read a 22 y.o. girl going into explicit detail about dating advice for a 45 y.o. divorcee “getting back into the game” I can only cringe. So desperate for help is this person that they’ll disregard the maturity of the source.

This all brings me to the idea that mature AFCism, if left unchecked, will evolve into behaviors that will have lasting consequences not only for the AFC, but also for the people who’s livelihoods depend on him. This degree of AFCism filters down into many aspects of his own life and the lives of others either directly or indirectly. Bear with me while I illustrate this with some personal experiences.

One of the men I presently work with is a 66 y.o. AFC. He is a very successful, millionaire with many financial endeavours and a credit to his sense of business. That said, every success he has achieved was prompted by his need for feminine approval, women (and one in particular) have always been the PRIZE to him. He has built a small financial empire based on this AFCism that many other people are dependent upon. He constantly drops what he thinks are pithy comments about how “women are the power behind the throne” or how men will “never understand women”, all completely oblivious to his own personal status. I constantly see his business decisions colored by this very AFCism and I think about how people are dependent on this man for a paycheck.

When I lived in Nevada I had a 63 y.o. man I counseled who had spent the better part of his life trying to find the ‘key’ that would make his wife of almost 30 years be intimate with him. Both in their 60’s, she had gradually become indifferent to him and only held him as a concern when he was between jobs. When times were good he would buy “them” toys they couldn’t afford – boats, ATVs, vacations – and in thin times it was nothing but constant bickering. This situation didn’t develop because she was materialistic, but rather because he perceived this as a method to buy her affections and she became conditioned to it. At 63 the guy is bawling his eyes out since he’d reach the end of his rope. He’d run out of AFCideas that would appease her. It was when I suggested he “Man-Up” and start implimenting some positive-masculine behaviors and developing this mindset he said, “I could never do that, it’s just not me. She’d leave me for sure if I got tough.”

AFCism isn’t just for kids. The fallout and long term consequences carry over into middle and old age. One element to this is the notion that the last few generations of men have been brought up in a greater concentration by single mothers, absent fathers and negatively masculine/AFC fathers who themselves were brought up similarly. This is an easy mark, but observing and sorting out AFC behaviors of mature men and the complex dependencies they bear on others around them is tougher. I wish I could say that AFCism was an indication of failure and would be gradually weeded out of the mental schema gene-pool so to speak, but I can’t. There are many successful men who still cling to AFC mentalities and in some cases are more driven than positively masculine Men.

Beta by Design

I think in most men’s beginnings, adopting an AFC schema is viewed not so much as a path of least resistance as it is a path of least risk. Children are the sum of what both parents contribute to their development and an understanding of gender roles is crucial in this learning. A personality is the result of seeing examples set for them. If a father is an abusive alcoholic and a mother’s a meek, submissive victim, the model for masculinity and femininity is shaped by this. Likewise if a mother is

an domineering bitch and a father a soft-spoken cuckold this also colors perspectives on gender. Taking this a step further, if one parent is absent this creates a gender role vacuum and the child either has to seek it from outside sources or from the existing parent, and this is where it gets real dicey.

When that parent is required to provide their interpretation of the opposite gender, all of their misinterpretations and misgiving become imprinted on that child. This works for both sexes. The pensive, brooding & resentful mother teaches her son “how to be a man” by insisting he pee sitting down (to leave the lid down) and to be passive/submissive. The other side is she expects him to be an overbearing parody of masculinity since this was the example set for her. Either situation is unhealthy.

The Path of Least Risk

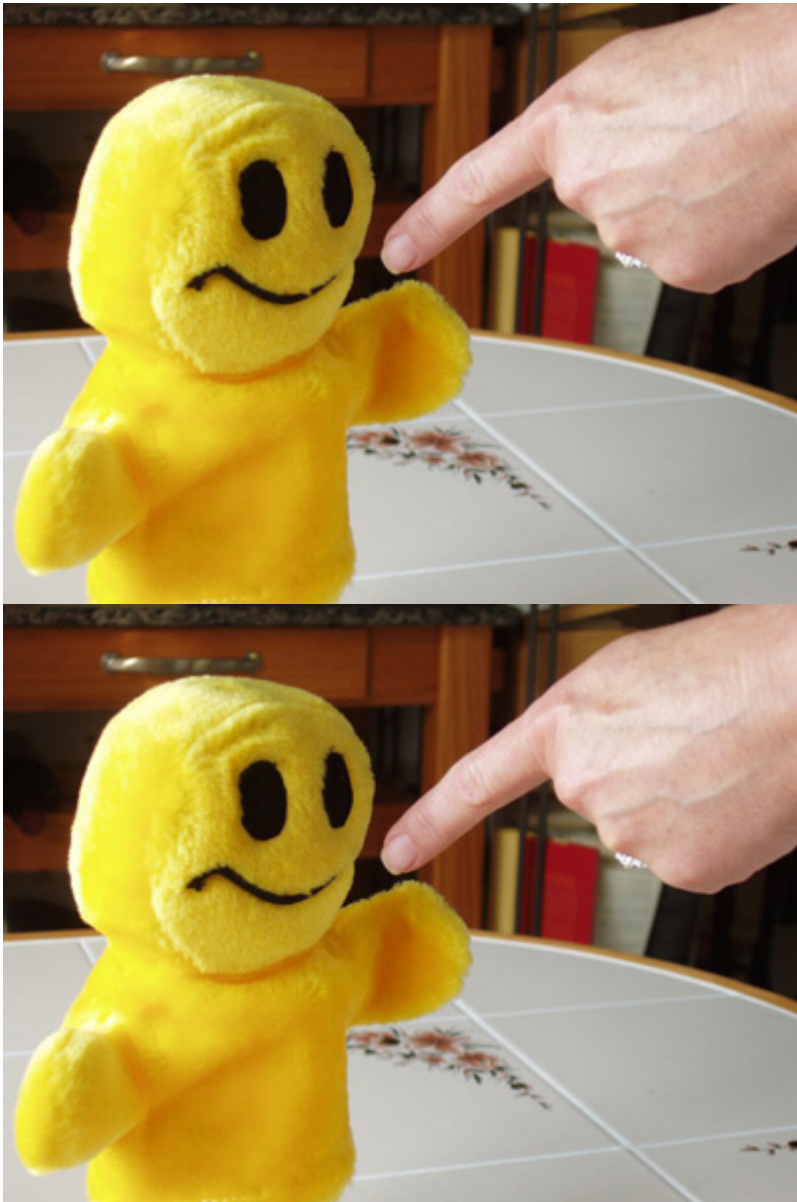
Since we’re discussing the development of an AFC schema, this example of masculinity had to be set for a man. It had to have been reinforced often enough (by both men and women) that it becomes an ego-investment in his own personality. This investment gets to the point where anything counter to it becomes foreign. He has to defend it with rationalizations and usually ridicule of positive masculinity because anything opposite to his understanding is an attack on his personality. This is why it is soooo difficult to break a guy with a heavily invested sense of beta-self out of the Matrix.

The AFC mentality is comfortable because it involves the least chance of risk of rejection. One of the hardest obstacles a recovering AFC has to get over is approaching and initiating, because for more than half his life he’s avoided doing this for fear of rejection. This is what led to his AFC status and now he’s got to confront it. I should also add this is why serial monogamists chose this option – there’s safety from random rejection in monogamy, regardless of how miserable their monogamy is. Miserable monogamy is perceived as preferable to risking random rejection, and over time a personality is welded to this subconscious understanding. “I’m just a shy guy”, “I’ve never been ‘lucky’ with the ladies”, and “I guess us men will never figure women out” are the catchphrases of this mentality.

As the AFC ages, gets married to a woman that’ll settle for him, or marries the single Mom who needs a provider, he lays on even more cement to this ego-investment. It’s not enough that he can’t figure out why he’s miserable, he needs affirmation from other guys that they’re just as lost as he is. And when the Man comes around who is even peripherally critical of his lot he falls back on his learned rationalizations and ridicule, while his wife’s eyes dialate, her cheeks get flushed and she gets wet listening to the Man give her husband some masculine advice.

Chumps I've Known

May 4, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It's amazing the sheer amount of guys I know or have known who I'd classify as being AFCs. I'd like to say that pretty much *every* guy I've known has been an AFC with a handful of notable exceptions. Some grew out of it with experience, others were partially Game-aware or simply naturals who backslid and devolved into AFCs, and still others have been "lifers"; men who still don't get it into their old age.

I was having a discussion about the legion of AFCs that most women have to sift through with my assistant where I work. She's an attractive (HB7.5-8) young woman of 26 who's been dealing with an AFC long distance and non-exclusively for well over a year now. Her frustration comes from the multitudes of Betas she meets in her dating life – in fact after working with me for over 2 years she instantly identifies guys as AFCs. She's familiar with the mindset now; the lack of decisiveness, the neediness, the wish-washy yet possessiveness, and all the other Qualities of the AFC. All of this got me to thinking about the AFCs I know or have known and their individual circumstances.

Dave L

Dave L. is perhaps the most pitiable of AFCs I've known. His story, as he tells it, began with his very overbearing and domineering mother. He came from a very strict Baptist family and so dealt with a very guilt-conscious mother for the better part of his life. Interestingly he transitioned from an authoritarian mother to an authoritarian wife. He'd only ever slept with one woman, Sue, whom he met in the military in his 20s. She was a sexually abused (by her uncle) single mother of 2 delinquent sons who saw in Dave L. what she never did in the other men in her life – a guy she COULD control. They've been married over 25 years now and had a daughter. In this time he has been little more than a slave to her. Their history is one of a constant brow-beating by her as he perpetually tries to find ways pacify her in the exact way he tried to pacify his mother's insecurities. Every decision he's ever made has been to appease her and has never been "good enough".

When I met Dave L. his daughter had learned from her mother how to control him just as strictly. It was as if she had been passed his leash so she too could learn how to discipline him, and to keep him in check. When we first met I used to butt heads with both his daughter and his wife (and unwittingly so) because I would openly challenge their authority over him by questioning his autonomy as a man. They of course instantly jumped to his defense and maintained he was a "real man" and I would be too if only I would defer to women's authority.

Ron

For a time Ron was one of my best friends and not a guy you'd really want to arouse to anger. He had my back in a lot of bad situation and I was his confidant and counselor for many years. But for as in control and assertive as he could be, Ron was an AFC. He had the Bad Boy posture that women loved, but he defeated himself with his soulmate-ONEitis mythology. He married Kris at 19. They met in the Navy, and he got her pregnant fairly early which prompted the marriage. Kris was beautiful and one of 3 women Ron had ever been with. He "did the right thing" and married her, and they stayed married, having 2 more children throughout their 20's. Gradually, Kris left Ron to himself and the kids more and more as she felt she'd missed out on her 20's and spent more time with her single girlfriends in the evenings. She began to resent Ron, who by now had let his physique go while she stayed in good shape. Ron didn't see the signs, because he'd been progressively pushed into a position of having to qualify to his wife and internalized the thinking that it was "the right thing for a man to do."

Ultimately at 29, Kris cheated on him. I was on the other end of the phone with him after he'd been searching all night through the town in which they lived for her car – with their children in the back of their mini-van. As melodramatic as all this sounds, he'd tracked her down to a motel and had been waiting in the parking lot since 4am for her to come out so he could kill her. I managed to talk him out of that, and he tried to "make it work" after the incident for another 4 years, but this was really last stop before toll. At present, she's planning on marrying another lover she had and their family/children is in shambles.

While Ron wasn't the cause of this, his AFC responses, progressive beta-ness, rationales and inaction only contributed to his present condition.

Dave B

Dave B is a textbook example of insanity – repeating the same mistake over and over. His first wife was his ONE, so was the second, so was the GF between wife 2 and 3 and so was the third. With wife #1 he had two daughters. After their divorce she gained custody of them and was awarded spousal and child support. Wife #2, another daughter, but only after they'd divorced once, made up, had the ubiquitous make-up sex and she got pregnant "by accident", then they divorced for good. She too was

awarded spousal support and child support for a daughter he never sees. After #2 Dave “met the ONE” again and moved her and her son and daughter from 2 different fathers into his home. After the teenage son was picked up for burglary of some neighborhood homes he got into a verbal argument with the GF. Dave B made the mistake of merely snatching the keys to the car, the car he’d given her, away from her hands. That was enough to have him restrained from entering the home he was paying for, driving the car he was paying for, and Dave B went to live with mom & dad for a spell until that was sorted out. Now Dave B is on wife #3; another single mother of 2 daughters. In the meantime wife #1 self- destructed and he was order by the court to assume custody of his first 2 daughters (which is what he wanted anyway) after they’d been abused by their stepfather and wife #1 turned up to be a meth addict. Turns out all that money he’d been paying for years went to feed her habit and the habit of the abusive step-father.

Shawn

Shawn is a guy I know who basically ONEitised on EVERY girl who EVER dated him. He’d been married for about 2.5 years to a fairly religious girl who told him she “wanted to be a pastor’s wife” only to have her eventually cheat on him with a guy who was the Bad Boy and ended up in Las Vegas. Shawn went on to get a master’s in education, and moved to a string of the “coulda been” girlfriends, who’d date him for about 2-3 weeks, figure out his Disneyesque views of love, LTRs and men & women in general. He was a very good songwriter until he found himself in one of these “coulda been” ONEitis spells. Then every song was about the girl he thought was his “gift from above” and he proceeded to smother her in his clingy-ness and idealize her on a pedestal.

He went through about 3 or 4 of these while I knew him until he met his 2nd wife. Mary was a single mother of one son and technically his step-cousin (his step-father’s, brother’s daughter). She’d “accidentally” gotten pregnant by a black guy on the college basketball team and according to her very strict (and notably racist) father had disgraced the family, but they being religious, she had the baby and began her life as a single mom. Shawn adopted the Cap’n-save-a-ho persona and started this whirl wind ONEitis crusade to “do the right thing” and not only marry her, but legally adopt her son. Mary of course was happy to have the help, but saw Shawn for what he is; desperate and a romantically idealistic AFC. Mary was actually a pretty good friend of Mrs. Tomassi for a time and she’d confide in her that she wished he had the ambition and drive that I had. The short version was that she wanted a Man she could respect – similar to her authoritative father – and while Shawn was welcome help, she just wasn’t hot for him. Now Shawn is legally bound to her and the child he never fathered and has little respect for him. After 8 years of marriage they still haven’t had the child(ren) that Shawn wants.

Recounting the stories of AFCs we’ve known is educational in that it illustrates the commonalities of conditions these guys (sometimes ourselves included) face and the mindset that accompanies them. It’s very easy to go all self-help-motivational on people and tell them what they ought to do and ought to believe about themselves, but stories like this make the conditions real for us. I’d encourage commenters to relate the stories of some of the AFCs they’ve known in the comment thread.

I won’t argue the merits of bolstering your self-esteem and taking action to make a positive improvement in yourself toward becoming a capital ‘M’ Man. There are hundreds of blog threads in the community that address this, but recounting the wreckage of lives that AFCism (for lack of a better term) puts the reasons why a guy needs to “improve” in sharp perspective. It’s like seeing the emaciated starving children in 3rd world countries on Unicef commercials as a prompt to do

something.

I didn't start this post as a warning sign for AFCs, nor did I start it point out what not to do. It's an illustration of the sheer scope of the problem and the very real impact it has not just on men's lives, but their families, the women they paired off with, their children, their friends, etc. That might seem negative, but it's reality. I could've just as well posted about PUAs I've known (which would've been a lot shorter), or glossed my own marriage in an effort to point AFCs in the right direction, but powder-puff enthusiasm tends to only come off as conceit. And in the end, the AFC still thinks his best course to a fulfilled LTR/marriage is doing exactly what he is already doing – only more so. The more you suffer the more it shows you really care, right?

Ultimatum

May 7, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A comment on the [Iron Rule of Tomassi #4](#)

Rollo mentioned that once a woman gets into a cohabitating situation, that her sexual availability markedly decreases. It seems to me that so long as the man is able to give and act out the ultimatum that “either I get a sexually satisfying relationship or I’m out (or you’re out, if it’s my place)”, then there should be no problem.

Sure, there are financial and legal entanglements, but this would be akin to dead money on any investment – sure it hurts, but that’s the risk one takes. And in the case of a lease, the man could always take the attitude that he wants out, and is only living in the apartment because he is on the lease (he could always go back to his available bachelor days.)

Interesting you used the word “ultimatum” here. It’s important that you understand what an ultimatum implies. Whenever a person delivers an ultimatum, always understand that this is a declaration of powerlessness. In other words, “I am so out of control in this circumstance you must do this or I will remove either myself or you from the circumstance.”

First off, in this particular instance it’s far more likely that you’ll be the one leaving considering the preference modern legalities give women today with regard to evicting them from such a situation. Secondly, it only confirms for her what she wants to know, that she is your one and ONLY source of sexual intimacy and by you cohabiting with her, emotionally, financially and logistically it makes it almost impossible for you to really make good on your ultimatum. You only consolidate her sexual

monopoly by living with her.

I've already gone into all the practical reasons as to why a guy should never move in with a woman in Iron Rule #4, but I think it may be better to ask yourself why you do want to move in with her. What are you benefitting from in this situation that you aren't by remaining independent of each other? For most guys the fantasy is more accessible sex, but if you're living as you suggest here already, how is living together any different? And even if this were the case, that you had more sex with her by living together, you are still assuming a greater degree of responsibility, accountability and liability in your relationship and in your day to day life in exchange for that sexual accessibility. How is that an advantage? How is that not like marriage anyway?

As I've stated in the prior posts, when you commit to ANYTHING – women, career, education, family, etc. – you necessarily lose options and your ability to maneuver in taking advantage of them.

Ultimatums

Ultimatums are declarations of powerlessness because you are resorting to a direct threat to get someone to do what you want them to, and in doing so you OVERTLY confess your weak position. If you were in a genuine position of control it wouldn't be necessary to resort to an ultimatum; you'd simply use that control. There are many ways to effect a change in another person, but ultimatums will never prompt a genuine change. If they change behavior it's prompted by the threat, not unprompted, organic desire.

One of the primary tenets of my Game philosophy is that true desire cannot be negotiated. A natural, unsolicited desire state, unmitigated by obligation or concerns for resources exchange, is the ideal basis for any intergender relationship. Any factors that introduce elements that hinder this genuine desire – exchange, negotiations, obligations, reciprocity, etc. – weaken this desire and weaken the relationship. Delivering an ultimatum is the most direct, overt way to introduce exactly these elements into a relationship.

Now you might say that an ultimatum is implied in how you stated this to her, or the context it was in. If this was your intent, you are still in a position of powerlessness since you are still trying to get this person to do what you want. It's not what you can do to her (i.e. withdrawing your attentions) that's the power issue, but the actual desired result, getting her to genuinely have a desire to do what she has no *desire* to do.

I should also add that ultimatums are, ultimately, self-defeating. You can keep your dog from running off by chaining him in the yard, but that dog still wants to run off. You cannot effect a genuine change of desire with an ultimatum as your relationship will be founded on that threat. And this is the real power issue; that you'd want a person to conform to your desire so badly that you'd use a threat to effect it in spite of the foreknowledge that it can never be a genuine conformation because they didn't originate it and did so only under duress.

So from your standpoint, yes you do have the power to affect your own actions (like walking away), but you are powerless to force her to do what you want (prompt a genuine desire in her), thus you resort to an ultimatum and only illustrate this OVERTLY.

Boundaries

It's very important to make the distinction between setting boundaries and delivering ultimatums. Men with a head for absolutisms seem to think that avoiding ultimatums is the same as spinelessly avoiding laying down the law and setting the frame for a relationship (or even a particular plate

they're spinning). Establishing boundaries and assuming frame requires exemplification and demonstration. As with the 9th Law of Power: Win Through Your Actions, Never through Argument – demonstrate, do not explicate. There is no more overt an explication than your delivering an ultimatum. Ultimatums only lead to behavioral shifts based on the fear of repercussions, never a genuine desire for that behavior.

However, a continuous demonstration of what you necessitate in a relationship is vital to its health and your continued primacy of frame. Telling a woman what's what or else often smacks of insecurity and childishness, but a firm discussion-less enacting of what is important to you and necessary for any future relationship viscerally teaches her what is expected by experiencing the very repercussions you ultimatum would only advertise to her.

Case Study â◻◻ The Great Catch

May 10, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Here's a new Case Study from a Rational Reader who wished to remain anonymous (because he lives in my home state among other reasons),...

So I recently started dating this woman I met online. For the last 2 months I would say we were "dating"

Some facts:

- She's successful and she knows it. 25, bilingual, owns her own place, masters degree in engineering. You get the picture. A great catch.

- We have very similar backgrounds when it comes to family, values, etc. Both hispanic, raised overseas, strong family, etc.

- She's cute although not hot. Looks, HB6, however I'm far more interested in her intellect and overall qualities than solely looks. I can actually admire her achievements and intellect.

- She's conservative when approaching relationships. Takes it slow, claims she's a virgin and she's waiting for the right man. From any ol' chick, I'd say bullshit. In this case though,

her life is so well together and coherent throughout, that I'll actually "buy it"

-Talked about past relationships and what happened, she claims it's not easy to find guys that respect not going intimate. She also claims she's picky and tends to put up a wall when meeting people.

SO- two breaks in between when she went home (out of state) from a school break. Since I met her, she's been away probably 3 weeks combined. Else, we have hung out at least once a week. During those breaks, very little communication, maybe a call here or there, some texting.

When we are together, it's good. Great chemistry, etc. Last time (Saturday) I picked her up from the airport, we went to her place, instead of going out we cooked dinner, went to starbucks, etc. Good stuff, great time. I respect her intimacy "rules" so I don't even push on that front. Frankly, I've gotten laid enough. lol

ANYWAY. here's the bottom line. Communication in between dates is very very limited and this is where I'm concerned. I don't know if in past relationships I've gotten used to too much communication (calling every day or texting, etc) or if in this particular case communication is lagging.

For example this week: Saturday airport pick up, did stuff at her place. Sunday silence.

Monday she called me after work. Tuesday silence. Wednesday I called her in the morning to "kick off" the day, left voicemail but never heard back. Text her inviting her for an after work drink but she had a thank you dinner to attend. C&F wishing her a wonderful date, got a two liner back, the rest of the afternoon and evening silence.

SO the big question becomes: Is this a test? Low Interest Level? Am I expecting too much communication too early? Did I get used to too much communication too early in the past?

How often do YOU communicate with your successful prospect? How often do you find that you communicate with your adult 'mature' women?

Oh and to top it off, her aunt and grandmother are arriving tomorrow, so the weekend is basically off limits. In other words if no hang out today, I probably won't see her until next week.

If you haven't already, you're about to be LJBFed. Would you like to know why? Because every word you've used to describe this woman, every reason you've given for qualifying her as "unique" and every indication you've presented about yourself points to you approaching any future relationship from a submissive frame.

Predictably, the first response most guys will want to pile on about is to tell you she's messed up or break down her problems for avoiding you, but honestly, the answer is staring back at you in the bathroom mirror. You're 'dating' a woman who was raised as a man.

First, why are you meeting women online? You're 25, meeting women face to face, approaching them, interacting in person should be your first course of action. I'm sure you'll just come back with the "It's just easier / I'm too busy" line of horse shit, but at 25 your scenario here about "meeting" her online is nothing but a Buffer for you. Also, what do you think constitutes dating? You're certainly not banging this girl, so how many 'dates' have you had?

-She's successful and she knows it. 25, bilingual, owns her own place, masters degree in

engineering. You get the picture. A great catch.

If I heard a woman say, “wow, he’s got his own place and a masters degree in engineering, what a great catch” I’d think they were gold diggers to some degree, but it wouldn’t be unexpected. Any guy using the term “great catch” about a woman in the same context reeks of Beta. Women use this term to describe men, Betas use it to describe women who they think would make a good husband for them – and no, that wasn’t a typo. That you’d use the term as you did here only screams “I’m a chump who buys into buys into feminized equalitarianism in an effort to seem more attractive acceptable to them.”

-She’s cute although not hot. Looks, HB6, however I’m far more interested in her intellect and overall qualities than solely looks. I can actually admire her achievements and intellect.

Chumps love to rationalize their “choice” of women and their less than ideal looks by emphasizing that “it’s what’s on the inside that’s really attractive.” Admiring achievements and intellect are criteria for women’s attraction to men. Parroting this feminized talking point back sounds like you’re taking some high road, but the degree on her wall doesn’t make her look any better naked. This is a very common AFC identification rationalization. Here’s a secret: even brainy women will only want to fuck when they feel sexy, and she’s fully aware that your hammering away about how her mind turns you on wont make an HB6 an HB10. You’re not fucking her mind.

-She’s conservative when approaching relationships. Takes it slow, claims she’s a virgin and she’s waiting for the right man. From any ol’ chick, I’d say bullshit. In this case though, her life is so well together and coherent throughout, that I’ll actually “buy it”

-Talked about past relationships and what happened, she claims it’s not easy to find guys that respect not going intimate. She also claims she’s picky and tends to put up a wall when meeting people.

So lets break this down; she’s 25, masters degree in engineering, owns her own home, etc. Now, maybe an engineer can qualify this for me, but if I’m not mistaken a Master’s degree in engineering is at minimum a 6-8 year life investment, meaning she’d have to have began on it at 18. How many “relationships” do you really think this virgin has had in those 6-8 years while earning a masters degree in a very intense field like engineering? How many valuable learning experiences do you think she’s had with “relationships”? An HB6 girl with a master’s and a house at 25, yeah, she’s a virgin, but not because she’s so conservative, well grounded or picky. You’re making her necessity a virtue because you think it’ll lead you into some fantasy relationship with her.

I respect her intimacy “rules” so I don’t even push on that front. Frankly, I’ve gotten laid enough. lol

Exactly the rationale I’ve come to expect from AFCs reasoning why they aren’t getting laid. Genuine desire is non-negotiable. It happens or it doesn’t. Desire is a spontaneous, chemical arousal between people, not a pre-written contract. By placing preconditions on what will or will not qualify for a woman’s intimacy, she essentially rules out any chance for genuine, organic desire. You’ve basically by-passed the arousal stages and moved directly into comfortable familiarity – you’re already living out the role of being a good homemaker for her in your head. Comfort, rapport, familiarity, are all anti-seductive. Sexual tension is uncomfortable; it’s supposed to be in order to prompt desire.

A “friends first” policy is a shit test. This is basically a woman wondering if you understand women well enough to know that what she really wants is the contrary of what she’s saying, and if you’re Alpha enough to act upon that understanding with confidence anyway. You’re not which is why you’re explaining it away. Any 25 y.o. guy saying he’s gotten laid enough is selling himself something.

Well, oneitis is an issue, however i’m also seeing other women. It’s just that this one is a Ferrari and the others are Cadillacs! hehe obviously i’m going to try a bit harder.

So, the brainy, home-owning, HB6 virgin with intimacy issues is a Ferrari to you? Call me crazy, but I DON’T think you’ve gotten laid nearly enough.

Coquetry

May 11, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I generally avoid troubling myself with the blatantly girl-world propaganda advice articles over at AskMen.com, but I had a friend refer [this article](#) to me. It's the same predictable boilerplate reasoning I've come to expect from the Hooking Up Beta crowd when discussing the merits of [Waiting for It](#). Side note: please do read the short bio of Giulia Simolo for an enlightening brief on what makes for a good 'relationship correspondent'.

All this article does is reinforce the feminine as the primary sexual interest. As is the default preposition of every solipsistic woman giving advice, every point she makes presumes the woman is the PRIZE. So let's break this down from a less orthodox presumption:

Waiting Creates Anticipation

Anticipation is already present from the moment you and she feel arousal for each other. Attraction isn't a choice, and anticipation isn't something "created" by intent. Trust me, no girl making you wait

is thinking, “Oh I just want him to savor this delightful anticipation.”

Waiting Creates Challenge

Yeah, for you. I love how the feminine rationale is that it's the Man who's given the opportunity of creating the challenge, when in fact it's classically been a woman's realm for millennia to play the coquette. Who are we bullshitting here?

Waiting Shows You Don't Think She's A Slut

The only gender concerned with being perceived as a slut is women. Once again, feminine primacy. Every man loves a slut, he just wants her to be HIS slut. The importance is less about his perception of her being a slut and more about her self-concern about her moving past the thinking she's one. When it comes to sex, single women filibuster with concerns about slut status, when in an LTR they filibuster with concerns about “feeling sexy” – in both instances sex is always about her, not you.

Waiting Keeps YOU Interested.

And again, feminine primacy. For centuries, nothing has served women better than an implied promise of future sexual release with her. The longer you stay in a state of suspended sexual interest, the less time and opportunity you'll have to weigh other, better, options than what she may represent. However, you can only shake the shiny keys for so long before someone else shakes their own and draws attention away.

Waiting Shows You're A Gentleman

Qualification for her pussy. Women don't want to fuck gentlemen, they want to fuck Men who are sexual and have a mutual, covertly recognized desire to bang her.

Waiting Gives You Time To Evaluate Her

The only thing most men are evaluating about a woman they haven't slept with is HOW to sleep with her. This may sound like logic, but it's really an unassailable idealism meant to compliment a man's ego. It's complimentary; of course you're a well rounded man of the world who'd be interested in qualifying her for your intimacy, you're mature and experienced enough to know what's best for you, right? Women ALWAYS play by the rules when they're relaxed and show you their true colors while you're waiting to fuck them. They're incapable of hiding their character flaws in the time it takes for you to wait her out sexually, right?

Good Things Come To Those Who Wait

And of course what girl-world article would be complete without a trite aphorism at the end? At least we get down to brass tacks. She is the PRIZE. The carrot really is worth the effort of towing the feminine primacy cart. Play her filibuster games and there's a nice piece of chocolate cake at the end of it for you. It's the same piece of cake the outlaw biker got about 8 months ago due to her hormonally fueled urgency to fuck him immediately, but she's turning over a new leaf with you. She's trying to do things different now with you, because you're really the 'special' one.

Coquetry

I was skimming through the Art of Seduction last night and I came across a passage there that reminded me of this article. The section was about coquetry. For those of you unfamiliar with the term, playing the coquette is by and large the natural (some would argue 'unlearned') default method of seduction for women; going from hot to cold, interest to feigned disinterest, the promise of fantastic sex and then a complete disconnected indifference. That is coquetry, and it hardly needs to be taught to women since for thousands of years it's proven to be so effective in covertly drawing out what they want in men. As I've said in many prior posts, a woman's best agency is always her

sexuality. It's their first best key to power over men (which explains why it's so distressing for women as it decays with age).

What this article is attempting to do is convince men that they can play an effective coquette too – essentially adopt a female seduction method. While there is some merit in adopting female seduction methodologies (i.e. “flip-the-script” Game), when promoted by women giving men advice, the premise is disingenuous on so many levels it's hard to know where to begin with it. However, after re-reading it I can see the mechanics behind it. The idea is to draw men into thinking that they are the ones doing the resisting, when in fact they are only better playing into a woman's coquetry and ultimately better facilitating the methods of her innate hypergamy.

The principle is this: the one who is doing the resisting is the one who is controlling the dynamic. It comes back to The Cardinal Rule of Relationships

In any relationship, the person with the most power is the one who needs the other the least.

The trick to feminine coquetry is incrementally rewarding her target(s) with marginal intimacy while simultaneously resisting him enough to keep him in the limbo necessary for her to assess the best options for breeding and provisioning from a pool of potential suitors.

Now, why would a woman want to do this? The polite answers, the pretty lies, are found in the bullet points in this article. Each of which is intended to convince men to play along with her coquetry (feminine seduction) and better facilitate the real function of her coquetry – sexual selection from amongst her best options (i.e. hypergamy). If a man can be convinced that it's in fact he who is doing the resisting, for all the noble and acceptable reasonings, it only makes her coquetry easier.

Coquetry is a woman's socially approved methodological equal of Plate Theory for men. And just like Plate Spinning, it requires a woman to keep a covert stable of potential suitors in rotation. They can't implicitly know about each other. If they did, she runs the risk of them losing interest in frustration. So, how much the better if a Man is an active participant in her own coquetry? How much the better when he believes it's his own idea to be his own coquette?

In Iron Rule #3 the reason I said waited-for sex is never worth the wait is because it reduces sexual tension and urgency. It's essentially negotiated desire – “OK well play by your rules and fuck when you're finally convinced that I'm worthy of your vagina.” By playing your own coquette, you may think you're drawing her into YOUR web and she'll be a foaming hot mess for you by the time YOU “allow” her to ride your cock, but you're only fooling yourself. Assuming you even get to actual sex with her, it's still her who's doing the resisting, and now your sex is based on the implied negotiation you agreed to by waiting her out. And what were you waiting for? Her to come to the conclusion that she couldn't do better than fuck you in the immediate future.

Every chump in human history has, in different versions, thought he was doing the right thing by playing the friend, waiting patiently, building comfort and trust, being a gentleman, being emotionally supportive and sensitive to a woman's desires in the interim times when she's not riding the Alpha Bad Boy's cock. **Women who are interested in you wont confuse you.** If you are her “A” guy she wont make you wait (very long) to get after it with you. If she's delaying and filibustering, rest assured you are her “B” or “C” guy, and she needs negotiated convincing to bump you up to being her starter.

Detox

May 15, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Who needs reasons when you’ve got heroin?”

Letter from an addict:

I can’t get my ex to stop popping in my mind. No matter what or where I go, everything reminds me of her. What can I do? As it stands I have the power, she’s called me last, but I keep gettin the urge to give in and call.

The fact that I’ve been spinning plates has only made it worse. When I’m out with these new girls, keeps reminding me of stuff that I did with her, its whacked.

I feel like I just can’t get away, no matter where I look or go, there she is. The sad part is, I don’t even pine over her, I despise her, I think of her negatively but I’m addicted.

I need help.

If you were a drug addict or an alcoholic the first step back to sobriety is your moment of clarity. You’ve obviously had that. The next step is to detoxify yourself – that’s the hard part. You need to isolate yourself, and put yourself into complete separation from your drug of choice; in this case that’s your ex.

You're feeling hopeless about her and your present condition because the cessation of what you've mistaken as a reward for so long is now out of reach. You need to understand that what you want to go back to isn't what you think it is, nor will it ever "get better". Even if you could reengage with her, it will never be what you think it could.

Withdrawal Symptoms

I think half the battle of controlling an emotional response is consciously recognizing that it is taking place. Children (of both sexes) cannot help but react emotionally to external stimulus. They do this because they have no prior experience with that stimulus to associate a response to. In addition, they have an underdeveloped capacity for abstract thought and therefore an emotional response is almost a given. But as we mature and experience things, we understand what is happening (because it's happened to us prior) and we can better react and prepare responses for them accordingly.

When a person first experiences jealousy this triggers a complex chain of hormonal and emotional imbalances. True jealousy, the type generated by the suspicion of having invested emotionally in a person who betrays that investment, rarely occurs before puberty so there is no prior experience to prepare an individual for it. It also happens so rarely that we don't acknowledge it as an issue to consider until we're in the middle of experiencing it. This is further complicated by an immature, but developing capacity for abstract thought, as well as the fact that jealousy is an in-born, innate biological response that has served our species well for millenia. Needless to say this severely limits rational thought processes and the ability to form appropriate behaviors based on them.

Now lets further complicate the situation with the same chemical cocktail and the emotional responses associated with sexual relations and you can see where this is going.

Depending upon the level of emotional attachment, what most guys experience in a breakup are withdrawal symptoms from an addiction. The brain's neurochemistry in response to environmental cues and the effects solidified by routine experience are truly fascinating. Studies have shown that the chemical/hormonal signatures that naturally occur in the human body while one is experiencing love are virtually identical to the euphoric properties of heroin. The reason you pine over this girl, the reason that her rubbing your nose in it (so to speak) seems satisfying, the reason seeing her with another guy or the idea of renting her a room to go fuck him in provokes such an intense emotional response from a guy is because it re-triggers that same hormonal charge you got from it the first time and you're seeking ways to re-stimulate that rush. You've yet to develop the cognitive capacity to deal with the associations of this rush because you have few or no prior experiences with this jealousy/betrayal dynamic, so you think of it in the only terms that have been available to you up to now – that which media/culture has conditioned you to take at face value. Therefore you have this Shakespearean sense of betrayal.

There is a quantifiable hormonal response to environmental cues that inspire jealousy. From an evolutionary perspective this makes for a semi-efficient genetic-investment protection mechanism. Animals that get hormonally pissed off at the cues indicating cuckoldry will reserve their parental investments for better, more prolific breeding opportunities. However, the same evolutionary advantages that same hormonal response causes are also liabilities in other instances. While it may be beneficial for parental investment that a chemical cocktail engendering feelings of trust, infatuation, love, etc. be pumped into our bloodstreams to inspire pair bonding, that same cocktail can also become a powerful narcotic when the rewarding 'high' is removed.

Detox

What happens in a breakup is similar to coming down off a narcotic. The addict seeks to re-stimulate the reward process, only now that process is denied to him (or her). Thus the addict is forced to create novel ways to reestablish that reward, however under these new circumstances that reward rush doesn't compare to the original high of infatuation, love, etc.. Creating situations where jealousy, indignation and suspicion are present is an attempt to trigger that rush the original triggers did, only this time it's cheaper and less potent since its conditions are temporal, few and far between. So is the high of love, lust and infatuation replaced with the lesser high of suspicion and jealousy.

This is the biochemical addiction phase most guys find themselves in in a post-monogamy breakup. I should add that this is yet one more reason to cultivate a Plate Theory mental model of abundance, however, once again, knowing is half the battle. As the more rational and reasoned sex, one condition for dropping this default mental state is whilst under the influences of intoxication (funny we call love intoxicating) and hormonal imbalances. In other words it's very hard to make rational assessments when your physiology is jonesing for a fix, but if you know you're jonesing and why you're jonesing, you're half way to recovery.

The Beta Response

As an end note here I think I should elaborate that Beta men, in comparison to more Alpha Men, tend to have a much tougher experience when it comes to jealousy and postpartum emotional states.

You've got to consider that men who have less opportunity for sex, love, emotional investment, etc. will experience a sense of loss greater than men who have more intimate opportunities. On a subconscious level, the Beta male has a much higher investment risk in losing a potential long-term lover since most of his proverbial eggs are going to necessarily be tied up in one basket at a time. This is a liability of the Beta breeding strategy – All In, but also All Out if he loses on his bet.

Furthermore, by his nature, the Beta will have less prior experience in coping with the emotional response prompted by that biochemical rush. Ergo, the guy who you “never though was capable” of the actions he takes will often surprise you by the extents to which he will go to reestablish that reward prompt. The Beta male and post-partum rejection, jealousy, betrayal, suspicion, etc. are often a very volatile mix.

Hypergamy doesn't care,..

May 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Hypergamy doesn't care how great a Father you are to your kids.

Hypergamy doesn't care how you rearranged your college majors and career choice in life to better accommodate her.

Hypergamy doesn't care how inspired or fulfilled you feel as a stay-at-home Dad.

Hypergamy doesn't care that you moved across 4 states to be closer to your LDR.

Hypergamy doesn't care how 'supportive' you've always been of her decisions or if you identify as a 'male feminist'.

Hypergamy doesn't care about the sincerity of your religious convictions or aspirations of high purpose.

Hypergamy doesn't care about those words you said at your wedding.

Hypergamy doesn't care about how you funded her going back to college to find a more rewarding career.

Hypergamy doesn't care how great a guy you are for adopting the children she had with other men.

Hypergamy doesn't care about your divine and forgiving nature in excusing her "youthful indiscretions."

Hypergamy doesn't care about your magnanimity in assuming responsibility for her student loans, and credit card debt after you're married.

Hypergamy doesn't care if "he was your best friend."

Hypergamy doesn't care about the coffee in bed you bring her or how great a cook you are.

Hypergamy doesn't care about all those chick flicks you sat through with her and claimed to like.

Hypergamy doesn't care about how well you do your part of the household chores.

Hypergamy doesn't care about how much her family or friends like you.

Hypergamy doesn't care if you think you're a "Good" guy or about how convincing your argument is for your sense of honor.

Hypergamy doesn't care whether the children are biologically yours or not.

Hypergamy doesn't care if "she was drunk, he was cute, and one thing led to another,..."

Hypergamy doesn't care how sweet, funny or intellectual you are.

Hypergamy doesn't care if you "never saw it coming."

Add your own, I'm sure there's more,...

The New Sensitivity

May 18, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



With profuse apologies for shamelessly lifting this thread from [CH's](#) most recent post comments, but it dovetailed perfectly into my topic today.

From **The Whammer**:

I can accurately predict who is the Alpha or Beta with a simple test which I will prove here. I'll tell you who will get laid within the next week. Do this, take out your wallet and then describe the wallet and list the contents (don't bother to list that condom that expired in 1999) I can determine from this test how well you will do with females and whether you're a true Alpha.

OK I'll explain then. Have you ever seen someone carrying around a wallet bulging with stuff? Sometimes you'll even see a rubber band around it it's so full of junk lol This is typical prole (beta) behavior. They carry all of this stuff in case they have to "prove" something. You will never see an Alpha carrying around all of this crap. Alphas carry a slim wallet with perhaps some cash, a credit card and a license at most. Alphas have certain

habits or traits and they're reflected subconsciously in a lot of outward ways. An Alpha would never even think that he'd ever have to prove anything to anyone. The first guy who answered said he just carries some cash in a money clip and that would indicate Alpha behaviour to me. I wasn't really concerned with the amount of cash. People, especially females, subconsciously equate a bulging wallet with a beta flunky and that's not even taking into consideration the bulge you'll have in your chest suit pocket. Betas don't get laid.

I'd encourage readers to read the thread in its entirety. It's some real funny shit, however there is a germ of truth in The Whammers humor. A lot has been written about Beta (and Alpha) 'tells' in the manoverse. In fact, I'd argue that in its infancy formalized pick up artistry was fundamentally about ridding oneself of the Beta 'tells' and emphasizing Alpha 'tells' to maximize guy's chances of getting laid.

However, with the unplugging from the Matrix comes a progressively developing sensitivity to the feminized world around us. We see it all around us, usually in advertising first – maybe the undertone of masculine ridicule in TV commercials, then the subtle association we make when considering that women are the primary consumers in society. The next easy observation is how men are portrayed on television; feckless, ridiculous slobs in need of feminine intuition to solve their problems.

This new sensitivity then becomes more refined. We pick up idioms and subtle attitudes in people's conversations. We pick up on terms and assumptions of premise that previously, in our Blue Pill fog, we would've taken for common sense or matter of fact. We hear the same tropes offered as the solution to the same issues that we thought were so confusing in our plugged-in existence.

I use The Whammer's wallet test as an illustration here to detail this new sensitivity. It's fairly easy to assess the difference between a Beta's Look (or lack thereof) and that of an Alpha. Like most other higher order animals, human beings have an evolved sense, on the subconscious level, that helps us determine the looks, posture and vocal cues of sexual competitors. But looks can be deceiving, and in an age of feminization, the guy who outwardly may be the very specimen of an Alpha in a physical sense, can also be the most debilitated Beta due to his life's conditioning.

Maybe it's from having been unplugged from the Matrix for so long, or maybe it's my constant observation and writing about it, but I am very sensitive to the choice of casual words men use when talking about gender issues. It's been acculturated into feminized men's vernacular to use words, idioms and presumptions that are assumed, on the subconscious level, to be more neutral or inoffensive to women-as-authority or feminine primacy. I can pick out the subliminal self-deprecations men filter into their conversations, often with a nervous laugh, or else they'll drop some blunt truth only to casually (but practiced intentionally) to backpedal by ridicule themselves or men in general for being 'how they are' as if it were some kind of apology.

Everything you need to know about a guy, or really the state of feminine primacy in society, is in the choices of words he uses. It's a fairly easy task to pick through the writings on someone's forum posts to determine where they stand on the Beta-Alpha spectrum. Is he using Disney-esque dialogue about the girl he thinks is special? Is he using Shakespearean prose, words he would never actually speak in casual conversation, to describe his yearning and longing for a soulmate? These are easy 'tells' when you read them on your monitor; all but the most Aspergery of men probably wouldn't use Arthurian vernacular when casually speaking about women.

Better to beg forgiveness than beg for permission.

On my commute to work I often listen to local talk radio. No, not the conservative AM band, rather the variety show FM band type shows. I actually work somewhat closely with a few of the stations and hosts whenever I'm doing a brand promo or a launch party at some local club or event. Of the talk show personalities I know, it's really only in a business sense. Most of them are pretty likable enough guys, but every time I listen to any topic on their show that veers into intergender issues (which is quite often) the Beta just oozes from every pore. Matrix trope after trope, constant repetition of fem-speak colloquialisms, I swear, some of the worst offenders in perpetuating feminine social primacy are talk radio hosts – even the conservative ones. Naturally I bite my tongue in the interests of my business, but these guys are worse than any White Knight, mangina or Beta I've ever encountered in the manosphere; and all are blissfully oblivious to their conditionings.

In all of their ramblings, there is always a default premise of female authority. I'm convinced it takes the better part of a lifetime to inculcate into a man, but on the limbic level the Beta mindset uses the feminine imperative as his starting point for everything. In every issue, and on a subliminal level, the origination of a thought is tempered with how it will be interpreted in a feminine-primary context. This is almost a default state of mind for the Beta mindset: ask permission from the feminine.

I've got another friend who'll always abdicate to his wife's authority by saying "Gotta clear that with the boss" in reference to his wife when we're making some plans to hang out. This tells me everything I need to know about his perception of gender and his history of success with women in general. Woman = authority; before all else, in any decision the thought is colored by the feminine.

Just as in the wallet test, the unplugged develop a sense in placing an Alpha mindset. Although we may hear it occasionally in their choice of words, it's the lack of words that indicate an Alpha. Just as an Alpha doesn't need a wallet full of safety measures, the Alpha doesn't need superfluous words. By virtue of his confidence-through-options the Alpha mind doesn't care about feminine priority. He may occasionally say "uhm,...sorry?", but his first thought isn't to ask permission from the feminine.

When your silence inspires more intimidation, more respect, more gravity than your words, then, you're thinking like an Alpha.

Relational Equity

May 21, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When I started in on the [Hypergamy doesn't care...](#) post I knew it was going to come off as some unavoidably deterministic rant about the evils of hypergamy.

That post was born out of all the efforts I've repeatedly read men relate to me when they say how unbelievable their breakups were. As if all of the investment, emotional, physical, financial, familial, etc. would be rationally appreciated as a buffer against hypergamy. The reason for their shock and disbelief is that their mental state originates in the assumption that women are perfectly rational agents and should take all of their efforts, all of their personal strengths, all of the involvement in their women's lives into account before trading up to a better prospective male. There is a prevailing belief that all of their merits, if sufficient, should be proof against her hypergamous considerations.

For men, this is a logically sound idea. All of that investment adds up to their concept of **relationship equity**. So it's particularly jarring for men to consider that all of that equity becomes effectively worthless to a woman presented with a sufficiently better prospect as per the dictates of her hypergamy.

That isn't to say that women don't take that equity into account when determining whether to trade up or in their choice of men if they're single, but their operative point of origin is ALWAYS hypergamy. Women obviously can control their hypergamic impulses in favor of fidelity, just as men can and do keep their sexual appetites in check, but always know that it isn't relationship equity she's rationally considering in that moment of decision.

This dynamic is exactly the reason the surrogate boyfriend, the perfect nice guy orbiter who's invested so much into identifying with his target, gets so enraged when his dream girl opts for the hot asshole jerk. She's not making a logical decision based upon his invested relational equity. Quite the opposite; she's empirically proving for him that his equity is worthless by rewarding the hot jerk – who had essentially no equity – with her sex and intimacy. He doesn't understand that hypergamy doesn't care about relational equity.

This is a really tough truth for guys to swallow, because knowing how hypergamy works necessarily devalues their concept of relational equity with the woman they're committed to, or considering commitment with. Men's concept of relational equity stems from a mindset that accepts negotiated desire (not genuine desire) as a valid means of relationship security. This is precisely why most couples counseling fails – its operative origin begins from the misconception that genuine desire (hypergamy) can be negotiated indefinitely.

The Rational Female

Aunt Giggles recently posted a fluffy little piece of interpretive Alpha fiction extolling the virtues of Beta men (who of course to her are the *real* Alphas only without teeth, pee sitting down and only say sweet things about girls). It's not a bad list in and of itself despite the fact that her definition of Alpha is George Costanza who morphs into Sterling Grey upon command when the moment strikes. It's a noble effort, but where her list falls flat is in the presumption (her hope) that women will make a conscious, rational decision to opt for a Beta male as a suitable long term provider. What a novel concept!

Irony aside, Giggles still falls prey to two fallacies in her pleas for a better Beta. The first is as discussed above; the hope or the realistic expectation that women's hindbrain hypergamy can be sublimated in favor of a rational cognitive decision making when choosing with whom to spread her legs for, much less settle down with. I understand it's been at least 28 years since she had to make that particular decision, but not much has really changed in that time with regards to the limbic influence hypergamy has over women's decision making processes. The short answer is that she believes that healthy relationships can be rooted in negotiated desire (which is also called 'obligated desire' in the real world).

This then leads into the second fallacy in which she presumes relationship equity – even the potential for that equity – will make the life time commitment to a "he'll-haffta-do" Beta endurable while repressing her innate hypergamy. As I stated above, hypergamy doesn't care about relational equity. If it's a consideration at all in a woman's decision making process, it's only for comparative purposes when assessing risk motivated by hypergamy. Some times that risk association is present in deciding whether to accept a marriage proposal, sometimes it's present when she decides another man's genetic potential rivals that of the provider she's already committed to, but in all instances the originating prompt is still hypergamy.

late post edit As is his way Roissy offers up another timely refutation of Aunt Susan's played out trope '**WARNING: Alpha traits alone are suitable for short-term mating only!**'

The Rational Male

All of that may sound like I'm excusing men from the equation, I'm not. As I detailed in The Threat, when men progressively become more aware of their sexual market value, the better their capacity develops to assess long term investment potential with women. The trouble with this model, in its present form, is that the phase at which men are just becoming aware of their true long term value to women (usually around age 30) is almost exactly the phase (just pre-Wall) in which women hope to press men unaware of their SMV into their long term provisioning schema. As this relates to men, most spend the majority of their teens and 20's pursuing women, following the dicktates of their biological impulses, and to varying degrees of success learn from experience what really seems like women's duplicity or fickleness. So it comes as a breath of fresh air for the average (see Beta) guy to finally encounter what he believes is a woman who's "down to earth" and seems genuinely concerned with hearth and family at age 29. Her past character, her very nature, even her single-momminess can be overlooked and/or forgiven in light of finding such a rare jewel.

There's a new breed of White Knight in the manosphere who love to enthusiastically promote the idea of rigorously vetting women as potential wives. It sounds like virtue. For serial monogamists playing the 'Good Guy' card, it sounds so satisfying to lay claim to having experience and integrity enough to be a good judge or authority of what will or will not do for his 'exacting standards'. This is really a new form of Beta Game; "look out ladies, I've been through the paces so if you're not an approximate virgin and know how to bake a hearty loaf of bread, this guy is moving on..." and on, and on, and on. All any of this really amounts to is a better form of identification Game, because ultimately a profession of being a Good Guy is still an attempt to be what he expects his ideal woman would want – a good judge (of her) character.

Know this right now, ***no man (myself included) in the history of humanity has ever fully or accurately vetted any woman he married.*** And certainly not any guy who married prior to the age of 30 or had fewer than 1 LTR in his past. It's not that high school sweethearts who last a lifetime don't exist, it's that no man can ever accurately determine how the love of his life will change over the course of that lifetime.

Right about now, I can hear the "wow, that's some pretty raw shit there Mr. Tomassi" from the gallery, and I agree, but ask the guy on his second divorce how certain he was that he'd done his due diligence with his second wife based on all his past experience. Bear this truth in mind, you do not buy into a good marriage or LTR, you create one, you build one. Your sweet little Good Girl who grew up in the Amish Dutch Country is just as hypergamous as the club slut you nailed last night. Different girls, different contexts, same hypergamy. You may have enough experience to know a woman who'd make a good foundation, but you ultimately build your own marriage/monogamy based on your own strengths or dissolve it based on inherent flaws – there are no pre-fab marriages.

London Real

May 22, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I didn't really see the point in jumping on the Krauser-love band wagon since The Chateau already has most of the manosphere's eye-attention, but I did want to repost the full interview which is worth every minute of the hour you'll spend watching. I tend to get associated as one of the three 'R's (Roissy, Roosh, Rollo) of the manosphere, but if I had to define the impetus of my writing it would be more about Game Theory than actual PUArtistry. I had more than my share of women in my libertine rock star 20's but in my writing I look under the hood and see how the PUA car works from a sociological, psychological bent.

So it was with a profound sense of pride that I hear Krauser using terminology and addressing concepts I in some part feel responsible for introducing to the manosphere. I've had Krauser in my blogroll since day one, because I've always felt he most closely melds the ideologies and theory of Game with the actual practice of Game. That isn't to take anything away from Roosh or the other godfathers of the 'community', but it was inspiring to finally hear a self-described (former) PUA speak intelligently about his progression from that PUA mindset into something resembling maturity in Game.

I've seen far too many celebrity PUAs crumble under social pressure and fem-centric shame interrogations on mainstream talk shows. All of which cast Game, even the earnest study of the mechanics behind Game, as some cheesy endeavor to hypnotize girls into fucking a man she'd never give the time of day to. [Krauser](#) is the first public PUA/Game-Aware figure that I believe could be taken seriously.

Perceptions

May 23, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I attended a conference about a year ago where one of the presenters was this feminista chick talking about how to make your business appealing to women. Some of the stuff she was saying was really out there in that she painted most businesses as ‘inferior’ because they did not go out of their way to become female friendly. Despite the fact that her strong feminist slant was semi-obnoxious to the audience (primarily men), there were some nuggets of wisdom in there.

One of those was that for women, intuitive perceptions are by-and-large women’s primary basis for making judgments about *everything*, whereas men will use information to make judgments. If the public bathroom in your office is anything less than sanitary & comfortable, a woman will use that as a gauge for the success of your entire business over actual financial data. In that same regard, she’ll use testimonials (social proof) from other women over any proof-based demonstrations of success you have. Obviously these are generalizations, but they underscore the point that there are

fundamental differences in the way the two sexes perceive the world around them.

Bear in mind that the ability for the everyman to *create* the illusion of success has only been around for the last 100 years or so. The advent of protracted consumer debt has created the ability for people to acquire material possessions which allow them to feign success and status. For a 21st century example, look no further than social networking – the ultimate way to craft a perception of status which may not be at all aligned with reality. Yet, facts are trumped by facades in female psychology, and it's nothing to fault women for. It's simply how they're wired.

I think what we can learn from awareness of this reality is that part of our role as men, in the role of leader in relations with women, is to control the facade. Keeping her interest level peaked is a function of her consistently being able to see and bask in your success as a man. It costs money and it costs time to deliberately focus on one's image, especially if you are content with a low-complexity lifestyle, which I think describes most men's inclination were it not for the mating game (i.e. society's expectations, driven by the feminine).

It's a scary thought to consider how easy it is to sway the hearts and minds of most women simply with imagery over substance. It's manipulation of the image which makes even flat broke women work themselves into a rabid frenzy over \$200 purses. Successful politicians and marketers have become masters of working this psychology. If there was any wonder left as to why women are the primary consumers in western culture, look no further than the power that perception plays in women's decision making processes.

The Strata of Perception

In past posts I've emphasized the idea that women may claim to want truthfulness, but they absolutely do not want full disclosure.

Right about now I'm sure there are readers thinking "This is some really stupid shit, what you're saying is I have to manage my 'facade' indefinitely and never let the fantasy perception drop? I can't possibly be expected to 'play a role' all the time! When can I Just Be Myself and be comfortable in knowing she's into me for me?"

The short answer to this is *yes*, you must never let your guard down; her emotionally associative perceptual interpretations will ALWAYS be an influencing factor in assessing your hypergamous worth for her. However, the practical answer is maintaining that perception becomes increasingly easier to do as you build upon prior perceptions, and legitimately owning those perceptions as part of your personality.

Whether you're Game-aware or not, every girl you engage with, whether a plate to spin or a monogamous potential mate, your role, your character, has all been crafted by the gestalt sum of the perceptions she's built around you. Even from before the moment you approached her with romantic interest you've been progressively layered with her emotionally associative perceptions. Perhaps by friends, maybe social proof, or even pre-conditioned expectations (for better or worse) that she cast you into, your personality to her is the sum total of a strata of emotional perception. Later into an LTR (or even a fuck buddy situation) this perception becomes more solidified.

The difficulty most men have with using this perception dynamic to their benefit is based upon their failure to grasp how women cognitively differ from men. It seems patently disingenuous for a man to manipulate a woman's perception of him to his advantage when he's been socially convinced that women are rational agents needing factual information upon which to base their personal decisions, and are aware of their emotional impulsivity and therefor controlling of it. This is the equalist

tripping stone, men's acculturation has taught the average guy that women are cognitive equals to men.

The tragic part of this situation is that men are, passively or actively, always making attempts to influence that feminine emotional perception to better facilitate some kind of harmony between themselves and women. When a married guy tells me his wife has no respect for him the root of that condition lies in an inconsistency of perception on his part.

"Man, everything was so good in the beginning, but then I went Beta on her, got needy, got ONEitis and she left me for the stud at the custom motorcycles chop shop." Again, perceptual incongruencies with priorly established perceptions, and then modified by external novel emotionally associative perceptions.

Mr. Mom

May 25, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Fatherhood 2.0

This article was written in 2007, before the “economic downturn”, before the End of Men. It basically outlines the travails of house husbands and how “fulfilled” they felt they were in just “being there” for their kids.

What I find interesting in this article, and the many more just like it, is the fact that, once again, masculinity is always perceived in the negative. As if there is not a single beneficial quality of masculinity. “Masculinity is bad for you” you’re poisoned by your testosterone. Never is it mentioned that traditional, positive masculinity emphasizes rationality, perseverance, duty, and yes, risk taking behaviors that are necessary elements in daring to be something, or someone more than what your limited expectation might have you believe if all you had taught to you was feminine empathy, security-seeking and self-preservation instincts.

Imagine a world where men are taught not to rush into a burning building to save innocent lives because it’s just too dangerous. A feminine aspect is necessary for empathy, caring and nurturing to

be complete, but you cut a person in half when you fail to teach them risk taking, perseverance, rationality, a desire to dominate and win, a positive competitive drive, and yes, a calculated ability to reserve and control one's emotional reactions – all of these traits serve to make a more complete human being be they male or female.

99% of men in a house-husband capacity are there by economic or personal necessity, not by design. Notice that in every instance the guy is cast in his role due to his wife making more money than he – that was the reality of his situation. Of the guy's interviewed in this article, you'd be hard pressed to find one who's life's ambition was to be a stay-at-home Dad. Most are so because of personal decisions they made and didn't pan out. Is it any wonder that unemployed or underemployed men would need to find some rationale to give them a sense of pride? They make their necessity a virtue and then pass their failings along to another generation.

How many of these couples would've decided to have the father stay home if they both made the same money? How many opt to keep their children in daycare while both work due to economic realities? How many of these men will remain in their role once their children reach a self-sufficient adolescence? How many of these house husbands would still opt for this role (or reverse the role with their spouse) if offered a job that paid half again what their wives were making? You can fluff up the touchy-feely emotionality of it all, but at the end of the day it's the bottom line that makes the decision, not some self-righteous sense of masculine or feminine purpose.

Paul Haley, 38, a father of two, says women look at him when he walks down the street with his kids. "I think it's admiration," he says.

Well I'd guess he'd better hope it is, otherwise it's just him standing out like an anomaly. Something tells me that a 38 y.o., married with 2 kids house husband would necessarily HAVE to interpret it as admiration, even though I'd doubt he has the social skills to recognize admiration from pity considering he's been socially cut off dealing with diapers, runny noses, cartoons and early childhood development. Once again, necessity is a rationalized virtue.

I think there's a derivative of Beta Game that men fulfilling a matronly role for their kids like to convince themselves of. They fashion for their egos the idea that since they are more directly involved in their kids upbringing, they share this commonality with women that other men don't or won't. It's a more pronounced form of Identification (beta) Game; "The ladies love me (but can't have me) because I'm already the husbandly ideal they crave – a man who changes diapers, washes dishes, and gets the kids off to school." As with most identification schemas, Mr. Mom thinks he sets himself apart from "other guys" by being better able to relate with experiences unique to women. By becoming a woman he believes he's more desirable.

"Masculinity has traditionally been associated with work and work-related success, with competition, power, prestige, dominance over women, restrictive emotionality."

Oddly enough, this is exactly the world into which women choose to put themselves. By this article's definition, they are assuming the masculine role, but notice that for women, emulating masculinity is a positive. If we're going to go to the absolute and say "masculinity = bad" then *professional mothers* are the worst offenders of masculinity, because it is also their role to be the examples of feminine virtue and nurturing. At the very least, by this logic, we're expecting women to play both the masculine and feminine equally well. However in this model, we have a woman give birth and then pass off her responsibility of engendering her children with this exclusively positive femininity

on her mate (which admittedly he's unprepared for) while she goes off to engage in the masculine. My daughter is not at want for anything either positively masculine or positively feminine. When she was younger I combed my daughters hair for her, not because I was "exploring my feminine side", but because her hair needed combing so she was presentable and we could get out the door and be on time to whatever it was we were doing. I also personally taught my girl to ride a bicycle, even after she'd gone and fell off it numerous times and was scared crazy about it. But she got back on that damn bike, tears and all, and learned how to risk injury for a greater reward. I taught her to swim as well using the same principle. Mrs. Tomassi has a primal fear of deep water and about pees herself when I take my daughter into the waves (and they're pretty small in Florida) at the beach. But once my girl got over that fear, she learned how fun it is to play in the surf. Both of us do homework with her and teach her along with her schooling, is this a masculine or feminine trait? On occasion, I'll make her re-do an assignment, even though correct, if she's done a sloppy job of it. She predictably complains and kvetchs all over, but the "big, mean, evil masculine" Father sticks to this so as to instill a sense of pride in ones work. I'm sure the authors of this article would call me a callous tyrant for being masculine and insensitive, but often enough it takes a masculine man to kick a kids ass because sometimes 'good enough' isn't – not because masculinity is bad, but because I love her and it's necessary.

Respect

May 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I can remember a period in my 20s when I heard countless times “Rollo, you need to / you don’t respect women” from both women and (who I thought at the time were) men as if by saying this to me I would stop wanting to hook up with the strippers, groupies and club girls I was getting with then. In hindsight it’s interesting to see how my dalliances with less than ‘pristine’ women elicited such a shaming tactic. The 2012 Rollo knows the ‘respect’ ploy for what it is now; a social convention which attempts to disqualify a guy’s personal/sexual experiences as being less than ‘quality’ in comparison to the personally identified ‘quality’ they hope to embody.

It’s comedy of course to conflate genuine respect with a person’s character – that may sound odd at first, but I personally know (and you probably do too) some truly despicable people who I nonetheless have a respect for, if not an admiration of. Respecting one’s enemy is a hallmark of a learned Man.

R-E-S-P-E-C-T

From the late 80’s into the mid-90’s I didn’t give much thought to it, but I do remember thinking how odd it was that women were entitled to my respect by default. I never heard anyone, male or female, ever tell a woman that they “needed to respect men”. There was never an onus on women to respect

men by default.

Now, of course I think we'd agree that men must earn respect from each other and from women. However, from a very young age boys, at least by and large, are taught never to hit a girl, watch your language, carry her books, respect HER, but there is no opposite dynamic for women. This is another socialized manifestation of hypergamy: the man must always perform for her, always qualify to her. For her, everything is fair game; kick him in the nuts if he cross the line. Obviously I'm referencing things from a traditional standpoint, but now extrapolate this into modern culture where single mothers and emasculated men cover the cultural landscape. Even in traditional Latin cultures where women tend to prefer masculine men, it's not formally taught to them to respect men. Their respect is reserved for the men who qualify for it.

Masculine Respect

So this is my point, women don't respect men, or rather, they don't respect the masculine – and most certainly don't have a default respect for it. They're taught to be adversarial, not cooperative. Women are taught to relinquish respect, and then only begrudgingly when a man has proven his quality beyond the reach of most men. Masculinity is popularly ridiculed in western culture as it is, but to respect a man is to compete with him, to out-masculine him. Cooperation or even recognizing that the genders could be complimentary is viewed at best as antiquated, at worst, sublimation to the male imperative.

I should also add that I don't think this dynamic is limited to the Daddy-Issues strippers or coed sluts. I've personally known very well standing, church going puritanical women, who'd cringe to be called a feminist, parroting back the very ideologies, practicing the behaviors and subscribing to the mindset (albeit in different context) of disrespecting the masculine. They were just as loud and just as obnoxious about it as any girl in Panama Beach, Florida on spring break.

Over There

Part of my job is to travel. I'm in Europe (Netherlands, Germany, Belgium and France) generally twice a year. I can say I've noticed pronounced differences in demeanor among women there in contrast to American women. I live in the U.S. so I'm not going to pretend I know everything about women in different countries. Neither have I banged any woman in a foreign country, but I am a keen observer of behavior. I'm not sure it's necessarily an ethnic issue per se, but certainly a cultural one. I've been to Aruba, Guatemala and Panama, and from a Latin perspective I don't see these women as any more reserved than American women, however they have a definite masculine expectation for their Men. A Man has to live up to being a Man in Panamanian culture, that's a baseline expectation, but respect is something different.

I think that the double standard guys will run into in pointing out "how American women are" with regard to respect is that they'll be accused of not being Man enough to ~~handle~~ respect them. You'll get the standard "powerful women are a threat to men's egos" line implying that women in other countries are 'less powerful' due to weak men preferring them. So the Catch 22 becomes a guy being dominant enough to master her as being the abuser, and the one pointing out her flaws being the whiney bitch who needs to man-up. Then we come full circle and see default respect for what it is – an element of the male Catch 22. To be considered a Man he must respect women (boys don't respect women), but to be a Man he mustn't be afraid to disrespect women.

And as with all no-win social conventions, it's always best to err on the side of appearing too dominant than to accommodating.

The Abdication Imperative

May 30, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rationalmale regular and all-around red pill evangelist MikeC had an interesting Matrix experience recently. This comment was drawn from yesterday's Respect post:

*"This is another socialized manifestation of hypergamy: the man must always perform for her, ***always qualify to her.***"*

Yup....I actually got engaged over the weekend, and when we got back in town we visited her parents. Me and her on one couch, her parents on the other, and I have a friendly relationship with them (her Mom loves me).

Anyways, we were talking some plans and stuff, and her Dad chimed in about getting used to just saying "Yes, dear"...."Yes, honey", etc. First thing that popped into my head was the femcentric thinking involved. I didn't think it was the time or place to call that out for the crap that it is...but I didn't need to as both myself and my fiancée chimed in at the same time that our relationship isn't one where she calls the shots and I just go along with it.

It truly is mind-boggling. It almost seems like at some point, a mass brainwashing took place that instilled in men that to "RESPECT" women you simply had to go along with

whatever they wanted to say or do in that moment.

[Congrats Mike, and I mean that sincerely since I know you have your roots planted firmly in positive masculinity and Game-awareness. RT]

I was listening to a local talk radio show on my commute home last Friday and a caller tells the hosts that he's getting married for the first time over the Memorial Day weekend. After all the ubiquitous congratulation, he petitions for advice from the show's hosts as well as any listeners who call or text or IM into the show.

I can't say as I was surprised, but predictably, every guy who dropped some words of wisdom couched it in exactly this "just say 'Yes Dear' to anything she asks, she's always right" mass groupthink. "Happy wife equals happy life" was literally what at least 5 of these guys called in or texted to say. Everything after this was autonomously, automatically implying that a husband's primary duty in a marriage was to 'keep her happy'. "Make sure you get to all the things on her Honey – Do list and you'll be alright" was another caller's advice intoned in a voice that sounded as if he were telling a new arrival at Auschwitz of how best to survive in the camp.

Last week I wrote about how the Unplugged become progressively more sensitive to the group-speak of the Matrix, and MikeC's experience is a textbook example of this. However, it's one thing to identify the code in the Matrix, but it's quite another to see the latent purposes behind the memes, the clichés and the idioms that the PluggedIn take for common sense.

Hypergamy and Cognitive Function

As MikeC astutely highlighted from *Respect*, Men's preoccupation with performance is a direct psychologically, sociologically evolved response to qualifying for women's hypergamy. Perhaps the most important reason women's primary drive revolves around security-seeking is due to hypergamy, by definition, being an inherently insecure proposition. In fact so insecure is feminine hypergamy in principle that it was necessary for women to evolve psychological fail-safe schemas on the subconscious level (i.e. involuntary shit tests).

In general, when a psychological dynamic is pressed into the limbic, involuntary, subconscious level of our psyche's, it's primarily due to that dynamic requiring too much mental attention for our conscious minds to process effectively *and* maintain a cognitive awareness of other dynamics, stimulus, etc. in our environment that require our more immediate attention. Mother Nature has evolved humans with a wonderful ability to multi-task our awarenesses, but there are limits to how much information a person can process efficiently before that psyche becomes overwhelmed. Taken to the extreme this processing overload has potentially life threatening and species survival implications. Thus these processes that would overwhelm our conscious cognitive abilities are relegated to our peripheral awareness and/or pressed down to a subconscious / preconscious level.

This then is the mental realm of feminine hypergamy. When Roissy writes about women's hindbrains or imagination/rationalization hamsters, this is the conceptual, psychological region from whence they issue. It's easier to think of hypergamy – and its manifestations such as shit tests – in terms of breathing. We can control our breathing when we think of it, but when our mental attention is required elsewhere our autonomous nervous system takes over and we breathe on autopilot until such time as we become aware of that breathing. Whether we are under stress or running a marathon, that autonomous system kicks in to allow us to focus on more important stimuli. So too is it with hypergamy – women are aware of it, and may address it consciously, but more often hypergamy is

pushed into women's peripheral consciousness to allow them to focus on other stimuli.

The Abdication Imperative

Hypergamy is rooted in doubt. Hypergamy is an inherently insecure system that constantly tests, assesses, retests and reassesses for optimal reproductive options, long-term provisioning, parental investment, and offspring and personal protection viability in a potential mate. Even under the most secure of prospects hypergamy still doubts. The evolutionary function of this incessant doubt would be a selected-for survival instinct, but the process of hypergamy's assessment requires too much mental effort to be entirely relegated to women's subconscious. Social imperatives had to be instituted not only to better facilitate the hypergamous process, but also to reassure the feminine that men were already socially pre-programmed to align with that process.

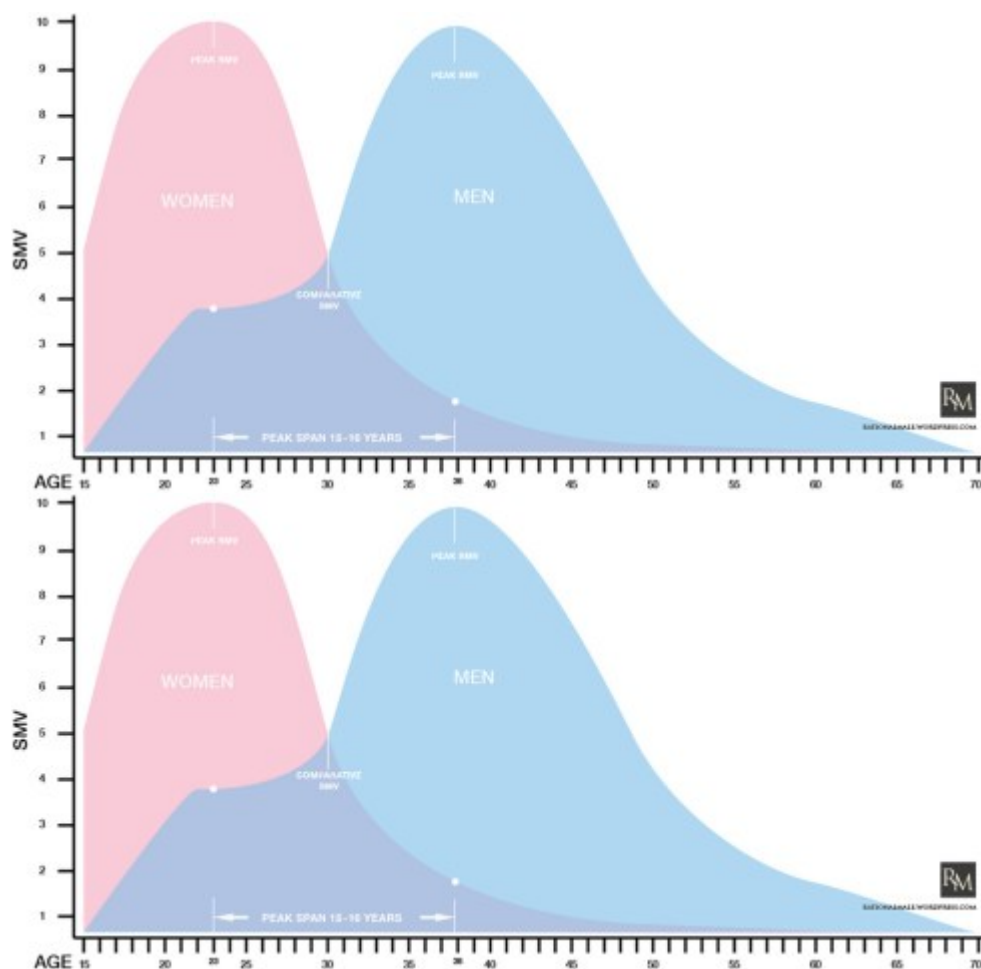
In an era when women's sexual selection has been given exclusive control to the feminine, in an age when hypergamy has been loosed upon the world *en force*, social conventions had to be established to better silence the doubt that hypergamy makes women even more acutely aware of. And nowhere is this doubt more pronounced than in the confines of a monogamous commitment intended to last a lifetime. Thus we have the preconception "Happy Wife equals Happy Life" pre-programmed into both gender's collective social consciousness. It's as if to say "It's OK Hypergamy, everything's gonna be alright because we all believe that women should be the default authority in any relationship."

When you disassemble any operative feminine social convention, on its most base, instinctive level the convention's latent purpose is to facilitate and pacify hypergamy.

As I covered in Hypergamy doesn't care,... it isn't enough to profess love, promise support, exemplify dedication, etc., no, in a social context hypergamy demands a total pre-abdication of authority. Hypergamy wants social assurances before it makes a decision it has to live with. And even under the condition of total contrition hypergamy will not be pacified, but feminization, since the sexual revolution, has defined society in hypergamic terms, and that imperative will insist that the general populace internalize that "Happy Wife equals Happy Life."

Final Exam â◻◻ Navigating the SMP

June 4, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You know, there's really no substitute for graphs, and charts, and data plot maps. Human beings, being essentially a visually oriented species, see a graphic heads-up display, a God's eye view as it were, as essential to seeing the forest for the trees. You may not like being on a budget at home, but show a guy a graph of where all his money goes in a month and he'll feel better about not pissing it away for a peck on the cheek over the course of a couple weekends.

So it was with this in mind that I took it upon myself to plot out a chronology of the little known and far too under-appreciated sexual marketplace (SMP) we presently find ourselves experiencing (at least since the sexual revolution). Bloggers in the manosphere (as well as other self-impressed pseudo-feminist gender pundits) often use the SMP in a context which presumes that readers are already familiar with their mental model of it, and understand the dynamics of the modern SMP. Personally I think this presumption is fraught with individual bias, both intended and unintended. And make no mistake, I'm about to define the SMP and sexual market values (SMV) from my own perception, but I fully recognize the want for defining these dynamics in a clear, understandable format, so I'll beg forgiveness for this indulgence.

Can I Graduate?

As some of you know it's about graduation time for many high school seniors, and with that comes a lot of pontification from 'adults' who want to impart some grand words of wisdom to the next generation as they launch headlong into a future of student debt and/or dismal employment prospects.

This is a special time for parents and childless adults alike to reflect upon their own lives and ask themselves “what would I tell my younger self to do differently?” and hope against hope that the 18 year old they feel compelled to cast in the role of their younger selves will tear themselves away from texting their friends about who’s going to get whom to buy their prom night liquor long enough for it to sink in. So you’ll have to forgive me for playing the professor here for a moment while I make the same vain attempt.

Not long ago I had a commenter tell me,..

“Rollo, I just wanted to say that your stuff has been truly groundbreaking for me. This material should be a graduation requirement for all high school seniors.”

Well, far be it from Dr. Rollo J. Tomassi, *Professor Emeritus*, to be so remiss in his sacred charge of educating the next generation about the perils of the sexual marketplace they would otherwise so blindly stagger into. Challenge accepted. So please gather round the podium, turn off all your cellular devices (prom night liquor’s easy to come by), take a sheet of notebook paper from your Pee Chee folder and prepare to take notes on,..

Navigating the SMP

Now class, if you’ll direct your attention to the display above ([click on it for the larger version](#)) I’ll explain the parameters of this graph. In the vertical column we have Sexual Market Value (SMV) based on the ubiquitous ten scale. Professor Roissy *emeritus* at The Chateau did us all the good service of elaborating upon individuated sexual market valuations for both men and women long ago, however for our purposes today it is important to note that these valuations are meant to encompass an overall sexual value based on both long and short term breeding prospects, relational desirability, male provisioning capacity, female fertility, sexual desirability and availability, etc. et. al.. Your mileage may vary, but suffice it to say the ten scale is meant to reflect an overall value as individuated for one sex by the *other*. Outliers will always be an element of any study, but the intent is to represent general averages here.

On the horizontal metric we have a timeline based on the age of the respective sex. I’ve broken this down into stages of five year increments, but with notable ages represented for significant life-to-valuation phase for each sex to be detailed later in our lecture. As an aside here you may notice I began the SMV age range at 15. This is intentional as it is the baseline starting point for the average girl’s midrange desirability value as evaluated by the average high school boy of the same age. Also of note will be the age range between 23 and 36 which represents the peak span years between the sexes, also to be detailed later.

Lastly, I’ve color delineated each gender’s respective SMV range bell curve and indicated their crossover phases accordingly.

Women’s SMV

In various contexts, women’s SMV is without doubt the most discussed topic in the manosphere. Try as we may, convincing a woman that her sexual peak lay actually between 18 and 25 is always an effort in debating denial. For all the self-convincing attempts to redefine sexual valuation to the contrary, SMV for women is ultimately decided by Men. Thus this bell curve is intended to represent the sexual value of women based on men’s metrics, not as women (by way of ceaseless social engineering) would *like* to define desirability. Please see the Myth of Sexual Peak and Sexy for cross references.

As we continue along you can see that the peak years for women's SMV tops out at around 23 years. Fertility, desirability, sexual availability and really overall potential for male arousal and attention reach an apex between 22 to 24 year of age. Remember this approximation isn't an estimate of personal worth or character, or any metric beyond a baseline of desirability invoked in men. Ladies, on average, this is your best year. I don't think I'm relating anything the cold truth of your hindbrain hasn't woke you up at night over.

At no other phase in your life will you enjoy more affirmation or legitimate male attention more zealously applied for your sexual approval than this brief stretch. Once past the apex, every effort you spend on generating male arousal cues will be in trying to recapture the experiences of this phase. Every post-apex, pre-Wall (24 to 30) calorie you burn will be motivated by the memories of your SMV peak.

By the age of 27 women's SMV decline has begun in earnest. That isn't to say that women can't remain stunningly attractive and vivacious in their post-peak years, but comparative to the next crop of 22-23 year olds, the decline progressively becomes more evident. Competition for hypergamously suitable mates becomes more intense with each passing year. The age's between 27 and 30 are subliminally the most stressful for women as the realization sinks in that they must trade their 'party years' short term mating protocol for a long term provisioning strategy.

It's at this point that rationalizations of 'living a new life' or 'getting right with herself' begin to formulate; not as a result of guilt per se, but rather as a function of relieving the anxieties associated with the new reality that she will eventually no longer be able to compete effectively in the SMP. The writing's on the Wall; either she must establish her own security and provisioning, or settle for as acceptable a provider as her present looks will permit to secure his long term provisioning.

Men

It may seem dismally pessimistic to begin boys SMV at so low a starting point at 15, but recall that we're looking at overall averages. A 15 year old girl will look at an 18-20 year old man's sexual approval as more valuable than that of her same age peers. It's not that notable boys' attentions are worthless, but they are far more mundane to a mid teens girl, thus the evaluation starts much lower.

As men age you can see that their SMV tends to level off during their 20's with a gradual rise up to age 30. This represents men's slow build SMV as they become more valuable by metrics of physical prowess, social gravity, status, maturity, affluence, influence, and hopefully dominance. It's a slow process and unfortunately, of a man's significant maturing to his SMV, most of it occurs while women are reaching their own SMV peak. At age 23, while a girl is enjoying her prime SMP value, a man is just beginning to make his own gradual ascent.

By age 36 the average man has reached his own relative SMV apex. It's at this phase that his sexual / social / professional appeal has reached maturity. Assuming he's maximized as much of his potential as possible, it's at this stage that women's hypergamous directives will find him the most acceptable for her long-term investment. He's young enough to retain his physique in better part, but old enough to have attained social and professional maturity.

Comparative SMV and the Peak Span Years

One important note here is to compare men and women's SMV decline. Women's SMV being primarily based on the physical, has a much more precipitous decline than that of men's. who's decline is graduated upon a declining capacity to maintain his status as well as his health / looks. Since a man's SMV is rooted in his personal accomplishments, his SMV degradation has much more

potential for preservation. Women's SMV burns hot and short, but men's burns slow and long.

Now class, please address your attention to the critical 15-16 year span between a woman's peak SMV and that of men's. It should come as no surprise that this span is generally the most socially tumultuous between the sexes. The majority of first marriages take place here, single-motherhood takes place here, advanced degrees, career establishments, hitting the Wall, and many other significant life events occur in this life stage. So it is with a profound sense of importance that we understand the SMV context, and the SMP's influence as prescribed to each sexes experience during this period.

At age 30 men are just beginning to manifest some proto-awareness of their sexual value, while simultaneously women are becoming painfully aware of their marked inability to compete with their sexual competitors indefinitely. This is the point of comparative SMV: when both sexes are situationally at about the same level of valuation (5). The conflict in this is that men are just beginning to realize their potential while women must struggle with the declination of their own.

This is the primary phase during which women must cash in their biological chips in the hope that the best men they can invest their hypergamy with will not be so aware of their innate SMV potential that they would choose a younger woman (22-24) during her peak phase over her. I wrote about this in

The Threat:

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

The confluence between both sexes' comparative SMV is perhaps the most critical stage of life for feminine hypergamy. She must be able to keep him ignorant of his SMV potential long enough to optimize her hypergamy. In men's case, his imperative is to awaken to his SMV (or his potential of it) before he has made life-altering decisions based on a lack understanding his potential.

Every man who I've ever known to tell me how he wished he'd known of the manosphere or read my writing before getting married or 'accidentally' knocking up his BPD girlfriend has his regret rooted in not making this SMV awareness connection. They tended to value women more greatly than their own potential for a later realized SMV peak – or they never realized that peak due to not making this awareness connection.

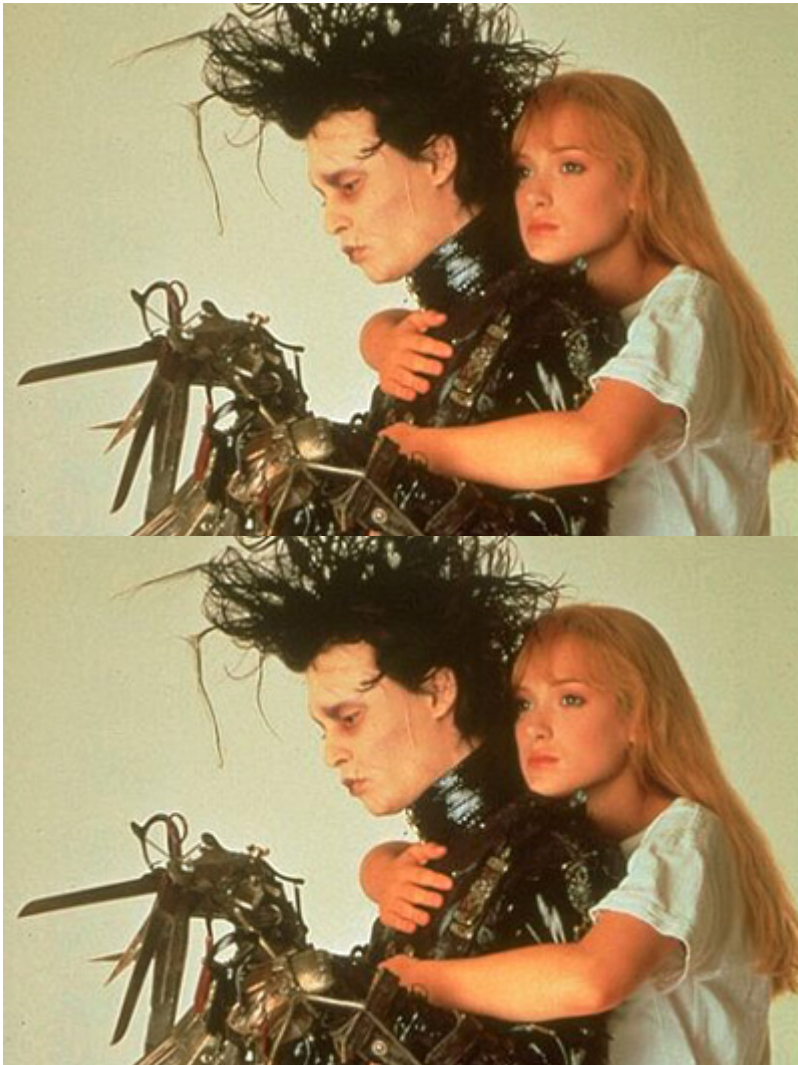
Well, I'm afraid that's all I have space for today class. I hope this brief intensive has given you some food for thought as you enter a feminized world legally and socially dedicated to the benefit of optimizing hypergamy. Just remember, as you see your illustrious manosphere instructors gazing proudly from the gallery in our professorial caps and gowns, an ounce of prevention is worth a pound of cure.

Class dismissed.

[Update] Star student White Raven at Elephants and Trees has posted his most excellent term paper regarding the SMP. A+, highly recommended.

Tickle Me Emo

June 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A Rational reader asks:

I realized some (not many, but some hot) chicks tend to fall for the sensitive sissy – the one labelled as “Wimpster” or “Emo” (I guess you know what I mean).

I think, these “men” are as pathetic as it gets. How do they manage to get hot chicks? I really saw some couples HB+Emo-Kid during the last months.

What do they have in order to attract hot women?

What sort of secret “quality” is it, that makes (some of) these poor, pathetic losers so successful?

Any idea?

You’re pigeon-holing the ‘Emo’ thing as a specific type, when it’s really just a manifestation of an archetype. Emo Game is really a variation of the Dandy. Playing the Dandy has been a time-tested seduction schema for centuries. In the late 70s and into the 80s you could make comparisons to David Bowie or even Jim Morrison (before they were famous) or the Glam Rock phase. You can even compare them to the pensive, Kurt Cobain style Grunge Rock ‘artists’. Emo guys are just the next check on the bill, and in fact I’d say their time is just about up as the herbilicious Indie-Rocker has

pushed them to the side these days. Splitting hairs, I know.

But to answer your question, just break it down into understandable dynamics. Why does this type of guy attract women?

Exceptional Emos

First of all, only exceptional guys of this archetype really attract women with any regularity. The sissy-boy, sensitive, Emo guy is only going to get so far if he is exceptional in some way and even then, only with women who have the capacity to appreciate his characteristics. While most arousal cues are universal, women tend to base their learned attraction ‘preferences’ on what they think, at least subconsciously, is within the realm of attainability proportional to their capacity to attract that ‘type’ of guy with some degree of predictable success.

However, the notable Emo (dandy) guy must be exceptional in some respect to pull off his schema. By exceptional I mean they must possess some real demonstrable talents in order to play the stoically tragic, socially misunderstood, artist character. You don’t have to be an artist to play the Emo card, but this is the natural association women apply to the archetype. Remember, women are like casting agents for their own fantasies; the fat kid with nothing to back up his ‘emotional nature’ (such as demonstrable artistic merit) is simply an even bigger, whining, ‘Baby Huey’ dressed in drag, mascara and painted nails, and has little success in pulling off the sensitive thing when no one is paying attention to him in the first place.

For the guys that can back up the character (such as Mystery); I can see why this would confuse the average guy wondering WTF is going on. These guys can pull tail and it seems to contradict (again) what women say they’re “looking for” in a guy. Remember that it is a woman’s behavior that is the benchmark of her intent, not her words. So why then do they opt for guys like this?

Emology

First of all, guys with this schema tend to place themselves and their passion (or at least the perception of it) above anything else – and this includes women. This is fundamental to the personality type as well as the legitimacy of the fantasy that women want to cast him in. Their passions are literally the ‘other woman’ to the women that are attracted to them. This establishes him in a position of power in that he presents the appearance of being so consumed with himself and his art that he becomes a challenge to her and this is what locks her into his intrigue. He sets the frame for her and she has no other choice but to follow. In so doing this, he places her in a position of him needing her less than she does and she therefore chases and qualifies herself to him.

Secondly, guys of this type have a demonstrated value of creative intelligence with at least the potential for long term successes. From the Evo-Psych perspective, behavioral cues of creative intelligence is sexy for women – it represents a capacity for innovation and survival skills – this is why the starving artist gets laid, often with more variety than does the typical ‘good provider’ male. In respect to women’s pluralistic breeding strategies, Emo Guy makes for a wonderful short-term breeding prospect (good genes), but usually a lousy choice for a long-term provisioning or parental investment prospect. This is the same reason why women will fuck the pool boy, but marry the lawyer. Many an Alpha Widow pines away her late adulthood for the artist boyfriend she left behind for the stable provider.

Lastly, it seems ‘right’ for certain women to want to nurture this ‘artist’ because it plays into the whole romantic, **chick crack** predestination idealism that so many women want to believe can happen for them. They’re making the world a better place by sponsoring one more male to explore

his sensitivity and helping him to fully realize his feminine potential by mothering him and letting him fuck her in appreciation.

At this point I should add a caveat here in that my intent isn't to vilify the nature of truly artistic men (I count myself among them, and I have played the dandy in my youth to great success). Rather my purpose is to explain the appeal this type of guy has for women. The average salt-of-the-earth guy will (most times accurately) associate a man 'not playing by the masculine script' as wishy-washy, effete and indecisive (i.e. effeminate), but the more exceptional characters of this type, the legitimate ones, are some of the most determined and persistent Men you will ever know. Jim Morrison was a tortured, addicted poet, but he was Alpha as fuck.

My advice is to watch by patiently and stick to your masculine guns in this respect. The women that would pass you up for this type of guy are few, very particular, and rarely worth the effort in encouraging them see this dynamic at work in themselves. Hold out for the much more plentiful women that do respond to pronounced masculinity. It's really only a matter of time until this type of woman tires of the 'sensitive guy' after coming to terms with the inherent emasculation and the associated irresponsibility of this kind of male. Very few men can play the dandy indefinitely.

[Now I'll go sit on pins and needles to await Emma the Emo's inevitable response.]

Case Study â◻◻ Creative Intelligence

June 11, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Below I have posted descriptions of 4 men from a case study I was involved with as part of a graduate study for personality psychology. Before you ask, no, this wasn't an original study, however it was a measures experiment we performed to see how the results matched with our own university. These descriptions are excerpts from that case study comparing female mate selection. They were presented individually to 101 university women between the ages of 18 and 36. All were single/unmarried and none were aware of the intent of the experiment. I'll present more details of the experiment after you have chance to respond so as not to spoil your genuine responses. Here are the descriptions:

M is an art student. M has always had a passion for painting and plans to pursue a career in art. He creates paintings of people and complex landscapes. His paintings are so lifelike that they are often mistaken for photographs. The consensus amongst his art professors is that he is, by far, the most talented student they have seen. One professor, an expert on lifelike paintings, says he believes M is one of the most talented artists ever to produce these paintings. To make extra money to support his schooling, M has sold a few of his best paintings. They have sold for between 100 and 200 dollars. One professor lamented that M's paintings are worth far more, but like so many other artists, he will

probably never make very much money selling them.

L is an art student. He paints abstract paintings. **L** came into art by chance. He took an art class as an elective because it fit well in his schedule. For his midterm project, he produced an abstract painting after an hour of “fooling around” with the paint and canvas. The majority of the painting actually consisted of paint he accidentally spilled onto the canvas. A very wealthy man who was looking for art for his home discovered **L**’s painting in the student art studio. He paid **L** \$5,000 dollars for the painting. Some of the man’s other wealthy friends liked **L**’s painting and commissioned a total of \$100,000 in paintings from him. **L** and his art professors were shocked at the success of **L**’s paintings, because, in the words of one professor, “he has no real talent, just some good luck.” **L** continues to capitalize on his success by selling his abstract art.

L and **M** are considered highly desirable by other women on campus and very attractive. Friends of **L** and **M** say that they are dependable, kind, and generous friends.

J is an entrepreneur who had great success in his first business venture. He started a small software business in a friend’s garage. His product was a new kind of software for improving factory designs to radically increase the profitability of manufacturing. Within his first year, **J** secured contracts with Ford, General Electric, and Boeing. In the next three years, **J** sold his software to most of the top manufacturing companies in the United States and several of the top companies in Asia. After 5 years in business, **J**’s company was valued at 120 million dollars and had 250 employees. The Wall Street Journal credited the success of **J**’s company to the “brilliance and novelty” of **J**’s product and to **J**’s “sheer genius as a businessman.” However, **J**’s company fell victim to misfortune the next year. After **J** rejected a take-over bid from Microsoft, Microsoft filed a lawsuit claiming that **J**’s software infringed on some of their patents. Although most experts agreed that the suit had no merit, the cost of defending himself against the lawsuit created huge cash flow problems for **J**, which drove the company into bankruptcy. Although **J** has very little money left, he has recently begun a new business venture to sell another of the software products he has invented.

R recently inherited 20 million dollars from the couple who had adopted him when he was a year old. They died in a car crash, having made their fortune in commercial real estate. Before they died, **R** worked as a sales person at a computer company. Although **R** worked at the company for several years, he had not advanced past his starting salary or rank within the company. He went to a community college, but after graduation he didn’t feel sure what to do with his life. A friend who was working at the computer company suggested that **R** join him and work there. In **R**’s words, “I guess I’m just not very good at this job. At least now I won’t have to worry about money any more.” **R** and his adoptive parents were very close, and he was deeply saddened by their deaths.

J and **R** are both attractive and in their mid-twenties. They were recently nominated as two of the most eligible bachelors in Los Angeles.

Bear in mind, these guys are theoretical archetypes, how they relate to women is irrelevant. How the subject women perceived them is what’s being assessed. Of these 4 men, which do you suppose was rated the highest in desirability with which to have a short-term sexual affair with by these women? And which man was rated the highest in desirability to enter into a long-term relationship with?

This study was done to determine comparative priorities in women with regards to male ‘**creative intelligence**’ vs. ‘**provisioning ability**’ in female mate selection. I would’ve titled this thread as such, but I wanted to get some unbiased and impulse responses from readers here to see what the

perceptions of these archetypes were from men and the reactions guys expected from women to these archetypes.

You'll notice that care was taken in these archetype descriptions to balance out the physical attractiveness of each man (i.e. both artists were considered equally attractive by peers and both businessmen were 'eligible' bachelors). What was at issue wasn't their extrinsic characteristics – comparative physiques or obvious Alpha presence – but what women chose in regards to these men's intrinsic characteristics. The theory being that Creative Intelligence is of a higher mating value in the short term while a better Provisioning ability is more desirable in the long term. Bear in mind that hypergamy influences the decision making process for both of these sexual strategies. Also added was the caveat that legitimacy of provisioning ability, and the potential for future provisioning in it's absence (i.e. the down on their luck men), played a factor in this mate selection.

Creative Intelligence

So what exactly is "Creative Intelligence"? Although there is no firm consensus on how to define it, we often know it when we see it. We also know a bit about it from a century of creativity research. Within humans, creative intelligence is closely associated with the highly heritable general intelligence, and creative intelligence seems to rely on the generation, selective elaboration, and skillful implementation of ideas and strategies. In other words, creativity represents a strong capacity for successful improvisation, thus it became a desirable, selected-for species survival trait.

The problem is that creativity sounds desirable, as does intelligence, so "creative intelligence" can become a vague term that seems useful for solving any behavioral problem, whether technological, ecological, social, sexual, or cultural. Many plausible adaptive functions explain the origins of human creative intelligence. These include: tool-making and tool-using, hunting, foraging, and food preparation methods, social strategizing within and between groups and sexual courtship dynamics (i.e. hunter-gatherer proto-Game).

Sorry for the psych lesson, but we had to be specific.

Trade Offs

As I elaborated in Schedules of Mating, most women face trade-offs in mating. In selecting a long-term mate, it makes hypergamic sense for women to put greater weight on traits that advertise ability and willingness to invest in protection, provisioning, and care of the woman and her offspring. This will favor the evolution of 'good dad' indicators – reliable cues of paternal investment ability and willingness to participate in those responsibilities. In our past, women of very high mate value (HB 8 and above) had the luxury of attracting a long-term mate who has both good dad potential and good genes. Fast forward through the ages and women have progressively had to settle for a committed partner who is not ideal either paternally or genetically. Then add to this the increasing complexity of men adapting to mimic these cues in order to facilitate their own breeding strategy. Consequently women are, by order of degree, incentivized to secure better genes *or* better paternal care from short-term or extra-pair partners, while simultaneously seeking long term provider males. Either would help at any time.

In this study, the idea was that, issues of relative attraction and arousal being satisfied, women will prefer a male possessing a higher capacity for Creative Intelligence in short-term sexual encounters to ensure the best possible future options for her offspring, while choosing a mate with better Provisioning ability for long term parental investment.

Art and business were chosen as two contrasting domains of work. Each requires distinct styles of

creative intelligence, but both demand combinations of practical and theoretical skills, individual effort and social interaction. Hence, merit-based success in either domain may function as a mental fitness indicator. In each domain (art or business), one vignette described a man who showed high creative intelligence in his work, but who was poor due to bad luck and adverse circumstances. The other vignette in each set described a man who was average on creative intelligence, but who was wealthy due to good luck and beneficial circumstances. All vignettes made clear that each man's creativity level was largely endogenous, reflecting natural (and presumably heritable) talent, but that his wealth level was largely accidental, gained through no merit or fault of his own.

Results

Each woman completed two forced-choice questions: (1) "Based on these descriptions, who do you think you might find more desirable for a short-term sexual affair?"; (2) "Based on these descriptions, who do you think you might find more desirable for a long-term committed relationship?" (L or M in the artist vignettes, and R or J in the entrepreneur vignettes). Next, participants rated the desirability of each man as a short-term mate and as a long-term mate on two 9-point scales (where '1' = not at all desirable, '5' = average; '9' = extremely desirable). The rating questions were as follows: "Overall, how desirable would you find L [M, R, or J] as a long-term partner?" "Overall, how desirable would you find L [M, R, or J] as a short-term partner?"

In this study **M** was overwhelmingly chosen as the short term partner. 89% of the participants chose the naturally talented, but out of luck artist for a short term sexual encounter. 7% chose L the rich artist, 3% chose J the poor/talented businessman and 1% opted for R the wealthy/untalented businessman.

J was rated highest for a long-term relationship, but not as significantly as **M** in the short term. 67% of our subjects chose **J**, and surprisingly 17% chose **L** (rich artist). **R** was rated at 12% and **M** took 4% for the long term choice.

SMV in Girl-World

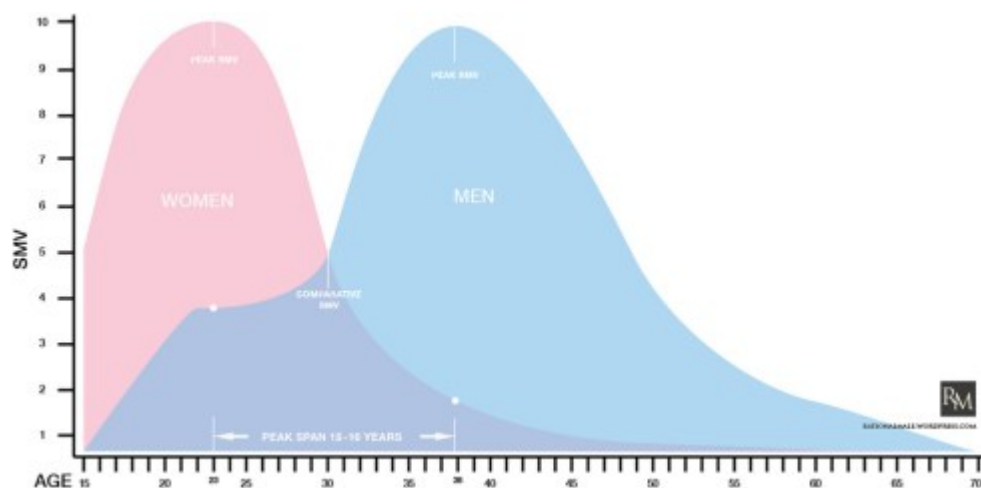
June 12, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

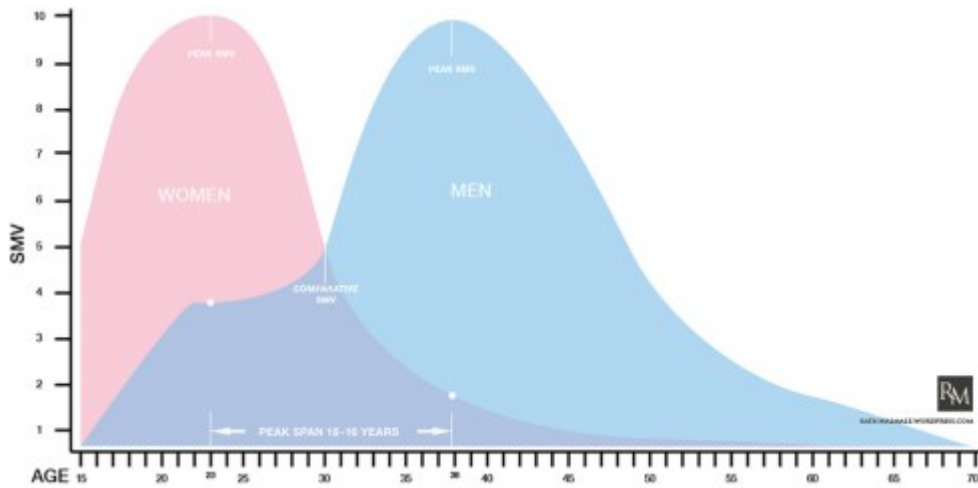
If you haven't been to the [Badger Hut](#), why not? As reluctant as I am to thread-jack Badger I am compeled to repost his YouTube find because it, and his post, were instrumental in opening my eyes to a fresh take on an old (see, previously hashed-out) social ~~dynamic~~ convention. The manosphere has been awash in articles detailing the sexual marketplace and the impact women's short-term vs. long-term sexual strategies have for them for as long I've been writing about gender issues (10+ years). These analyses range from the biological consequences to the insidious, life-damaging punishment a socialized feminine primacy (feminism) inflicts upon unassuming members of both sexes. The most recent manifestations of this have been the social 'shaming' efforts of the Man Up! 2.0 popularizations in mainstream media.

You can read Badger's breakdown of the history of women lamenting their ignorance (willful or by design) of the true nature of the SMP and the inevitability of the impact with the Wall, which I cosign, however I recently had a somewhat inspired post about exactly the nature of the modern SMP about a week ago. So, yes, I'm guilty of cracking this topic more than once, but it took this video to really bring home the association of how feminism, equalism and the feminine imperative conspire to reinvent sexual market value for women.

SMV

Just last week I graphed out my own rudimentary overview of how the SMP lays out, as well as sexual market values relative to each sex. Although I began a bit tongue in cheek, in all earnestness I attempted to visually plot out what a persons' life time-line might look like were he or she to have a 'God's Eye' perspective of when their SMV will be at it's apogee, when it builds and when it wanes. As with everything I put to keyboard, my effort was to get to the honest nuts & bolts of the SMP and how our live's events coincide with that valuation. Here's the breakdown from last week:





This was an effort in defining a contemporary, *realistic* view of how sexual market value fluctuates for each sex. I think it's comparatively reflective, if a bit rough, however I approached this graph from a male perspective in that its intent was to educate Men of their SMV potential later in life, and to plan accordingly.

What I failed to account for is feminization's influence on women's (and by association men's) gestalt understanding of their own SMV. Given the plentitude of manosphere articles devoted to women's distorted and deluded interpretations of their sexual market value I figured this had been done to death, but it took Badger's post and video to shake a new thought into my head.

Women like men

As if on cue, Team Red vents his frustration from yesterday's comment thread:

"Why should money even matter anymore to these women in the long-term when it seems like the majority of them have put their careers first and put marriage/kids off until later on in life? It seems like the dating world is polluted with 30+ year old career women that have been riding the carousel 10-15 years and are now ready to "settle down" and pop out 2-3 kids by ripe old age of 40. What these women seem to have forgotten is the greater risks involved having children so late in life."

I found this comment apropos since it sums up my epiphany: Women want to be men. This is the legacy that a since-decayed feminist social impetus has imparted to the generations of both men and women who've come after the Gloria Steinem's got married themselves and blew away. Women need to be the men of tomorrow. I suppose I should've seen this messaging long before reading Badger's blog, and in honesty I think the greater part of Matrix thinking revolves around role reversal, but this is more than reversal. Women want to *be* men.

If a man can wait until his maturation develops, his achievements are more actualized and his SMV peaks at 38-40, equalism says "why shouldn't you Man-Girl?"

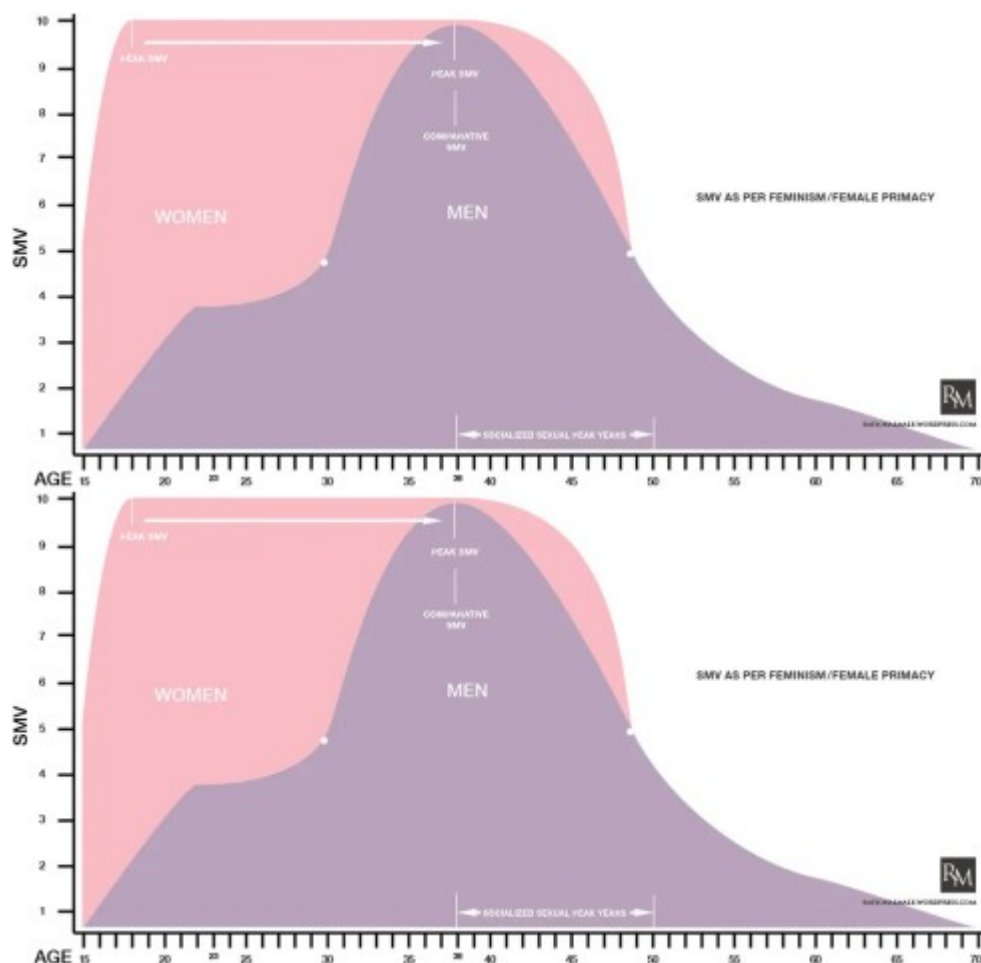
Whether it's in terms of Dom vs. Sub in sexually fluid relationships, or in terms of respect or social entitlement, Women want to be men. This is what 60+ years of feminization has taught women is valuable, and taught men to accommodate for. In fact men are 'lesser men' for not offering women a 'hand up' to manhood. Feminization in this respect is the ultimate form of penis envy; acculturate consecutive generations of both sexes willing to masculinize women into prominence. This is the heart of the feminine imperative and feminine primacy.

Hypergamy and women's innate psychologies naturally conflict with this socialization effort. Thus

we have women expecting masculine equitability while simultaneously feeling entitled to traditionally feminine courtesies. In the interests of feminine primacy, if it works, use it.

So it should come as no shock that in a desire to be like men, a popularized parallel had to be socialized into women's collective understanding of SMV expectations. In the most literal sense, if men could enjoy a more progressive and maturing SMV then, by the doctrines of equalism, a 'new' woman should also be able to mirror that masculine SMV.

Feminized SMV



By a combined effort of feminism, feminine primacy and its imperatives women have been socialized and acculturated to believe that their SMV profile encompasses and is synchronous with that of men. Since women are essentially men, Equalism (the religion of feminism) convinces women that their SMV schedule should at least be identical to that of men.

I could have simply recolored the MEN bell curve from my previous SMV graph to illustrate the feminized redefinition of SMV, but that would be inaccurate. It wouldn't account for the obvious benefits women expect to enjoy in their true sexual peak years (22-24) in addition to the masculinized SMV feminization has convinced the modern woman of.

One thing I did find a need to account for was the Myth of Sexual peak. As Team Red laments, and in my post Myth of the Biological Clock, this feminine defined delusion is deceptively close to women's post-Wall valuation. Since men's SMV generally peaks around 38, women needed a social convention that would also make their sexual peak coincide with men's. Thus we read the endless articles about sexual peak inflating older women's sexual prowess above that of the 22 year old 'girl-children' men manifestly prefer for sexual partners. Equalism enforces the delusion that if men are at their most desirable at later stages of life, then so too must be wo-MEN.

Cracks in the Wall

For all its efforts to convince women of a feminized redefining of SMV, there are obvious cracks beginning to show in the social constructs designed to ensure a lasting feminine primacy. Badger's video find is an excellent illustration of these cracks. Since the last wave of significant feminism was carried along by the Baby Boom generation, women of the consecutive generations are only now beginning to realize the gravity of the "have-it-all" lie.

The institution of gender primacy (masquerading as 'equalism') is largely, and grossly apparent, at odds with women's true sexual market valuation and its progression. Try as it may the feminine imperative has never had an effective counter for the biological motivations that drive SMV – as women age, feminine primacy becomes a victim of its own hypergamy. Thus the imperative must continually redefine its mission, create new social conventions and rely on blaming the men it subjugates for its own inadequacies.

The reason this video is humorous is because all too many women in this demographic are realizing their true SMV isn't what feminization has convinced them of too late – one crack in the Wall. Another other tact is to shame men for their unwillingness to participate in the SMP the feminine imperative defines for, and expect them to participate in. "Man Up you infantile boys!" – and another crack appears in the Wall.

That a writer like Kate Bolick can form a prosperous career and celebrity around her inability to come to terms with the conflict between her true SMV and the SMV model the feminine imperative has conditioned into her ego is an indictment of the scope to which the distorted, feminized SMV model has been ensaturated into our women and our culture.

The Peacekeepers

June 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Whenever I'm asked for examples of 'successful marriages' it's usually in response to a comment or forum thread breaking down the cost-to-benefits ratio of the travesty that's become Marriage 2.0. To me, the real irony in these evaluative debates is how often they arise. They come up so often it's as if these men, in their most rational and prescient minds, are seeking permission from more experienced men to enter into marriage in spite of all the overwhelming downsides to what the institution has become. Even when they're staring down the gun barrel, guys still want to get married. They *want* it to work like it's supposed to.

'Successful' and 'Failed' Marriages

I've made prior posts about my own marriage and how I've developed it, but I'm always reluctant to hold myself up as some model for other men to follow because I'm painfully and personally aware of the marriage stories of other men. As good as it sounds, don't use my marriage as your benchmark.

In fact I think the very idea of a "successful marriage" is a very abused, feel-good Oprah-esque term. 'Successful' and 'Failed' marriages are Matrix-speak. They're goal oriented terms for a relational condition that's constantly in flux. You have to stop thinking of a "successful marriage" in terms of years on the clock. There are people married for 50+ years who are absolutely miserable with each other, and there are couples married for 2 or 3 who have a better love and mutual respect for each other than their parents ever realized themselves after 40 years. Perpetuating a life-long state of misery because it became normalized is a much greater 'failure' than divorcing a woman who's poisonous to your well-being, to say nothing of your family's. Longevity does not equal 'success' in marriage.

Whenever I'm asked for examples of 'successful marriages', and particularly when asked by guys seeking to turn their Beta-framed marriage around, I always refer to [this inspirational post from Dave in Hawaii](#). This is my go-to model for both the questioning unmarried man and the desperate beta-married man.

Experimentation

The underlying, root problem most men have with regard to women, intimacy, their relationships, etc. is fear. Fear of rejection, fear of isolation, fear of missing out on or fucking up what they've been taught *should* be their legitimate, socially approved desire. So pervasive is this fear that in trying to

avoid the consequences of it, it trumps even the fear of death. I personally know Marines who've bravely faced real bullets shot at them, who'll manically avoid any situation they think their wives or girlfriends would even remotely consider leaving them for. Bullets don't scare them, but the chance of losing a girlfriend's intimacy paralyzes them with fear. This is the "Yes Dear" fear.

In order to compensate for that fear men will devise all manner of rationales for their relations, but furthest from their mind would ever be 'experimenting' or engaging in risk taking situations with their LTR woman. So influential is that fear that they will never attempt changing their own positions no matter how beneficial it would be to both him and his partner. Guys embodying the peak of confidence in other aspects of their lives would still rather "keep the peace" in the face of a bad situation with their wives than risk that loss (of the ONE or otherwise), and be cast back into uncertain conditions where they may actually grow, but again be subject to real rejection.

Dave in Hawaii's story I linked is an example of a guy who would've otherwise divorced his wife and was already in a "nothing left to lose" situation while married, so he overcame the fear and experimented. That led him to a new reframing of his relationship; one where his wife had a renewed respect for him. The possibility existed that she could have taken such offense to his behavior that she would've been prompted to leave him, but her leaving was already a foregone conclusion if he hadn't initiated something new.

There comes a point in a Man's life where the fear of experimenting with a potentially disastrous outcome is out weighed by the cost involved in not assuming that risk.

Whether it comes (preferably) before he's committed to a situation (like marriage) or as a result of the conditions created by that commitment, at some point he realizes the truth that he will only get what he has gotten if keeps doing what he has done. This is the internal debate the 'peacekeeper' has to confront – is his peacekeeping so debilitating that he wont experiment with risking a new outcome? If you're still having this internal dialog you haven't reached that threshold yet.

In July I'll have been married for 16 years. Mrs. Tomassi and I have always enjoyed a mature, adult, mutual respect and understanding of each other's identities and how we relate to each other. I've been in LTRs where I was constantly walking on eggshells, nervous that any slight might mean the end of what was really a twisted, adolescent level BPD relationship. You cannot live like that forever; you will break it off, or you will commit suicide. For over 16 years I've fearlessly 'checked out' other women and ask my wife's joking opinion about them. And yes, she playfully hits me back by saying some random guy is cute, but my confidence to roll with what we're both aware is part of the Game only serves to amplify her continued attraction for me. That push-pull is an essential part of my wife's respect for me. Experimentation and a sense of fearlessness is an intentional foundation of my marriage.

The Enemy is Us

June 14, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

The more I watch this video (h/t to Yohami) the more I'm reminded of this post – [Could a Man Have Written This?](#) This is a fantastic indictment of feminism, but it's only effective *because* a woman is the one delivering it. In our contemporary fem-centric society *only* a woman could ever legitimately endorse such a message and be taken remotely serious. Imagine a Man, even the most respected, intellectual scholar, reciting this message verbatim. In today's social context, the message is completely different if the narrator has a penis. Misogyny is a presumed precondition before any critical thought is applied to the actual content of the message.

In making this observation I was also made aware of a social meta-dynamic. On a micro level, women's communicative process is more concentrated upon the context of information being processed, in preference to the content (which is men's innate domain). On the macro, societal level we see this same dynamic framing the our public discourse – fem-centrism demands a feminized preference for the contextual (the *feel* of the debate) above the critical content or the factual.

Thus, in a greater social arena defined by the fem-centric, a man delivering the same message as Girl Writes What? already *feels* wrong before the information of that message is processed.

The Scope

Recently I've been posting on other blogs & forums that are not specific to the "community" per se and I came back depressed. This, and the articles I've read and written freelance recently, plus personally dealing with friends, coworkers, business associates, hell, even church pastors – everywhere, the Matrix is there. It permeates society on so many levels. Little habits to deeply internalized beliefs, it is SO all-consuming. I know, for my readers this is like saying the sky is blue, but it is literally fucking **everywhere**. Turn on the TV, watch a movie, listen to the radio, surf the internet, talk to a friend, look at a billboard on the drive home, it is all encompassing.

I realize how paranoid and conspiratorial that all comes off as, but sometimes paranoia simply means you have all the facts.

I sometimes feel like John the Baptist decrying the truth in the wilderness. Yes, I know modern western culture is a cesspool of feminized Beta-AFCness, but it's got to be preached. I recently revived a thread on SoSuave about being a positive mentor to young men and I can only think that this is a fantastic idea, because it's men, not women who're to blame for the vast majority of where we find ourselves now. I know the MGTOW adherents won't appreciate this, but as much as we'd like to shake our fists at the nebulous feminist movement of 50 some years ago, but just as [Girl Writes What?](#) addresses in the video, it was men who really got the ball rolling for them. And it was calculated to be so. The mass feminization of western culture we know now is far more a result of men's complicitness which evolved into advocacy as a means to women's sexuality. Your Dad, my Dad, in some cases our Grandfathers, have all contributed to this, either implicitly or complicitly.

Men like Women

All it takes is one critical thought that doesn't tow the Matrix approved line on a forum like [LoveShack](#) to draw the ire of any woman. That's to be expected, but what follows is a landslide of sycophantic males, like braying asses, all attempting to qualify themselves to be acceptable, not just to a single woman responding, not just to their generalized feminine sensibilities, but to themselves,

in relative anonymity: Meaning they have nothing to really hide and this is their default go-to response.

Far more males (they're not Men) will vehemently rise to defend the 'victimized' woman, without so much as a critical thought as to what's been said. These men think like women; the content doesn't matter, only the context. And if that criticism sounds even remotely disparaging of their AFC ego investments it's met with such a throng of protest and so loud a chorus of a well taught and conditioned shaming response that even a woman with an opposing viewpoint becomes secondary to their need to prove amongst themselves who's the more acceptable to the feminine norm.

Males have become assimilated by this feminization and are now more emphatic and effective feminists than the original founders of feminism could've ever hoped for.

Real Life

I'm also presently dealing with a guy I hired at work and have basically watched an otherwise confident, very good looking guy systematically go through finding a girl online, meeting up with her, moving in with her and buying a dog with her in the span of 3 months. I tried intervention, but of course I got the standard AFC rationales. Now he gets depressed because he's in over his head, and is complaining about how he gets to the gym religiously and she gets mad because he even hints she get her fat ass to the gym. I recently met her, and at her weight, I simply cannot believe this girl should ever be in a position to dictate anything to my friend. Yet there he is, by his own doing, his own self-convincing and his own inability to see past what people like those on LoveShack are fostering. He's talented, a good looking guy, bright, ambitious, he's even a semi-pro club D.J. and now saddled to a woman who is in no way deserving or appreciative of a guy like him.

I've got another guy in another dept. who was a former Marine who served 3 tours in Iraq and is an amazingly organized and responsible guy. Alpha as fuck in all respects but one; he too is saddled with an overweight fiancée who barks at him via cell phone while he takes his smoke breaks. I hear them bickering occasionally and all the guy does is attempt to appease her – this former Marine, who war couldn't bow, is crushed mentally and emotionally by a woman who should never have a position to question him. Why? because he subscribes to the societal fem-centric default mentality when entreating with women.

I have a designer on my team – a gorgeous 24 y.o. blonde – bright, talented, educated – who is like wise stuck with a Beta chump. She's aware of my writing and I've made attempts to advise her on her own situation. Even in light of this, her constant complaint is that guys are indecisive pussies now, guy's are whipped now, guys allow women to define them now – where are all the Men now?

Comfort Zones

This shit is EVERYWHERE. The pastor at the church I attend will be offering the annual Father's Day diatribe this Sunday and I'm anticipating the standard fem-religious message that goes along with it. However, more importantly, I'm looking forward to taking a lot of mental notes on his attitudes directed towards gender interaction. I have a good idea of what they'll be from observing his manner toward his wife (standard religious, male self-deprecation, "boy I'm sure glad she took pity on a chump like me" attitude), but I think this might be a good jumping off point for some interaction with him on his blog.

While the feminine defined social landscape is depressing to be sure, I think it's necessary to branch out into uncharted waters. It's very easy to type away on my blog or other forums and get an echo-chamber effect. It takes more than that to hone the message. Sure, we get the AFC naysayers here or

the unplugging truth seekers presenting an opposite view (even the rare rational female input), but I think in order to stay sharp we need to venture outside our comfort zones to bring the gospel to those still trapped in the Matrix. Where else are they going to get anything more than a juvenile impression of what our “community” is saying?

I have to admit that it frustrates me to no end to have my – what I believe, very well reasoned – ideas lumped into the PUA scam category or have them passed off as misogynous before I’ve completed a valid point. It’s become very easy to pass it off as such, thanks to the same men who’ve essentially done exactly the same thing we’re fighting against; making positive masculinity laughable.

Double Standards

June 15, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In a fem-centric society it should really come as no shock that the feminine controls the meta-messaging in its own interests. As in politics and religion, when you are the controlling interest in the framing of any and all discourse, you preset the terms of any debate. Nowhere is this more evident than in women's precognitive understanding of the infamous Double Standard.

Ask any woman for an example of a Double Standard and you'll unfailingly get some iteration of the age old chestnut, "men are heroes for banging a lot of women, but women are sluts for banging a lot of men, agh, how unfair,..." This is always an easy, but ironic, target considering the current gender landscape. However, the reason it's such a cliché is because it's representative of the fem-centric standard of messaging. Women *own* the term Double Standard by default; any mention of a Double Standard and women will gleefully presume the term refers to them. Women's feminine indignation need requires little prompting to satisfy.

With this in mind, it may come as a shock to most that there are far more applicable Double

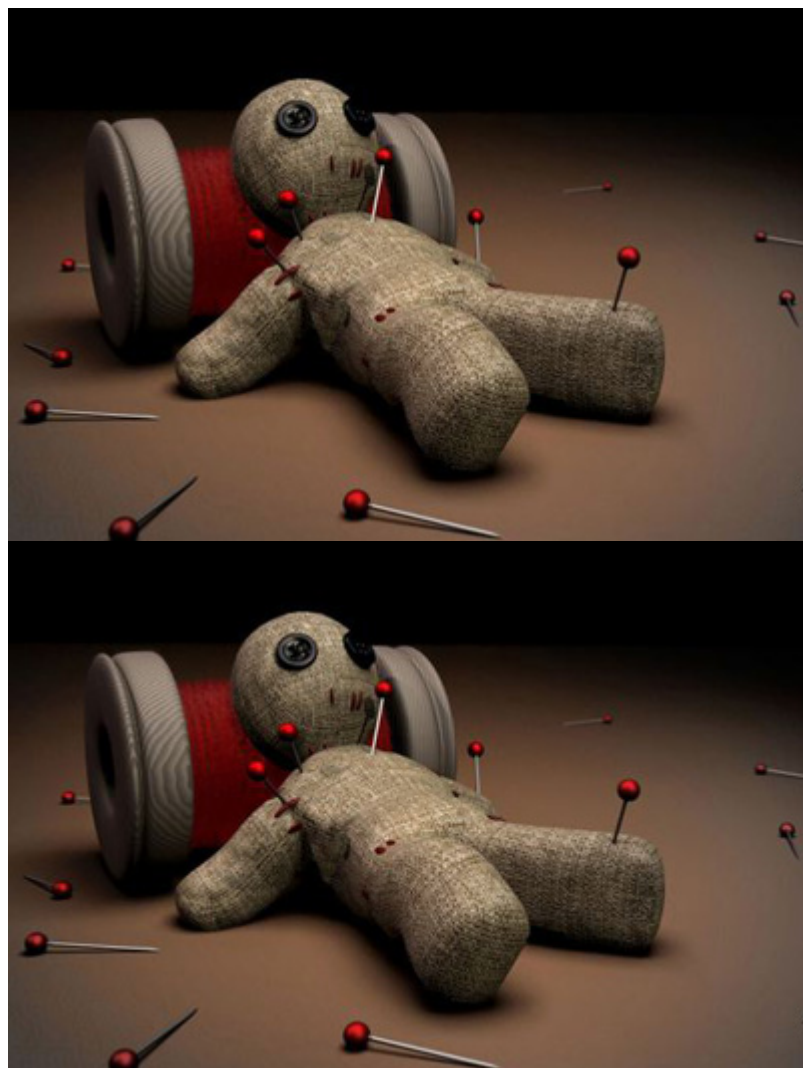
Standards for men than for women. You see, for any illegitimate cause to progress it must always accuse its rivals of the sins it commits itself. Double Standard? Women own it. Unfair judgement based on physical standards? Women own it. This is called ‘sowing disbelief’ – if your premise is weak, assume victimhood. Female default victimhood is nothing novel, however, feminine primary social engineering goes this one better by presupposing any male even hinting about claims to victim status is automatically disqualified from being a man.

The following comparative list was originally meant to be a humorous exposé of ‘true double standards’, but in its comedy it reveals the code in the Matrix. Enjoy!

Problem	♀	♂	Problem	♀	♂
No confidence	He'll ask me out	You're FUCKED	No confidence	He'll ask me out	You're FUCKED
No money	He'll pay	You're FUCKED	No money	He'll pay	You're FUCKED
No college plans	He doesn't care	You're FUCKED	No college plans	He doesn't care	You're FUCKED
No friends	He doesn't even ask	You're FUCKED	No friends	He doesn't even ask	You're FUCKED
Boring	It's expected of me	You're FUCKED	Boring	It's expected of me	You're FUCKED
Obscure interests	He'll pretend to be interested	You're FUCKED	Obscure interests	He'll pretend to be interested	You're FUCKED
Quiet	I just have to look good	You're FUCKED	Quiet	I just have to look good	You're FUCKED
Rejects a member of the opposite sex	He obviously didn't meet her requirements	People accuse you of being gay	Rejects a member of the opposite sex	He obviously didn't meet her requirements	People accuse you of being gay
Expects sex as part of a relationship	You are a assertive, liberated woman	He just wants to get in her pants!!!	Expects sex as part of a relationship	You are a assertive, liberated woman	He just wants to get in her pants!!!
Not in the mood for sex	It's expected	You must be either gay or impotent!	Not in the mood for sex	It's expected	You must be either gay or impotent!
Bad in bed	Just lie back.	Worthless man! Dump him and find someone who can satisfy you!	Bad in bed	Just lie back.	Worthless man! Dump him and find someone who can satisfy you!
Raped and needs help	Tons of support groups and everyone is sympathetic	Everyone thinks you are lying because "it's impossible to rape a man"	Raped and needs help	Tons of support groups and everyone is sympathetic	Everyone thinks you are lying because "it's impossible to rape a man"
Want to end your current marriage	File a divorce, get half of your husband's assets, alimony and upgrade to a hotter/richer man	Have your life completely destroyed by biased divorce courts	Want to end your current marriage	File a divorce, get half of your husband's assets, alimony and upgrade to a hotter/richer man	Have your life completely destroyed by biased divorce courts
Shitty, low end job with no career prospects	All you have to do is be good looking	You're FUCKED	Shitty, low end job with no career prospects	All you have to do is be good looking	You're FUCKED
Own guns	Brave woman who is taking action to defend herself	Crazy gun nut that doesn't really need guns	Own guns	Brave woman who is taking action to defend herself	Crazy gun nut that doesn't really need guns
Don't want an expensive wedding	Knows how to handle her finances and plan for the future	You're FUCKED	Don't want an expensive wedding	Knows how to handle her finances and plan for the future	You're FUCKED
Don't play sports or go to the gym	It's expected	Everyone thinks you are a loser	Don't play sports or go to the gym	It's expected	Everyone thinks you are a loser
Your country has conscription	The men defend you for free, employers prefer to hire you due to no reservist obligations	You're FUCKED	Your country has conscription	The men defend you for free, employers prefer to hire you due to no reservist obligations	You're FUCKED
You think the world is biased against your gender and you seek equality	Millions of feminists around the world agree and support you	Pussy! Grow some balls!	You think the world is biased against your gender and you seek equality	Millions of feminists around the world agree and support you	Pussy! Grow some balls!
You aren't physically capable of the work	Standards will be lowered for you to be "fair"	Everyone thinks you are a loser	You aren't physically capable of the work	Standards will be lowered for you to be "fair"	Everyone thinks you are a loser
You aren't attractive	Eventually someone will still settle for you	You are fucked, unless you are rich/famous and marry a gold digger	You aren't attractive	Eventually someone will still settle for you	You are fucked, unless you are rich/famous and marry a gold digger
Had sex with an underage member of the opposite sex	Slap on the wrist, everyone says the boy was really lucky	Raped to death in prison	Had sex with an underage member of the opposite sex	Slap on the wrist, everyone says the boy was really lucky	Raped to death in prison
Throw an emotional tantrum to try and get your way	Just use the "It's that time of the month excuse" or "women are more emotional"	Everyone thinks you are a spoiled child	Throw an emotional tantrum to try and get your way	Just use the "It's that time of the month excuse" or "women are more emotional"	Everyone thinks you are a spoiled child
Hit your spouse during an argument	He's a man, he can take it. He probably deserved it too!	SPOUSAL ABUSE!!! CALL THE COPS!!!	Hit your spouse during an argument	He's a man, he can take it. He probably deserved it too!	SPOUSAL ABUSE!!! CALL THE COPS!!!
Expect gifts during valentine's day and other holidays	It's a girl's special day, the man should pamper her!	You are already getting sex, what more do you want???	Expect gifts during valentine's day and other holidays	It's a girl's special day, the man should pamper her!	You are already getting sex, what more do you want???
Wants to feel as much pleasure as possible during sex	It's expected and encouraged for a woman to orgasm as fast and as much as possible	If you orgasm before the woman is satisfied, you are a failure	Wants to feel as much pleasure as possible during sex	It's expected and encouraged for a woman to orgasm as fast and as much as possible	If you orgasm before the woman is satisfied, you are a failure
You can't cook and don't want to do the housework	You are a liberated woman! You don't have to do those things anymore!	What a lazy slob! You just want a woman to do it for you!	You can't cook and don't want to do the housework	You are a liberated woman! You don't have to do those things anymore!	What a lazy slob! You just want a woman to do it for you!
You are into hobbies like video games, anime and other stuff most people consider "weird"	Guys will still like you	You are a loser nerd with no life! You should work out more and get more money!	You are into hobbies like video games, anime and other stuff most people consider "weird"	Guys will still like you	You are a loser nerd with no life! You should work out more and get more money!
You want to wait till marriage for sex	People think that you are pure and innocent. Guys are expected to wait for you.	What a creep! Dump him! He's probably a crazy religious nut!	You want to wait till marriage for sex	People think that you are pure and innocent. Guys are expected to wait for you.	What a creep! Dump him! He's probably a crazy religious nut!
You are a homosexual or bi	Guys think you are really hot	You are the primary target of LGBT violence, your male friends now avoid you because they are scared they will be mistaken for your sexual partner.	You are a homosexual or bi	Guys think you are really hot	You are the primary target of LGBT violence, your male friends now avoid you because they are scared they will be mistaken for your sexual partner.
Want a wide variety of clothing and fashion styles	Near infinite choices	Female fashion stores outnumber male ones by at least 4-1 and you are only allowed to wear a bland shirt + pants to work, or a suit	Want a wide variety of clothing and fashion styles	Near infinite choices	Female fashion stores outnumber male ones by at least 4-1 and you are only allowed to wear a bland shirt + pants to work, or a suit
Enjoy masturbation	No social stigma, guys think it's hot and are happy that a woman knows how her body works	People think you are a girlfriend	Enjoy masturbation	No social stigma, guys think it's hot and are happy that a woman knows how her body works	People think you are a girlfriend
Feel horny, want to get a one night stand	Go to the nearest bar/club/etc, sit or stand at the bar and give the international signal of "woman looking for a drink". Wait for someone to buy you a drink. Fuck.	Spend hours getting multiple rejections at bars/clubs/etc because you are not handsome/rich enough or being used as a free drink dispenser.	Feel horny, want to get a one night stand	Go to the nearest bar/club/etc, sit or stand at the bar and give the international signal of "woman looking for a drink". Wait for someone to buy you a drink. Fuck.	Spend hours getting multiple rejections at bars/clubs/etc because you are not handsome/rich enough or being used as a free drink dispenser.
Dump your current partner	You go girl! He obviously wasn't treating you good enough!	Typical playboy! He was probably cheating on her too!	Dump your current partner	You go girl! He obviously wasn't treating you good enough!	Typical playboy! He was probably cheating on her too!
Crying and being emotional	Men will rush to comfort you	Everyone thinks you are a pussy	Crying and being emotional	Men will rush to comfort you	Everyone thinks you are a pussy
Have a particular sexual fetish (bdsm, uniforms, etc)	That is soooo hot!	Omg are you a rapist?! Get away from me creaper!	Have a particular sexual fetish (bdsm, uniforms, etc)	That is soooo hot!	Omg are you a rapist?! Get away from me creaper!

Daddy Issues

June 18, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I really had no intention of posting a Father's Day post here. I'm not sure if most guy's really understand the tragic irony of celebrating motherhood and fatherhood in some organized fashion, but it serves as a poignant highlight of the fem-centric society in which we live. This is lost on most people.

The contrast between mother's and father's day is perhaps one of the most easily recognizable evidence of the code in the feminine Matrix. As per the preset dictates of the Matrix, Mom is celebrated, loved and respected by default by virtue of her femaleness; Dad, if not outright vilified and publicly excoriated, is always reminded that he should be living up to the servitude that defines his disposable gender. The game is fixed, but do more Daddy, do more.

For children who blame their social ineptitude and psychological hangups on their mother, there is a certain degree of understandability. It's difficult to blame a mother since the global impression is that mothering is a supreme effort and sacrifice. If she fails to some degree it's excusable. For a man to blame his life's ills on Mom smacks of latent misogyny, but lay the blame at dad's feet and the whole world wails along in tune with you. A mother failing in her charge is negligent, but often excusable. A man failing as a father is always perceived as selfish and evil.

Matrix Fathers

Have a look at [postsecret this week](#). It'll all be gone by Sunday so have a look while it lasts. This week's thread is the usual fare for Father's Day, a hearty "Fuck You Dad!" or "You're the reason I'm so fucked up!" interspersed with a couple 'good dad' sentiments so as not to entirely degrade the feminized ideal of fatherhood – wouldn't want to discourage men's perpetual 'living up' to the qualifications set by the feminine imperative. There has to be a little cheese in the maze or else the rat won't perform as desired.

I always see a marked difference in attitude between mother's day and father's day, especially now that I've been one for 14 years. I was listening to a local talk radio show on the ride home Friday that was opening lines for callers to express their '*gratitude*' for their fathers, as they'd done the previously in May for mother's day. Damn near every caller had the same "fuck you dad!" story about how shitty their lives were because of their father's influence or his lack thereof. One girl had called in to bleat out her story about how her dad had left her mother 30 years ago and for the last 10 years she'd sent him a father's day card with a big 'FU' on it to tell him she'd never forgive him. Another guy called in to say how horrible his dad was for leaving his mom and how he sends her a father's day card because he thinks she fulfilled a masculine role for him that he owes some gratitude for.

Father's Day is a slap in the face for me now – not because my wife and daughter don't appreciate me as a father, but because it's become a big "fuck you" Mr. Man. It's now a reminder (as if we needed a special occasion) that masculinity, even in as positive a light as the Matrix might muster, is devalued and debased, and we ought to just take it like a man and get over it.

Personally, when I hear cry-stories like this; the more I hear how crappy fathers perceptions are today only makes me want to be that much better a father to my daughter, and I can't wait until I've got a grandson to help raise as well. That is until the reality sets in. The reality is that the only reason I feel the need to outperform other men in the father department is because a feminized social convention briefly convinced me that it's my responsibility to compete with other men in a game where the rules are fixed to make better slaves of disposable men. Of course the bar is set so low, and men are so debased, that even the most mediocre of dads can play along too and still get the feeling that they're marginally qualifying. The social convention plays into the same "not-like-other-guys" identification game most chumps subscribe to in their single years. The desire for uniqueness groundwork is already installed.

After realizing this, I stopped worrying about "being a good dad". I'm already well beyond the fathering quality non-efforts my own dad embodied, but that's not the point. A good Father goes about the business of being a father without concern for accolades. For Men, like anything else, it's not about awards on the wall, but the overall body of work that makes for real accomplishment. A Father is a good father because he can weather an entire world that constantly tells him he's a worthless shit by virtue of being a Man with a child. He just 'does', in spite of a world that will never appreciate his sacrifice and only regard his disposability as expected. And even in death he'll still be expected to be a good dad.

Women & Regret

June 20, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Paradox on the SoSuave forum had an interesting question after reading [War Brides](#):

I've seen it mentioned here in passing but I would like to know how women handle regret.
How do they handle decisions that may affect their destiny?

Moments like:

Seeing someone on a train, bus, coffee shop, grocery store but not saying hello when the moment comes.

Meeting someone great at a party but not exchanging numbers.

Not calling back a guy

I have seen low IL changed to high IL but do women generally waver in their interest level all of the time?

The funny thing about regret is, it's better to regret something you have done, than regret something you haven't done.

Any observational answer I could offer here is going to have to be adjusted to account for women's inherent solipsism – everything is about her, and everything confirms her assessments as the default.

As such, you have to bear in mind that regret, for women, usually begins from a point of how a missed opportunity could've better benefitted themselves. The root of this is grounded in women's constant, in-born psychological quest for security. Hypergamy, by necessity, makes for solipsistic women in order to best preserve the survival integrity of the species. That's not to say women can't sublimate that impulse as necessity dictates, but just as men must sublimate their sexual imperative, women begin at a point of tempering the insecurity that results from hypergamy.

Guilt and Regret

Using hypergamy as a woman's point of origin, this affects how women process regret. At this point I should note that guilt and regret are not cut from the same vine. You can feel guilty about something you did or didn't do, as well as feel regret for something you did or didn't do, but the two are not synonymous. I want to avoid that confusion here from the outset, because guilt is associated with a lingering negativity, while regret comes from different motivations. If you did something you feel guilty about, you probably regret it, but you can regret something you have no feelings of guilt about.

After you finish reading this post check out the 'Missed Connections' section on your areas Craig's List. Read the differences in tone, vernacular and purpose of both men and women lamenting a missed chance at something they hoped might develop. There's no guilt involved in this wishful thinking, only a regret for not having taken an action.

Women's Regret

Women's experience of regret depends upon the degree or intensity of the encounter in relation to their own conditions. I know that sounds like psycho-babble, but let me explain. If, and to what degree, a woman experiences regret in the situations Paradox is describing, these are directly proportional to her self-worth versus the (perceived) value of the encounter.

At the risk of coming off as shallow again, the fat chick who thinks she blew a shot at a Brad Pitt will regret it more than the HB 9 who happened to lose an "average" guy's phone number. I'm going to catch fire for this I'm sure, but it's really an autonomous response for human beings to make subconscious comparisons and employ a natural ego preservation. While it's latent psychological function is to help us learn from experience, generally regret is painful, so our natural response is to defend against it. We tend to regret not capitalizing on situations where the perceived reward value is high. The psychological buffer of course comes in rationalizing the actual value potential of that missed opportunity or minimizing the negative impact of the taken opportunity.

So the debate is really how do women in particular process this reward valuation with regard to men? Again, I'll say it breaks down to subliminally recognizing their self-worth, modified by social affirmations and then comparing it with the value of the encounter. Even semi-attractive women (HB 6-7) have a subconscious understanding that most intersexual encounters they have are mediated by their frequency – how rare was that opportunity? Meaning if a girl is constantly reinforced with male attention (guys asking her out all the time, social media influences, etc.) the rarity of any one encounter is compared against the frequency with which guys are hitting on her. This is female Plate Theory in action. If you happen to be one among many of the throngs of her suitors she's less likely to regret not following up with you in relation to the extraordinary (see Alpha) guy she perceives has a higher value than she's normally used to being rewarded with.

Case Study â◻◻ The Crazy

June 21, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From a Rational Reader who shall remain anonymous:

I'm not sure what's going on lately.

I've been in a weird way lately...about ready to jump off a bridge with the stress I've been feeling. I just don't know who else to talk to.

Remember that long thread about the "obsessed girl" I was dating who I thought was "crazy"? I've been seeing her again...and it's been a weird, weird story I can't even get my head around.

I was honestly convinced she was borderline/insane, based on her murky past and her "unstable behavior". I was done with her...had completely blown her off and was ready to wipe her out of my life forever. Then some crazy shit happened and we found ourselves forced to sit down and talk with each other about what had been going on.

She tells me that every time SHE came over my house, SHE was telling herself, "I can't do

this any more, I can't keep seeing him, etc". She said she saw a really great guy in me but the things I was saying and doing were driving her nuts.

She started rifling off this list of things that I did that drove her crazy/drove her to drink herself stupid...things like:

- * Suggesting other women were interested
- * Teasing her/negging her
- * Staying detached
- * Treating her like I didn't need her/wasn't that into her (she says, "like a call-girl")

I'm sitting there thinking...god dammit, this all sounds familiar...Has becoming a "disciple" of all this Game bullshit been sabotaging me with women for years now?? Am I the "crazy one"? Has all of this nonsense just been a defense mechanism I built to deal with my OWN lack of self-worth??

I decided to drop all of the BS...and just give it a chance with this girl, legitimately, for real. No more Don Juan games...just seeing each other for who we really are. I'll tell you...I'm at full-scale war with myself...and I've lost complete perspective over which side of me is "right".

There's one side of me that is absolutely in love with this girl. I mean, she is smoking hot, she's intelligent and insightful (though she has what I'd consider to be "flakey" ideas about stuff), she has good practical skills (runs her own business), she's VERY physical...more than me even. She does ALL of the good "wifey" things that everyone talks about...she cleans, she cooks (deliciously!), she dresses to impress when we go out together. She even tells me she doesn't want to "monopolize all of my time" and constantly encourages me to do stuff I want to do.

As I said before, her past is a bit "wild", but she honestly seems like she's become more mature and intelligent and is REALLY taking steps to leave all of it behind. Who am I to deny her a chance at redemption??

"wild past"

"unstable behavior"

"obsessed"

"crazy"

These are your terms.

Her list of prerequisites to stay with a "crazy" woman:

- * Suggesting other women were interested
- * Teasing her/negging her
- * Staying detached
- * Treating her like I didn't need her/wasn't that into her (she says, "like a call-girl")

One would *rationaly* think a 'normal' woman would find any of these intolerable, yet there you are. So either she is in fact crazy, finds reward in abuse and lacks sufficient self-worth to NEXT you, OR, you are approaching your LTR (such as it is) from a healthy, self-interested perspective that she actually does respect; in fact so much so that she'll pursue you in spite of it.

I think what you're experiencing now is not so much confusion with her as you are in owning your role as being the primary partner in your LTR. This is a VERY tough transition for a former AFC to accept. In truth, I would say that accepting and internalizing a dominant role in an LTR for a nominally beta guy is more difficult than realizing that applying Game actually works in attracting women as well as thriving with them in an LTR/Marriage.

It's really a second unplugging for guys. The first shock of 'unplugging' comes in the actualizing that everything feminized society, everything any woman ever told him about the 'appropriate' way to engage with women is almost entirely the opposite of what produces the results he wants. Once he's become so frustrated by his dating life that he experiments with un-conventional Game and discovers that Negs work, C&F works, Amused Mastery works, etc. there comes a point of disillusionment – and sometimes despair.

This comes from the realization that everything he's held as a long-loved ego investment about women falls apart. Half his life was spent in the ignorance of believing women were equally as rational, equally shared the same mutual desires, equally as sincere in her words. The idea of duplicity based on her being female, or not understanding the gender differences in how women communicate, was shamefully due to his inability to become more like her. In his plugged in life, any failure, any misstep, was the result of his inability to identify with her more perfectly.

So it comes as no surprise when his eyes are opened to how much he's invested of himself in these female-primary conventions. This is where most men turn back. It's too much to bear in the revelation that what he's believed for so long could be other than what women have told him so he enters a rationalized denial. And of course there is a well established social network ready welcome him back and reward him for his denial.

The Second Unplugging

The second unplugging comes when a Man is forced to come to this power dynamic realization again when entering into an LTR. Most guys who reinvent themselves and accept their masculine primacy role after having been subjected to an egalitarian gender equality doctrine for most of their lives feel strange in owning it in an LTR and/or marriage. It's really put up or shut up time. Essentially you need to become the Man you sold yourself as when you were spinning plates. Guys who unplug and employ Game are initially mimicking the behaviors that used to be respected and attractive to women. Now they're considered socially inappropriate or rude at best, borderline abusive at worst under feminine social auspices. Regardless, the results are undeniable.

In an LTR you have to actually *be* THAT guy, and for a formerly plugged-in AFC, the old mental schema of equality returns. Guilt sets in because he doesn't feel deserving of the primacy he holds because he still hasn't let go of that antiquated equalism he thought was valid for so long. He wants to play fair, but what he doesn't realize is his concept of what is 'fair' is still rooted in his plugged-in mindset. It's at this critical point that most LTRs destruct, because the guy reverts back to his old AFC mental habitus, or the girl settles into the comfort knowing she controls the frame and can dictate the terms of her intimacy as she sees fit.

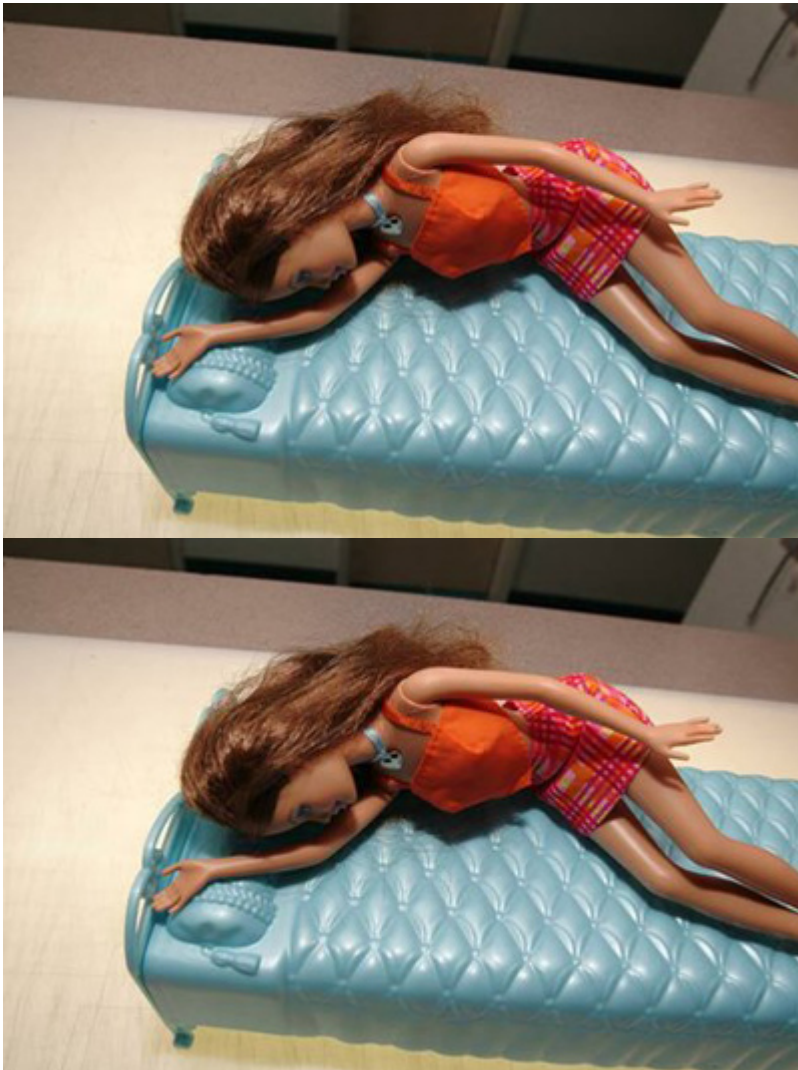
This is one reason I emphasize a complete internalization of why Game works. I catch all kinds of criticism for being primarily theory based in my approach, but if, and when, you transition to an LTR monogamous commitment, by God you'd better understand why those theories are the bedrock of Game.

This is where you're at. Your distress is coming from a want to return to a simpler way of dealing

with your personal life that really never existed. Bear in mind that the “abusive” behavior your “crazy” girlfriend is complaining about is the same behavior that attracted her to you. If you’re feeling guilt for playing X-Box while she waits on you, then put down the console and do something productive, just understand that feeling of guilt comes from you thinking you need to “play fair” with her in order to keep her. That’s the path to her controlling the frame of the LTR.

Think Like a Woman

June 25, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Men perceive female interpretive reflexiveness in a male context. Women perceive male interpretive awareness in a female context.

Those are two \$10 psychological ways of saying men instinctively think women will respond to their approaches (irrespective of Game prowess) on male terms. In other words, they expect women will respond in a rational manner similar to how they as men would. To be sure, this is a result of decades of gender equalist conditioning, but you can't lay the dynamic entirely at the feet of equalism. Guy's first order is to think deductively when constructing their mental schemas about how best to solve the problem of getting their sexual imperatives met (usually Beta Game). The disconnect comes when they presume that women are their gender equals and as such will react to their 'game' in a similar, reasoned fashion.

JDELA, from the SoSuave forum laments an understanding that comes from imposing a male perspective onto women's perspectives. Case in point:

If a Neg hit works, not only does it show there's a lack of self esteem and mental balance, but also the relationship will fail.

From a male perspective, this would make complete and rational sense. If a man were to Neg you or

another man, the most rational response would be to interpret that as disrespect and to take offense. In truth, guy's Neg each other all the time in the form of 'giving his buddies some shit' about something. Men do this as a form of unity building, but our inclination to rib each other stops there.

Now let's say that the guy getting Negged, not only accepts it, but becomes intrigued and friendly with the guy negging him. Would you have any respect for either one of them? Probably not. You'd say the guy doing the Negging was being an asshole (see AMOGing) and the guy getting Negged suffered from a "lack of self-esteem."

What you're doing is casting what you'd expect a woman's response to be in the male perspective. The most common complaint read on any dating site (SoSuave to Love Shack) comes from guys who are dumbfounded that women consistently opt for the Bad Boy Alpha Jerk instead of him and his Nice, loyal, respectful, dependable self. As bourn out by the experiences and observations of women's behavior from countless millions of men for centuries, what we as men would expect to be the most logical, rational and pragmatic choice of action women could make is rarely proven by the ones they do make.

Don't get lost in the details; this isn't a debate about whether or not Negs work or the frequency with which women opt for a Bad Boy. It has everything to do with the fact that men base most of their actions, their beliefs, their personal investments, etc. upon deductive reasoning and predictable outcomes from what they believe is reliable information. So when all you ever hear from women is that they "want a guy with a good heart" or someone sensitive, respectful, humorous, etc. on down the list it would be cause for some considerable confusion when women consistently overlook guys like this in favor of one who is the opposite of her stated desires. Either the data is flawed, our interpretation of it is flawed, or the one relating it is flawed – and probably all three.

So in light of such a consistent conflict of purpose, we have to conclude that what women say and what women do are often at odds with each other. Negs work on women. There's certainly an art to, and it's not a one-size-fits-all, but they do work with enough consistency that you can generally predict an outcome. So the question is this: do the vast majority of women suffer from a lack of self-esteem or are we expecting them to act as men would?

It's very easy to write off the women who'd opt for the Bad Boy as low-quality, but what do you do when your hi-quality woman does the same? You can shoot an arrow, paint the target around it, and get a bullseye every time, but you can't ignore the incongruency. Breaking out of this plugged-in beta mindset that convinces men that women will react the same as they would is one of the most important transitions of taking the red pill.

The irony of this male-centric preconception is that even in instances where plugged-in men would agree that you "can't treat a lady like that" the interaction is still colored by the assumption of a male interpretive perspective on the part of a woman. For plugged-in men this comes as an instinctual reflex – it's one of many – that was part of his life's conditioning.

Think Like a Woman

As I stated prior, unlearning what you *know* about women and your equalist mental preposition is usually one of the more difficult aspects of unplugging. Abandoning your old ways of interacting with women involves a very real risk of rejection, but keep in mind that relearning the reality of the differences in mental process between yourself and a prospective woman will make that transition easier.

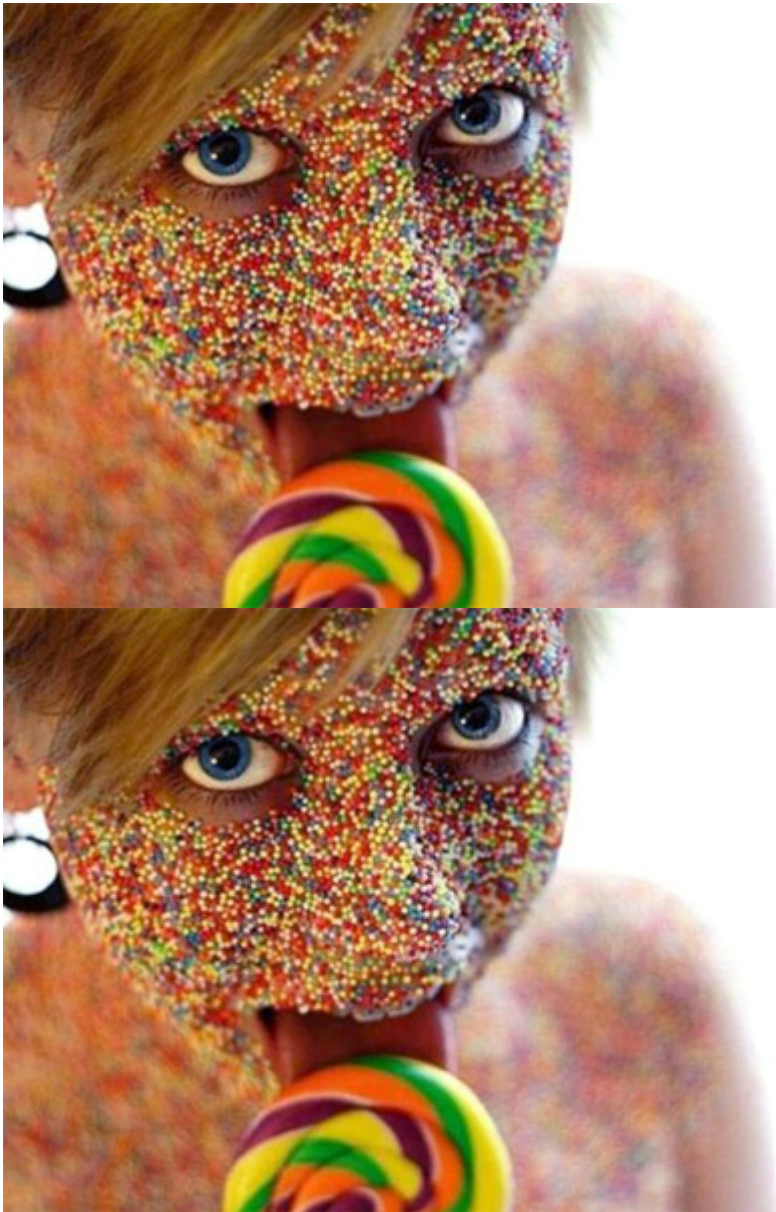
A lot gets made about the advantages of 'thinking like a woman' in terms of Game. For all the

variation of playing the Dandy or adjusting for a more feminine-identification technique, I think it's very important not to actually *become* a woman in your mental outlook. Most plugged-in guys are already women in their perspective of gender. When I advocate a better understanding of the feminine mind, know that it's always in terms of making what I study and profess here into actionable practices. Anticipate outcomes, predict results based on what you know a woman would be thinking; not what any equal and neutral, well-reasoned generic person would. Plugged-in guys avoid this even to the limbic root level of their own mental processing because it rings of sexism; and anything minutely associated with sexism is an automatic sexual disqualifier for men with the scarcity mentalities that fem-centrism has raised in them.

An effective Game-aware man has to accept a base understanding of sexism; sexism in the respective differences that characterize the differences between the sexes. Sexism will be used by you or on you, but you will not be exempted from it. You may have been raised into equalism, but clinging to gender equalism after the fact is simply one more Buffer against rejection, and it's a buffer most guys have a very tough time recognizing in themselves.

Filibuster

June 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



ThirtyzDude from the SoSuave forum has just recently seen the light of pragmatism with regards to Spinning Plates. For me, one of the best things about the newly Unplugged is reading their fresh perspective of women's behaviors in their, now, Game-aware context. Sometimes their fresh observations come as a jolt to their system. They realize, with some measure of shock, that the behaviors and rationales they've been conditioned to take for granted on for so long are actually strategies to insure the best hypergamic result for women.

Other times, their observations are truly revelatory,...

I've been noticing an interesting trend with many of these women: **the ones that are willing to have sex within 3-6 dates typically don't talk about it – when it happens it happens. When they talk about sex a lot, and try to convince me that they really like sex, it often doesn't happen.** They begin to make excuses, they say they want me but they don't want to do anything they regret. My thoughts when this happens: wtf?

I partially covered this dynamic in the now infamous Wait For It? post:

If she's perceiving your value as as high as it should be, she won't hesitate longer than a few dates to become sexual – and she certainly won't tell you she's making you wait.

Hypergamy doesn't afford a woman much waiting time with a Man she sees as superior stock.

One of the more frustrating situations I often encounter comes from guys who've been OVERTLY told that they're being made to wait for sex until some circumstance or criteria is met for the woman. The standard filibuster (or loss-leader as the case may be) usually comes with the reasoning that she "needs to feel comfortable" before she has sex with a guy. Even more distressing is the guy who was getting laid, only to be told the same thing by an existing girlfriend. If you find yourself in either of these situations there are a couple of things to bear in mind.

Filibustering

If you find yourself at 2am with a woman you want to bang or, God forbid, a group of women who want to go out for pizza or tacos (usually to sober up) after dancing at the club, understand, you're being filibustered. When a woman has minty fresh breath and is one drink in, you'll be getting laid, however, you will not be having sex with a woman when she's full of pizza, coming down from a buzz and her breath smells like garlic.

I can remember a time in my twenties when I had a policy of never taking a woman I wanted to bang out for dinner. This was partially due to me being broke most of the time, but also because I found that the girls who suggested such-and-such restaurant as a date venue were never up for sex that night. These were typically the girls who "wanted to know I wanted them for more than just sex." If you ever hear a woman utter that sentence, know that it's a prime example of a filibuster. It sounds like prudence – she wants to vet you for boyfriend status – but the truth is she's putting you off while she waits to see what her other 3rd (or 4th or 5th) party options might develop into.

Women with a high interest level won't confuse you, but if she's not thoroughly convinced of your status a woman will generally default to some form of filibuster. This goes back to the medium being the message for women, however, for men, one of the more confusing strategies of hypergamy is the female filibuster because it appears to promise a future reward if a guy is patient enough to wait for it.

Girls don't talk about the sex that they're *going* to have – they talk about the sex they're *not* going to have.

ThirtyzDude makes an astute filibuster observation in his post; the more a woman talks about sex and tries to convince you of how much she likes sex, the less likely she is to actually want to have sex – with you. There's a certain self-convincing that goes along with this for women who've already assessed for themselves that they will *not* be fucking you. The necessity to convince themselves, and you, that they are in fact sexual conflicts with the subliminal assessment that they don't want to bang you.

Like ThirtyzDude I discovered that the women who were going to be sexual (DTF) didn't feel the need to prove to themselves, and me by proxy, that they liked sex. This isn't to say the DTF women didn't talk dirty or act flirty, but their sexual interest was communicated by covert innuendo, never overt declarations. In other words the sale was assumed and we could progress on to verbal foreplay,

not brinksmanship.

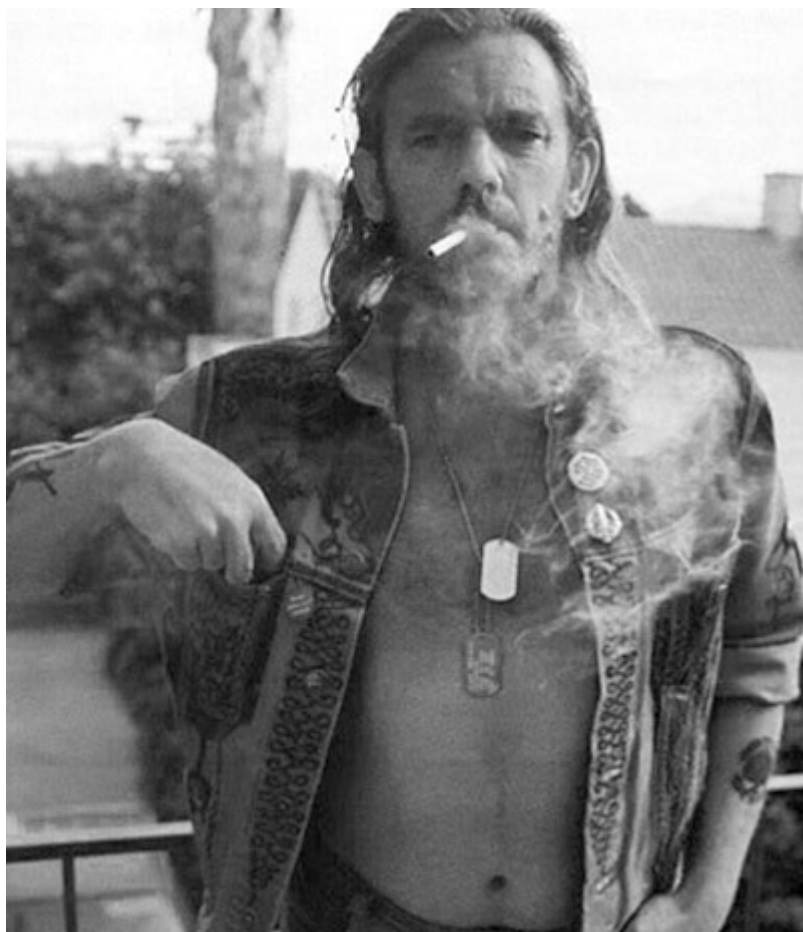
There's a trite cliché that guys like to assume about women; a woman knows within five minutes of meeting you if she'll bang you. I don't necessarily agree with this notion, but I do think that a woman knows within five minutes of meeting you if she WONT bang you. You'll often see this played out when women insert casual filibusters into conversation about having a boyfriend (boyfriend disclaimer) with guys who've too blatantly telegraphed their over-interest in becoming intimate with her. Attraction is not a choice, but too many guys think that it could be if they were convincing enough.

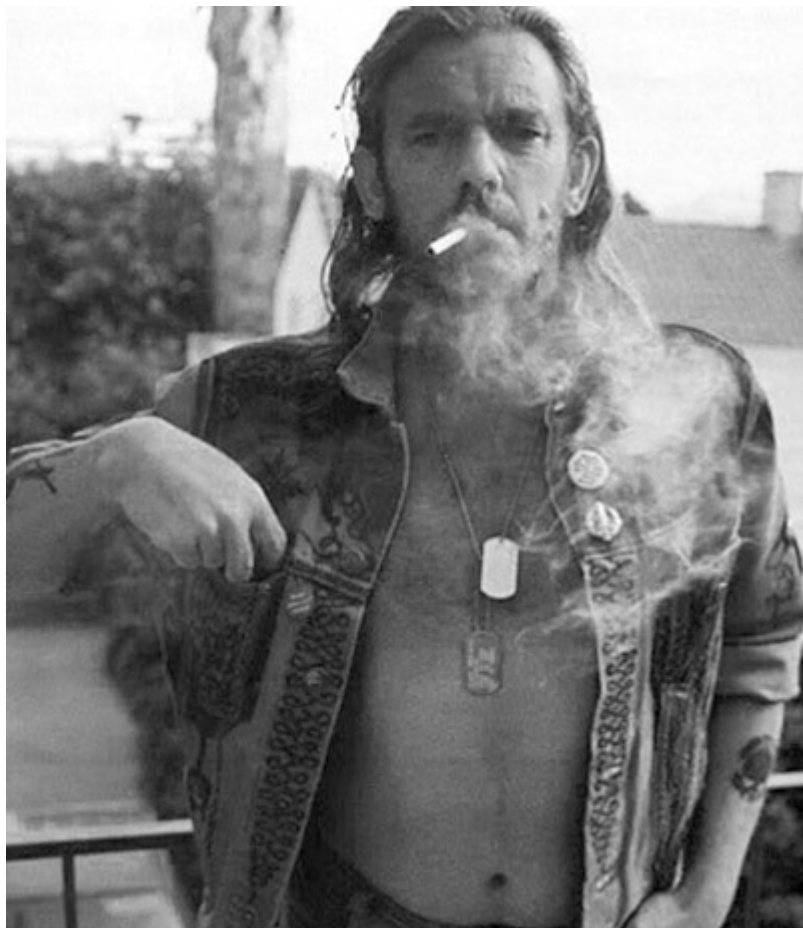
Generally, women who enjoy sex don't go about advertising it, they just do it. I've stated before, a woman who wants to fuck you will find a way to fuck you. That may seem like a simple matter of logistics, but a woman who wants to bang you will find ways to fuck you that include self-rationalization, denial and lies of omission in order to bang you when her interest level is such that she's motivated.

When a woman, and in particular one whom you've yet to bang, overtly explicates how much she enjoys sex, in essence she's playing a slut by proxy. The strategy is to convince men she's just as sexual as the women she doesn't feel comfortable competing against. She can't, or wont, match a "slut" by playing her game in real life, but she can allude to her alleged sexuality safely behind a filibuster. The real conflict arises when it comes time to have sex and her bluff is called.

The Origin of Alpha

June 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





*“Safe sex, safe clothing, safe hairspray, safe ozone layer,...too late! Everything that’s been achieved in the history of mankind has been achieved by **not** being safe.”*

– Lemmy Kilmister, Mötörhead

In the [Think Like a Woman](#) post comments Rational Reader Jeremiah presented me with a well worn question:

My question is, Tomassi, do you think alpha traits are usually learned or genetically inherited? What percentage of modern men “get it” and of the men who “get it” how many of them have always “gotten it” and how many of them learned to adapt? It is hard to believe there are still naturals out there when feminism is being rammed up the anus of every man before he sprouts his first tooth.

As I’ve illuminated in past posts, I don’t think distilling the essence of Alpha ‘presence’ in a Man is as subjective as most people feel compelled to qualify, enumerate or otherwise yammer on about in as personally identifying a manner as they can muster. In this humble blogger’s estimation Alpha is a state of mind, not a demographic. The manosphere will endlessly debate the qualifications of what is Alpha, but I think for the most part, the influence of an Alpha mindset (whatever the qualifiers) is more or less agreed upon.

However, with this in mind, I think it’s a perfectly valid question to ask whether an Alpha is born that way or molded into his Alpha mindset. This is actually the classic debate psychology has always put to its various schools of thought; Nature vs. Nurture – is a dynamic influenced by inherent, biological, environmental prompts or is that dynamic a learned, socialized and acculturated phenomenon? And of course the equally classic conflict comes from people attempting to define various dynamics in terms of absolutes, when to greater or lesser degrees a dynamic is influenced by

both nature and nurturing elements.

While the Tomassi school of psychology is firmly planted in the nuts and bolts of behaviorism, it's also important to take into account that external influences can and too often do modify innate, inborn predilections – even inborn self-preservation instincts.

So with this in mind, my perspective on the origin of Alpha is that biology determines the starting point for Alpha, what happens to it from there is modified by a man's environmental conditions. Alpha 'energy', for lack of a better term, is to varying degrees, part of a male human's biologically determined "starting package"; from there, through social feedback, it's either refined and developed by his upbringing, acculturation and social affirming, or it's repressed, constrained and mitigated by his social environment.

When I was in art school one of my most influential teachers told me, "There are two types of artists; those who were born with a natural, innate gift for art, and those who lack that gift, but possess such a passion for art that it drives them to be good at it. The true masters are the artists that combine both natural talent and the drive that comes from a passion for it." I've always referred back to this model in my creative efforts, but I believe this model can be extended beyond just the artistic sense.

The Learned Alpha

Roosh has an excellent breakdown of The Myth of the Natural that perfectly encapsulates the learning theory of Alpha. The premise behind this is that Alpha behavior, and consequently facility with women, comes as a set of modeled behaviors based upon trial and error.

If I were forced to agree on what a natural is, it would be a man who's a prodigy of sex—someone who gets laid way above other men with no *formal instruction* in game. This means he was not exposed to any 12 DVD "Cocky Humor" sets or seminars in a hotel room with three dozen other guys. You look at him and think, "Wow, he gets laid automatically. He was born to get laid!"

But he wasn't. Just because he didn't read a book doesn't mean he didn't learn through trial and error like you did, practicing his game on a large number of women. It doesn't mean that he wasn't conscious and deliberate with his behavior, incrementally improving his moves and tactics over a long period of time. He has experimented like you have experimented, and he has also connected his attempts with results to figure out what works and what doesn't.

He may not be obsessive about it enough to log his data into a spreadsheet, but he's mindful and aware of what he's doing. He understands the mechanism behind charm and can often turn it on or off depending on what he wants. He has learned the type of humor and story-telling that gets a positive response in women. The last thing you can say about him was that he was born into the world with the "automatic" ability to fuck a lot of girls.

Essentially what Roosh explores here is a very basic behavioral psychology premise – macro-psychological dynamics to micro-psychological schema are developed, deliberately or unconsciously, through a process of deductive trial and error management. Whether you're aware of it or not, everyone has Game to varying degrees. Every man you know has some concept of behaviors and mental attitudes he believes will best help him arrive at sexual intimacy with a woman. Even the worst Blue Pill Beta believes he has some idea of how best to get with a girl.

All of this proto-Game has been in a constant state of trial and error management since you were five

years old and had your first interaction with the opposite sex on the kindergarten playground, right up to the point when you discovered the Red Pill. And you will continue to modify your old behavior and mental sets based upon the new information available to you after you adopt formalized Game. In fact, in its rawest sense, the PUA community, the manosphere and all its permutations are really a meta-effort in behavioral modification by way of experimentation and information feedback.

For some this learning process comes easier than it does for others. Again Roosh:

The reason he blows you away isn't because of his genetics, but because of how early he started. A unique set of circumstances threw him into the sex game years before you, during a time he was lucky enough to be surrounded by giggly schoolgirls. By the time you did your first approach, he had already practiced his game on hundreds of women.

While I do agree with this from a behavioral standpoint, this is where I have to depart from accepting Roosh's theory entirely. There are far too many biological and environmental determinants involved in developing an Alpha male to ascribe an Alpha status based solely on learned behavior. The simple, observable, fact is that a genetically better looking, more physically arousing male is going to statistically have more opportunities to experiment and develop his Alpha Game prowess than a less physically impressive male. In theory, a man with a more advantageous physical presence will "start earlier" in his process of deductively evaluating behaviors since his efforts will be more frequently encouraged by the women who are naturally attracted to his physique.

Unfortunately all of that assumes developing a behavioral set in a vacuum. There's literally a world of environmental conditions and variables that would predispose a man towards behavioral development of Alpha status or (more often) limit him from it. Roosh touches on this:

At this point you may be thinking, "Well, there have to be guys who were born with it. Look at Mozart!"

Nobody questions that Mozart's achievements were extraordinary compared with those of his contemporaries. What's often forgotten, however, is that his development was equally exceptional for his time. His musical tutelage started before he was four years old, and his father, also a skilled composer, was a famous music teacher and had written one of the first books on violin instruction. Like other world-class performers, Mozart was not born an expert—he became one.

I don't think this example excludes for a natural, innate talent, but it does help to illustrate the environment's role in molding a person by limiting or encouraging his behavioral development and ultimately his personality. In the Mozart example we see the success story (the story of a master artist) of a natural talent encouraged and developed to potential by favorable external conditions. Mozart was the perfect storm of natural talent and an ideal environment for nurturing it, thus giving him the advantage of an "early start" in his behavioral trial and error efforts.

Jeremiah laments, "It is hard to believe there are still naturals out there when feminism is being rammed up the anus of every man before he sprouts his first tooth" and of course this is a negative example of an environment (deliberately) averse to nurturing an Alpha mindset. There's no shortage of examples, but feminization from a behavioral psychology perspective, is nothing less than a socialized effort in deliberate behavioral modification of men's natural drives and predilections to better fit the feminine imperative. As men socialized in an all-encompassing, pervasive, fem-centric

reality, we tend to see “Natural Alphas” as outliers because somehow, through some combination of innate gift and external development, these Men have developed themselves into an Alpha state despite the meta-environment we find ourselves in.

The Natural Alpha

A lot of people call my credibility into question when they read my holding Corey Worthington up as an example of an apex Alpha. Guys who believe that Alpha should necessarily mean “virtuous leaders of men” are understandably insulted by Corey’s indifferent Alpha swagger. As I started in this post, the ‘Qualities of Alpha’ debates aren’t going away, but I think there’s an overall consensus among the manosphere and legitimate psychologists alike that there is an innate (probably testosterone fueled) Alpha drive that manifests itself in human males.

No one has to teach the average, healthy, five-year-old boy how to be Alpha – he gets it on his own. In various contexts that ‘lil’ Alpha’ wants to explore his surroundings, take risks, see what works and see what doesn’t, even when the consequences may be endangering himself or destroying the thing he took apart to see how it worked. It may manifest as a boy attempting to ride wheelies on his bike or a kid tinkering with his dad’s computer, but that unrefined, irrationally confident, Alpha swagger, is by order of degrees, an innate element unique to the male condition.

When a boy is unencumbered with an adult capacity for abstract thinking (ages 3-21 progressively) he is as Alpha as he will ever be. He is unapologetically Alpha and it takes a lifetime, and an entire world of feminized social conditioning to repress and/or crush that Alpha vigor and turn him into the pliable Beta the feminine imperative needs to insure its social primacy. This is precisely why the raw, irresponsible, irrepressible, obviously un-self-aware Alpha energy of the Alpha Buddah/Corey Worthingtons of the world offend our sensibilities so well.

All of the Game theory, PUA techniques, even feminine-serving appeals to Man-Up! or any other effort designed to help men better mimic or internalize an Alpha behavioral or mind set, all of those efforts’ latent purpose is to return a man back to that primal Alpha energy the five-year-old you had in spades.

Backwards to Zero

July 2, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Roissy has some definitive gems about Game deniers and haters in general in [The Unbearable Triteness of Hating](#). These articles have to do with the most common forms of hate with regards to Game, but in that hate is an almost universal misinterpretation (or subjective redefinition) of what *should* be Alpha to the critic making the challenge (i.e. hate). Roissy is a bit flippant with a lot of his responses here – an attitude I can understand considering his standing in the manosphere – but there are the germs of some very important truths in his responses:

6. Unironic Internet Smear Hate

Hater: Alphas don't blog. They're too busy meeting women.

Because, you know, alphas don't have hobbies. *alpha eye roll*

ps feel free to log off the internet any time.

Whenever I write an article with the topic of 'Alpha' anywhere in the title I've come to assume that

all the resulting commentary will be contentions about what is or isn't Alpha.

One of the most frequent and contentious responses I read is some variation of "No 'True Alpha™' would be blogging about, concerned about, or be peripherally aware of his Alpha status. Only losers spend their time so preoccupied with varying shades of Alpha-ness." Ironically this is exactly the case I make for the Alpha Buddahs of the world – they are blissfully unaware of the latent Alpha ambience they broadcast. It's just how they are, and you'll never see a blog, read some 'how-to' article, nor ever see an objective opinion about his Alpha mojo. He just is.

What's funny is it's just this lack of Alpha self-awareness that infuriates 'aware' men – aware men have to work at being aware. If you're reading this blog, if you've delved into the manosphere to any depth, hell, if you read AskMen or use online dating just out of curiosity, you're not a Natural Alpha. The Corey Worthingtons of the world don't write books on how to pick up chicks, he's too busy fucking them (and dealing with the consequences) to have time for insight about himself, much less anyone else.

The Tao of the Natural Alpha may be a satisfying, if shortsighted, way to live, but it's hardly sustainable. Eventually that Zen Alpha-ness creates circumstances that will create long term consequences. For the rest of us who must mentally work our way back to that feral Alpha mindset there is a lot of understanding and critical thought that goes into it. Personally I think appeals to "log off and get out and sarge" are exactly what most guys need. For all the PUA 'charm' readers like YaReally bring to my blog comments, he enthusiastically advocates for more time in the field and less time in the lab (i.e. the manosphere). KrauserPUA is also another favorite of mine since he actively combines Game theory with PUA applications.

The short version is Natural Alphas probably don't blog or even have the awareness to consider the source, much less the applicability of their being Alpha, but the Learned Alpha, he does consider it, and that guy probably does blog – whether it's out of vanity or altruism is for the reader to decide.

12. Fallacy of Misdirected Obsession Hate

Hater: A guy who spends his life obsessing over how to get women is a loser.

A guy who spends his life obsessing over climbing the corporate ladder to get more attention from women is a loser.

A guy who spends his life obsessing over mastering guitar and playing in a rock band to get more attention from women is a loser.

A guy who spends his life obsessing over pursuing financial rewards and acquiring resources to get more attention from women is a loser.

A guy who..... ah, you get the point.

The feminine imperative has used shaming tactics on men for more than half a century now, so it comes as no surprise that the feminine purpose for shaming would filter into men's own narratives for shaming. When used by women, shaming has a different contextual quality than when used by men. For men, the root of shaming another man based on gender expectations are just as equally manipulative, but the appeal is to a man's sense of pride and/or the way he's chosen to live his life. In this context, the shame is used to disqualify a sexual competitor, while providing an ego affirmation for the accuser.

When women use shaming it's generally used to force some compliance to their imperative. In other words "you should be ashamed for not embodying women's (and by proxy, fem-centric society's)

expectations.” When men practice shame, either intentionally or unaware, even with the best of intentions, they are enforcing the feminine imperative from the standpoint that it is the societal normative. It “sounds right” for men to shame and discourage other men from learning how to better understand women. Remember, the most successful social conventions are those in which your target becomes an active, unaware, participant in his own exploitation.

By using shame, men dissuading other men from better understanding women serve the feminine imperative’s purpose in limiting The Threat of him becoming aware of his own sexual market value or potential value. Additionally, the shaming man protects the utility of the feminine mystique by perpetuating the myth that women are intrinsically unknowable creatures. “You’ll never figure women out, so don’t bother. Go back to Just Being Yourself and eventually you’ll meet the right ONE.” This is the mantra we’ve come to expect from White Knights, but it’s particularly damning for the Plugged-In when it comes from a Man they respect as an authority.

16. Dancing Monkey Hate

Hater: Men who run game are just doing the bidding of women. Alphas don’t entertain women.

If you want success with women, you are going to have to entertain them... one way or the other. The same is true of women. Once a woman stops entertaining men with her body, her femininity, and her commitment worthiness by getting fat, old, ugly, bitchy, or single mom-y, she stops having success with men. We are all doing the bidding of our biomechanical overlord, and on our knees to his will we surrender, by force or by choice. You fool yourself if you believe you have some plenary indulgence from this stark reality.

Or: If you can’t beat ‘em, join ‘em.

For all of Men’s best intentions, for all our (dubious) aspirations of ‘higher-self’, what we do, what we are, what we achieve, will *always* be interpreted through the hypergamous filter of a woman’s perception of us. For all of our attempts to remove ourselves from the Game, Men cannot avoid this. By both biological impulse and social motivators, like it or not we are the performers, we are the approachers, we are the doers, even when (especially when) we think our purpose is not intended to be what we think it is. Abdicating from the Game does not excuse you from participating in the Game.

Whether you believe yourself the princely master of your own destiny or the pitiful victim of circumstance, on some level of consciousness you’re aware of the Game, and it’s a game of perceptions. Alpha’s, betas, Nice Guys, Bad Boys, and every guy in between, they ALL entertain women, even when they think they’ve gone their own way, even when they think they’re exempt from the Game, even when they’ve been married for 50 years.

It is a grave crime to tacitly or implicitly dissuade men from learning how better to master the Game. I can see how this misdirection might be used to disqualify a sexual competitor, but the same guys relying on rationalizations of higher-self-importance only better serve the feminine imperative they would otherwise rage against. Ironically it’s the feminine that’s arrogantly demanded every advantage in expecting society and reality itself to change for them in order better suit their gender’s drawbacks. They want to change the Game to better suit their ability to play it. They want to cheat the Game by playing in ‘God Mode’ and then wonder why it’s not fun to play any more.

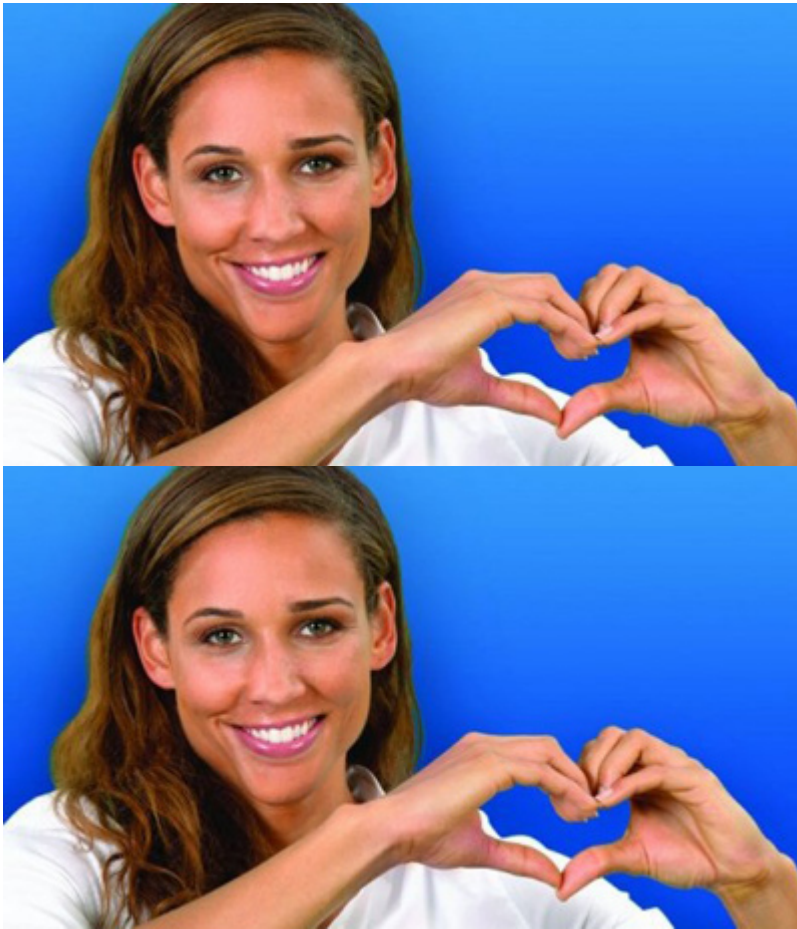
I think we make the same mistake as men in our rationalizing expectations of the Game to

accommodate us rather than learning to play it better.

Don't wish it were easier, wish you were better.

The Adolescent Social Skill Set

July 9, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Having been on vacation recently (sorry for the lack of updates) I took some time in between fishing charters and tequila sampling to look at the overhyped stories about the upcoming olympic games. Unfortunately the games don't really hold the same appeal they used to, and now especially against the more constant awareness people have of professional sports. So in order to generate advertising revenue for the games themselves it's become necessary for the media to seed the human interest stories months ahead of time about athletes the public would likely never have been aware of left to their own interests. Knowing who the top javelin throwers in the world are is a pretty niche interest. So it was with a bit of non-olympic interest that I became peripherally aware of the Lolo Jones story. Grit Artisan had a pretty good breakdown about our newest American feel-good olympic hopeful. Win or lose, expect to see her image plastered on a LOT of sportswear, cereal box and energy drink advertising for the next 8 months.

Before you get the wrong impression, my intent in beginning this post off by drawing attention to Lolo isn't to eviscerate her. I actually kind of like her. Minus the manjaw, she's a solid HB 7.5 on the rigorous Tomassi scale, mainly because she got the athletic appeal I like, but she also seems genuinely likable. I use Lolo because she is a prime example of socialization based upon an adolescent social skill set:

From Grit's post:

-She considers her virginity a gift (!) that she wants to give to her husband. She thinks its

the hardest thing she has ever done in her life- harder than college or training for the Olympics. She also realizes and acknowledges the past temptation and opportunities that she could have had sex.

I think it's important to note that a fem-centric media has used 29 year old Flo-Jo's Lolo's virgin status not only as a rallying cry for evangelically defined abstinence, but also as the typical and convenient male-sexual-response shaming device it loves so much. Track & field fans or not, all women can lament in chorus with poor Lolo's quest to find the Right GuyTM amongst so many immature and uncontrollably sex-concerned boy-men:

It was on **Twitter** earlier this year where she first announced to her almost 55,000 fans that she was a virgin.

She also said on the program that she has grown accustomed to being rejected by men as a result of her beliefs.

She said: 'Here's the two things that happen when you tell a guy you're a virgin, this is the honest truth. One, you tell them [and they say] "oh ok, I respect that". But you can already see in their eyes [that they're thinking] "she's lying about this and I'll crack it".

'So we'll talk usually one to three months [later], then they're like "oh shoot, she was serious". Time for me to exit.'

I can't imagine shots like this wouldn't convey any message to the average guy other than, "I'm a devout christian and I'm waiting for marriage." Yep, must be those incorrigible men's sex drives that make 'em bottle out before putting a ring on it. Nothing like the continuation of the 'there are no good men left' meme to get the otherwise uninterested ladies into watching the Olympics. Maybe Garfunkle and Oates could dedicate this song to Lolo at the opening ceremonies?

Late Term Virgins

Before I get knee deep in the moral rationales for her 'decision', let me begin by stating that in and of itself I don't necessarily disparage the idea of retaining ones virginity (male or female) when that person is fully self-aware of the long term implications that decision represents. I can already hear the howls from the monogamy minded members of the manosphere, "Why would you discourage women from retaining their virginity? Don't you know the more dicks she'd had the less likely she'll be able to pair-bond with a guy? You're encouraging premarital sex and thus cock-carouseling!"

I've covered most of this material in Late Term Virgins, but the salient point here is about adolescent social skills:

Simply put there are experiences and opportunities for personal growth that only embracing our sexuality can offer. One point I regularly make with respect to AFCs is that at some stage in their maturation they became retarded. I use "retarded" in the clinical, not the derogatory sense here; their social maturation becomes held up by their lack of access to experiences that would help them develop new cognitive models. Most of the time this is due to an inability to see past old conventions they learned in adolescence which halts them from passing to the next level so to speak. The problem with saving oneself for marriage becomes apparent in this. I'm not saying there is no merit in it, just that most people subscribing to it blindly do so without understanding the limitations inherent in it.

Whether that person is Lolo Jones or Tim Tebow, the latent purpose of a vow of chastity made in a

person's adolescence is an effort to curb the long-term consequences of the actions that a volatile chemical cocktail of pubescent hormones prompt in them. This 'decision' is couched in whatever moralism helps them and their parents sleep better at night, but it doesn't offer much in the way of educating a 15 year old promised virgin to understand the social implications of that promise when she reaches 30 and is still a virgin.

Wearing our public faces (the ones that look like wisdom and prudence) there will no doubt be a demographic with some reason to celebrate Lolo or Tebow. "Wow, they really do hold to their convictions. They are an example, unlike us lesser people who were too weak to resist our carnal appetites." And while they finish that sentence there's still a nagging discomfort in revering 'celebrities' for not experiencing something that 99% of the human population has experienced well before age 30.

Call it a Double Standard if you like, but when we encounter a 40 year old virgin male our underlying impression of him is not one of reverence, but rather one of suspicion. We wonder what's wrong with a guy who's never had sex. Part of being a total Man is to have had sex; it is to have had consolidated upon our most basic biological impetus. A man incapable of this (by choice or by circumstance) is considered deviant and forces us to wonder at his social maturation. In other words, a *normal* guy should've gotten laid by 40.

Lolo's is an interesting case. There comes a point when normal women ought to have had sex as well. While we can make the case that sex-positive neo-feminism endorses cock-carouseling as a deviancy, there is also a stage at which we begin to wonder about a woman's maturity and socialization when she hasn't had sex by a certain age. By today's standards, at 30 Lolo is practically a nun. We can cling to the sense of hope she inspires by holding out for marriage, but at what age do we determine that maybe Lolo is still stuck on the idealism of her youthful promises?

Adolescent Social Skills vs. Mature Social Skills

My sister-in-law got pregnant at 18 and married at 19. After about 20 years of marriage and 2 children she went feral. Hypergamy prompted her to divorce the husband who'd 'done the right thing' at 20 years old and remarry a millionaire. There's more to this story, but one annoying aspect of her very brief dating period of the millionaire was her psychological regression back into the only social skill set she'd ever known; the one she'd used right up until becoming a teenage mother. Her phone call conversations with this late 40's millionaire took me aback at first – it was script taken directly from the worst 80's Brat Pack movie. Cutesy pet names, and behaviorisms that bespoke a woman who's social understandings were frozen in time since the mid 80's to be thawed out in 2003.

I shouldn't really say that she *regressed* to her adolescent skill set, because she never really had the opportunity afforded by experience to develop a mature way of socializing as an adult (of 40+ years at the time) should realistically be expected of. Her story is a gross, anecdotal illustration that made me realize the larger, much more nuanced, whole of people using their last relatable experience as reference for understanding and applying themselves in novel situations.

One of the most consistent dynamics I deal with when I'm asked for counseling or even just casual advice is determining how much real-world experience the person asking me has. For example, it's a much tougher task to unplug, and teach a guy Game who's social understanding is rooted in idealistic, adolescent beliefs he's never had the opportunity to mature past via experience. For many in the manosphere it's an almost enjoyable act to be the iconoclast of juvenile, Disneyesque plugged-in idealisms, but it really does nothing to help the man (not to mention woman) who's only frame of

reference has ever been based in their adolescent social skills and understandings.

With every passing year, by order of degree, it becomes that much more difficult to get a person to accept their social retardation and unlearn their adolescent skill set as their *only* skill set.. A man of 25 might be willing to come to terms with his lack of referable experience, but the man of 45's ego, by virtue of age, relies upon that model in order to feel validated. He's had half a lifetime of experiences, but all of that was built upon, and limited by, a social model he'd learned and frozen at age 18.

Add the feminine rationalization hamster to this equation and it's easy to see how stories like my sister-in-law's come to pass. For women there's little motivation to move beyond the adolescent model that worked so well for them in their teens. Thus we have mid-50's women who're easily entertained by television (HBO's *Girls*) and stories that allow them to vicariously relive the framework of their adolescent social awareness. I have little doubt that in my sister-in-law's psyche nothing was out of the ordinary, but to those around she was either cute in her unawareness of her 20 year old social behaviors, or she was an anachronism.

Women can get away with a lifetime of social awareness halted at age 17, but socially, men are expected to know better. This is why Lolo Jones gets a smile and a wry wink at 30, but the 40 year old virgin man is "creepy."

Social Models

There was a time when the practical merits of virginity made sense. When a person's life expectancy was about 50 years, an adolescent skill set was much different than it is today. There's a reason individual cultures had ceremonies for passing into manhood and womanhood at age 15, we needed to be men and women at a much earlier age. Adulthood was literally 18. Since then, our biology and our evolution, physically and psycho-socially, conflict with that older model. We've drawn the process of maturation out to accommodate a longer lifespan as well as the contemporary expectations of education, career, family, etc. as per the norms of the societies that foster them.

Yet we still use the older socialization model – the one when more was expected of us earlier – as a base for judging the relative maturity of an individual. For all the handwringing about 'Kidult' men not manning up to fem-centric expectations, it's almost comical to think that those expectations are rooted in a traditional, social model for maturation that hasn't existed in almost a century in western culture. They want the anachronism of the old model to be relevant to men for exploitative purposes that they're willfully or blissfully unaware of, yet we're supposed to congratulate a 30 year old woman for not having sex based on an antiquated social model. Lolo Jones living in 1912 would be an old maid by those social standards; people of that era would wonder what was *wrong* with her.

Denial

July 11, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In most popular stories Betas may be protagonists, but they're never really heroes. Every movie, that I can remember, that has a beta as a protagonist has been a comedy; beta males are good for laughing at – no one actually admires them.

The same situation exists with Betas/AFCs you know. If you tell them the truth- they'll say you hate women, or have dated the wrong types, or whatever else they can come up with to protect the mental model underwhich they operate. They're invested in that mental model and they're happy with it; **to challenge it is to, almost literally, destroy the world they live in.** Not only will how they view the world be destroyed, but how they view themselves will be destroyed as well.

Ego Investments and Denial

The psychological term for this is called 'ego-investment'. I use this term a lot on my blog so I thought it deserved a bit of explanation.

When a person internalizes a mental schema (see belief) so thoroughly and has become conditioned to it for so long, it becomes an integral part of their personality. So to attack the belief is to, literally,

attack the person. This is why we see such polarization and violent reaction to people's political, religious, inter-social/inter-sexual, etc. beliefs – they perceive it as a personal attack, even when presented with irrefutable evidence that challenges the assertions of their belief.

One common frustration that the Game-aware express is how difficult it is to open an AFC's eyes as to why he's not hooking up, why he's not getting dates (or 2nd dates if he is), why he's constantly getting LJBF rejections, etc., and the flaws in what is really ego-investments and conditioned internalizations. As I'm fond of saying, unplugging chumps from the Matrix is dirty work, and this is made all the more difficult when a person is in a categorical state of denial.

People resort to denial when recognizing that the truth would destroy something they hold dear. In the case of a cheating partner, denial lets you avoid acknowledging evidence of your own humiliation. Short of catching a spouse in bed with your best friend, evidence of infidelity is usually ambiguous. It's motivated skepticism. You're more skeptical of things you don't want to believe and demand a higher level of proof.

Denial is unconscious, or it wouldn't work: if you know you're closing your eyes to the truth, some part of you knows what the truth is and denial can't perform its protective function.

One thing we all struggle to protect is a positive self-image. The more important the aspect of your self-image that's challenged by the truth, the more likely you are to go into a state of denial. If you have a strong sense of self-worth and competence your self-image can take hits but remain largely intact; if you're beset by self-doubt (a hallmark of self-righteous AFC thinking), however, any acknowledgment of failure can be devastating and any admission of error painful to the point of being unthinkable. Self-justification and denial arise from the dissonance between believing you're competent, and making a mistake, which clashes with that image.

Solution: deny the mistake.

Therefore we see AFCs tenaciously cling to a moralistic sense of purpose in their methods which is only reinforced by popular culture in our media, our music, eHarmony, our religion, etc. What they fail to realize, and what becomes cemented for them in denial, is that what they believe are their own, indigenous, self-righteously correct beliefs were designed for them by a fem-centric influence.

Is Seduction Real?

July 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From a SoSuave regular:

This has been driving me crazy for awhile so I got to post this question. Can you REALLY, honestly, seduce a girl? When I say “seduce” her I’m talking about taking a girl that just wants nothing to do with you at all for whatever reason that you might have no control over, and literally saying this or saying that and changing her mind?

Here’s what I’ve experienced:

- 1.) My “presentation” is mostly the same with every girl and really there’s no presentation at all. I’m about all personality. Most girls that I meet say that I’m “cute” (you know how girls talk) in the looks area, I always present myself wearing high fashion and my car is nice.
- 2.) But here’s the thing, the results I get depend upon the girl. There are girls that will love me, some that will just “go with the flow,” then some that will flat out say boy get lost. But here’s the WEIRD thing. I would have some average looking chick reject me to turn around and have a total dime accept my offers lol. Looking at it, it doesn’t make any sense, but I think it’s coming back to what I’m starting to see in the field and that’s the result of the interaction with the girl has more to do with the GIRL in question rather than you. I mean of course you need to work your Game, look good and do your thing, but what I’m finding is

that the results often depend upon the state of the girl and her life and her background, etc.

I mean are guys here seriously whipping out “lines” and player shit to turn girls that are just totally not interested to being interested? I guess from reading the manosphere I’m more in line with the focus on the girl being interested when I show up rather than believing I can create interest.

Are you really seducing the girl or did the girl find you sexy when you walked in the door and already decided that she would fuck you JUST AS LONG as you didn’t come off as a loser, creep, etc?? Which means all this shyt comes down to is having the balls to go up and spark interesting convos, have an interesting personality, and knowing WHICH girl in the room to go up to and which ones not to?

There’s a PUA idiom that states 80% of seduction is simply not fucking up what’s already there. Attraction is not a choice – however, what you do from there is entirely up to you.

I think people get hung up on the word “seduction.” It conjures up melodramatic associations of doing something nefarious to tempt someone into doing something against their own interests. In some instances that may be the case, but far more often seduction is really just selling yourself effectively by manipulating the emotions and psychologies of others. Politicians, religious leaders, salesmen, etc. are all seducers of varying shades. There’s a very blurry line between influence and seduction, but in both cases there’s a willing participant always present. No seduction, or call-to-action was ever consummated with a person who wasn’t already somewhat desirous of being seduced.

Advertisers have known this for years; the best seductions are the ones where the target isn’t aware of being seduced, plays a willing part in their own seduction and are so rapt in their own involvement that they’ll prefer pathological denial when confronted with having been seduced. To varying degrees, people have an innate, limbic level ego-preservation mechanism that protects them from the damages that humiliation might injure them with. No one likes to think that they could be so inured or naive (i.e. suckered) that they’d fall for a seduction, yet whenever they buy a lottery ticket their heads are filled with fantasies of what they’ll do with all that money.

So, given all of that, naturally no one is going to ever get any concrete, totally verifiable feedback as to what produced an effective seduction from the target that was seduced. That’s the subjective nature of all seduction – you can only draw your conclusions from what worked and what didn’t according to your own observations of your own goals, not the target’s.

For instance, I’d argue that it’s a rare woman who’ll admit to having been seduced by a man. It’s a point of pride for women to think that they have some preternatural ability (feminine wiles) to seduce men (really by virtue of having a vagina). And for those women who would admit to having been seduced, it’s always couched in a sense of complimenting herself for being a woman of such value who could attract a man capable of seducing her.

Bear in mind, everyone has Game. Even the worst beta AFC in the world believes his supplication, pedestalization and outright prostration for a woman will separate him from the rest of the herd of “other guys” and increase his appeal to her. Everyone of us, learned or not, has a Game in that we approach our sexual interests in the way we believe will best produce the desired result – sexual response. The average chump wouldn’t think to call it “seduction”, but his ‘Game’ that’s evolved, misguided as it may be, is still an effort in influence and persuasion over a girl to get to sexual

response.

Learning from Failure

In terms of learning seduction, failure is more beneficial than success, and this is exactly what guys fear because failure comes in the form of rejection, or in the case of the already committed chump, a fear of rejection. The young AFC will rely on a deductive reasoning (as most males do) which plots something like this:

I have a physical need for sex -> Women have the sex I need -> I must find out what women require for their sexuality -> I ask women what prerequisites they require for this exchange -> I must model my personality, behavior and ambitions to best exemplify these prerequisites -> I must perform these behaviors for her approval -> I get sex.

This is simple male logic and ultimately self-destructive because the women he petitions find it easier to require the dictates of social contrivances that they feel should be expected of him (and modified by their own set of contrivances) than to actually give him the honest truth which would likely set him on his ass in rejection, but moreover would help him better learn how to genuinely develop his own identity.

It's this failure that teaches most accurately. On several occasions I've advised guys to be more wary of their successes than their failures. Men meticulously pore over and analyze the minute details of why a date went sour or why a woman cheated on or LJBFed them, but the moment they F-Close for the first time, the minute they taste that sweet success they've been aching for so long to achieve, the story changes to "OK Rollo, thanks for all of your help, I can take it from here." I can think of at least 4 recovering chumps I've personally counseled that aped the behavior well enough to get their "ONE" dream girl then crashed and burned in exactly the way I warned them they would because they never paused to question *why* they succeeded.

The goal of their ambition was more important than the process of understanding how they came to achieve it.

When I was counseling, the single most common complaint I heard from older AFCs was how they got a "raw deal" for doing everything that was expected from them. They did, to the letter, everything that they thought women expected of them. They were "good guys", they played by the rules (women had set for them), they weren't 'Players', they paid their bills, they were "Supportive®", sacrificed their own ambitions to benefit their wives and children, they fed the dog and took out the garbage; but these guys were miserable because the fear of rejection, the "I'd lose her for sure if I rock the boat" scarcity mentality was more powerful than recognizing a deficit in appreciation from their wives for the life-sacrifices they made in order to keep the peace and ensure a steady supply of mediocre sexual exchange.

However, for all of their complaints and commiserations they never stopped to look at the process of events that brought them to their condition. The 'success' of having found a woman who'd marry them was all that was important to them at the time. Much of that "don't question it" mentality was due to them having a Scarcity Mentality, but as their relationships decayed the focus became more about repairing it and themselves rather than untangling the process of events that contributed to it. The car was running, the TV came on when they hit the power button, and that's all that mattered – it's only when the car breaks down and the TV won't come on that they finally get to the nuts and bolts.

Romantic seduction has never been one-size-fits-all. In fact this is expressly spelled out in the

introduction of the Art of Seduction by Robert Greene (required reading for Rational Readers). A lot of men forget what the 'A' means in PUA – artist. You can't just blindly expect one style of seduction to work for all types of women – that's why it's called an Art. Being a good artist of any sort requires time, discipline, an ability to improvise, creation, adaptation, attention to detail, etc. There are certain basic foundational principles women adhere to (hypergamamy being the most universal) either due to social convention or biology, but the good seductive *artist* uses these as a basis for an individual seduction. For instance, the seduction of a church mouse and a goth chick require two separate seductive approaches, but they'll both be influenced by the underlying influences common to all women (i.e. hypergamamy, dominance, etc.). A Man's Alpha prowess will appeal to those biological foundations, but his approach in seduction needs to be measured by the conditions presented by his target.

Value Added

July 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There's nothing more refreshing for me than to read the insights of new Rational Readers. Generally it's not that most offer anything terribly novel (some do), but it's the predictable, persistent, feminized societal interpretations that keep reusing the same tired rationales which gives me hope that positive masculinity is cracking that shell. In other words, girl-world isn't really coming up with anything new; it's just retreads of old tropes.

One new Rational Reader, 'S' (maybe for Susan?) decided to take me to task for my graphically detailed essay on [Navigating the SMP](#). Have Hamster, will spin.

While S suffers from the common female malady of reverse rationalizing her 'circumstances', she does provide a perspective on a topic I have yet to cover here in her followup response:

Fine, I read that. I just don't agree with your philosophy that women somehow have no purpose after the age of 30. What if say there were circumstances outside of her control that prevented her from getting married at what a simpleton might deem as an acceptable

time...what if she never partied and slept around? There is more to a woman than physicality and it pisses me off that there are men like many of the above (bitter much?) who don't appear to see worth in a women once her..what's it called..sexual market value declines...it just strikes me a scarily misogynistic..like some creeped up from of American Psycho shit and it makes me scared for our society.

There is a lot to be said for developing true companionship with someone, having a kind of partner in crime relationship that endures...A woman of any age is appropriate for this.

To paraphrase Roissy's inimitable words, the closer you get to the truth the louder the feminine will screech. As odd as this is going to sound I actually agree with most of S's point here. You see, when I was detailing the timeline of men and women's respective sexual market values, my intent was to provide a raw and unvarnished view of how, in contemporary social dynamics, men and women's sexual market values differ over the course of time. I made the efforts (loose as they were) to reveal the slow-burn valuation of men's SMV in contrast with women's quick-burn SMV.

Emotional Response

Exposing uncomfortable truths is kind of a mixed bag when it comes to the emotional response to those truths. For instance when I read articles about feminist triumphalism regarding how much more 'advanced' women are over men today, or I read reviews like 'The End of Men', the analytical portion of my brain gives way to the more emotive response. Why try right? If I'm obsolete, if the cards are stacked in women's favor before I even get dealt a hand, why not go my own way? There's a certain hopelessness to that initial emotional response, especially when there's no hint of sympathy or contrition forthcoming from 'powerful' women and all the women aspiring to that empowerment. This is just how the game has shaken out, too bad for you men, you're fucked now.

I imagine S probably feels the same way when she sees the landscape of the sexual marketplace on display in such Darwinian, graphic terms. Once you've hit the Wall ladies, your value begins its decline in earnest, so The Threat then becomes men becoming self-aware enough of their increasing SMV to capitalize upon his increase and your decrease accordingly. This is the nasty part of hypergamy; the countdown to the Wall is ever-present, but so is the subconsciousness-level doubt about having made the optimal hypergamic mating choice before the clock reaches zero. Every SMP opportunity after that point will always be colored by what opportunities she could've consolidated upon before it.

I often get called a cynic or uncaring in the delivery of my observations, but try to understand my approach is always about pragmatism. Should women's overall value mean more than just her physicality and sexual availability? Yes, of course, just as Men's intrinsic value ought to be more broadly appreciated for the qualities of his character and the sacrifices he makes to facilitate a woman's reality. I would love nothing better than to think that the human spirit combined with mutual good-will and understanding could lift us above our base, innate drives. I would love to live in a world where men could get a hard-on based solely upon his estimation of a woman's respective "worth", and where women swoon for a humble, noble, loyal and devoted overweight and underemployed man with a negative balance in his bank account.

In the manosphere, every day I read about the conflict between what our higher selves *should* want in a woman. There's no lack for articles and blog/forum responses making impassioned pleas for women's fidelity, loyalty, intelligence, grace, femininity, appreciation, and a long list of other ephemeral qualities as being ideal for an LTR prospect. In fact I'd argue that the majority of men's

misreading women comes more from seeing past the red flags and attributing more importance to these qualities than a woman actually merits. For every divorced man who uttered the words “I never thought she was capable of this” I’ll show you a guy who rationalized his attraction to his ex based on what he thought were her ‘value added’ qualities.

Relationships – Nature and Nurture

I would never argue that a man or woman NOT aspire to be better than they are as human beings. There are always going to be human elements to any relationship that transcend what we’d expect the nature of the Game to dictate to us, but underneath that compassionate understanding, behind the flowery sentimentalism, is still the base drives, the feral hypergamy, the cruel reality of the Wall, etc. that we will never be exempt from. On Friday I’ll have been married for 16 years to a beautiful, loyal, feminine, woman. Mrs. Tomassi embodies a great many of the ideal qualities that most men would put on their LTR vetting list – she’s a great partner in crime for me, but my initial attraction to her had far less to do with those qualities and far more to do with how much she turned me on. However, as comfortable as I am with her, as intimate as we are with each other’s identities, warts and all, I still understand the base framework necessary for all of this to take place within.

A relationship based solely upon physicality and sexuality is every bit as weak as one based solely upon esoteric appreciations of ‘*higher*’ value-added qualities.

The strongest, healthiest relationships are those in which both parties have a mature, mutual understanding and embrace of both the natural aspect and the nurturing aspect of the SMP. Women will never come to appreciate men’s intrinsic sacrifices made for them without coming to terms with naturalistic side of Game and the SMP. Likewise men need to come to terms with the reality of their conditioning and the fem-centric Matrix in order to appreciate the gravity of their decision to commit to a formalized monogamy / marriage. They need to appreciate the risk of the situation they find themselves in, but have hitherto been unaware of. For both genders, coming to this understanding is often an ugly prospect.

Likewise it’s important to develop an appreciation for, and an embrace of those value-added qualities which move beyond the naturalistic side of the SMP. While being of primary importance, sex and the feral aspects of the SMP aren’t the only aspects of a healthy LTR. When it comes time to make the transition from spinning plates to informed, committed monogamy, you still have to live with that person and this is when those value-added attributes make or break the LTR.

I understand S’s and so many other women’s frustrations with the Game as it applies to women’s deficiencies. I’ve written at length about how women would rather have the Game changed to better suit their capacities to play it. In this instance S repeats a common moan in that she expects men to appreciate the ‘value added’ elements of a woman’s persona in priority to her base attractiveness. Her fears that men might adopt some policy of neglecting “quality” women in favor of “arousing” women, while understandable in terms of feminine competition anxiety, are really unfounded. If anything it’s the majority of beta men conditioned to believe that “it’s what on the inside that matters” who’ve borne the brunt of women’s social dissatisfaction for the past 40 years.

Guys don’t seek out the community because they’re getting too much pussy from being ‘Nice’ and appreciative of women’s ‘deeper’ qualities and they don’t know how to let down all these women easy. If anything compromises self-respect (assuming an AFC even has a concept of that) it’s a Scarcity/Sniper mentality. Worry less about the guys tapping their “harems” and more about the chump crucifying himself to be the martyr for his singular “dream girl”. He’s far more common.

The Wall

July 18, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Not to belabor the fresh input contributed by new Rational Reader ‘S’, but her recent comment regarding The Wall has made me aware that I haven’t yet gone into too much detail regarding the Wall and its socio-psychological effects upon women:

Yeah, it’s a term I have seen before arriving at this blog but have never heard in reality. I always attributed it to a woman losing her looks but to place it at exactly 30 seems to me to be too precise a calculation...as there are many variable to be taken into consideration I would imagine. For example, a party girl, serial tanner and smoker could probably lose her looks long before she reaches 30, whereas a clean living late bloomer might not even realize her potential until her mid to late twenties. I’ve seen women from my school..the most popular girls (with guys) changed the most in a negative manner and the nerds or just the most unexpected girls have become more attractive over the years. It’s freaking odd.

The infamous Wall a woman reaches (or slams into as the case may be) is somewhat of an ambiguous term that was actually coined by catty women long before the manosphere came into existence. It used to be a relatively less combative term that women used for one another in an effort to disqualify a sexual competitor. A woman implying another woman had “hit the wall” was marginally more polite than calling her a slut, but the latent purpose is still the same – disqualifying a sexual competitor from men’s mating considerations.

The Fear of Decay

Underneath the obvious utility of the Wall as an epithet is a more painful truth; the inevitable decay of women’s sexual appeal – their first, and for most, only, real agency of power they’ve ever actualized over men to ensure their long term security needs. In the heyday of 2nd wave feminism, the sisterhood’s message was all about collective empowerment and solidarity, but beneath that was the intrinsic hypergamic need to compete for the best mate their looks and sexual availability could attract. As I’ve written before, women prefer their combat in the psychological and there are few fears women harbor as deep and as long as losing their sexual agency with men. They know the Wall will eventually come, and they don’t like to be reminded of it.

Women’s intrasexual combative use of the knowledge and fear of the Wall did not go unnoticed by men. Therefore the feminine imperative found it necessary to make the truth about the Wall as socially and individually subjective as possible. As with most uncomfortable truths unique to women’s weaknesses, the feminine creates social conventions and ambiguities to misdirect men from becoming aware of women’s eventual powerlessness over them (i.e. the progressive loss of her sexual agency). The Threat of having men become aware of women’s Achilles’ heel before they could consolidate long-term commitment with their best hypergamic option was too great a risk not to form social conventions about the Wall.

Implications of the Wall

Thus, in an intergender social context, the Wall became individualized and subjective for women, and it’s within this framework that women like S are most comfortable in addressing the reality of the Wall. “Not all women are like that” (NAWALT), the go-to mantra of feminized subjectivity, is a direct result of subjectivizing the inevitability of the Wall. In fact, virtually every operative social convention women rely upon for empowerment and self-esteem finds its root purpose in avoiding the fear of the Wall. The Myth of Sexual Peak, the Myth of the Biological Clock, the social convention that Women are just as Sexual as Men, are all very complex social rationales with the latent purpose of convincing the majority of men and women alike that post-Wall women can still be equally effective sexual competitors with pre-Wall women.

It’s important to bear in mind that all of these complex social conventions are rooted in a fear of the Wall. I’m repeating this point to emphasize the importance this has in a feminized society that’s subjected to feminine hypergamy as its most operative doctrine. When enough women, through cultural forces or personal circumstance, can’t capitalize upon what they think is their due, optimal hypergamic male option, then society must be acculturated to believe that women past their Wall expiration date can and should be just as desirable as those in their prime. Think of it as a retroactive social moving of the feminized goalposts. This is the gravity and extent that the fear of the Wall plays for women – feminized society is literally structured around avoiding it.

Defining the Wall

When I wrote Navigating the SMP, the reason I used 30 as the general age women typically hit the

'Wall' is really a combination of factors. Most importantly it represents the threshold at which most women realize their lessened capacity to sexually compete with the next generation of women in their 'actualized' sexual peak (22-24). However, there is a male part of the Wall equation that needs to be understood. 30 is also the general age at which men (should) become aware of their own, longer-lasting sexual market value and potential. This affects women's interpretations of the Wall. Once a Man is aware that he has the capacity to attract the sexual attentions of the younger women he'd previously had limited access and understanding of, his actions and imperatives define the Wall for women who are approaching that threshold. And unsurprisingly this is the point at which Wall-fearing women begin their accusations of men's infantile ego issues, shaming, etc. for preferring younger women than themselves.

When we (and as women in particular would have us) view the Wall in terms of physical attractiveness we don't see the full picture and relevancy the Wall has for women. It's very easy (and often fun) to compare pictures of girls we knew in high school with their current FaceBook profile shots at 40+ years old and get a laugh at how bad she hit the Wall. It's also easy for women to point out the notable exceptions to the rule and find a hot 38 year old woman with 3 kids competing in the Ms. Fitness USA pageant. It gives them a sense of hope about their own decay.

However the Wall is much more than just the physical; it's the conditional that accelerates or decelerates a woman's date with the Wall.

Single mother? Acceleration.

Consistent, bad personal habits? Acceleration.

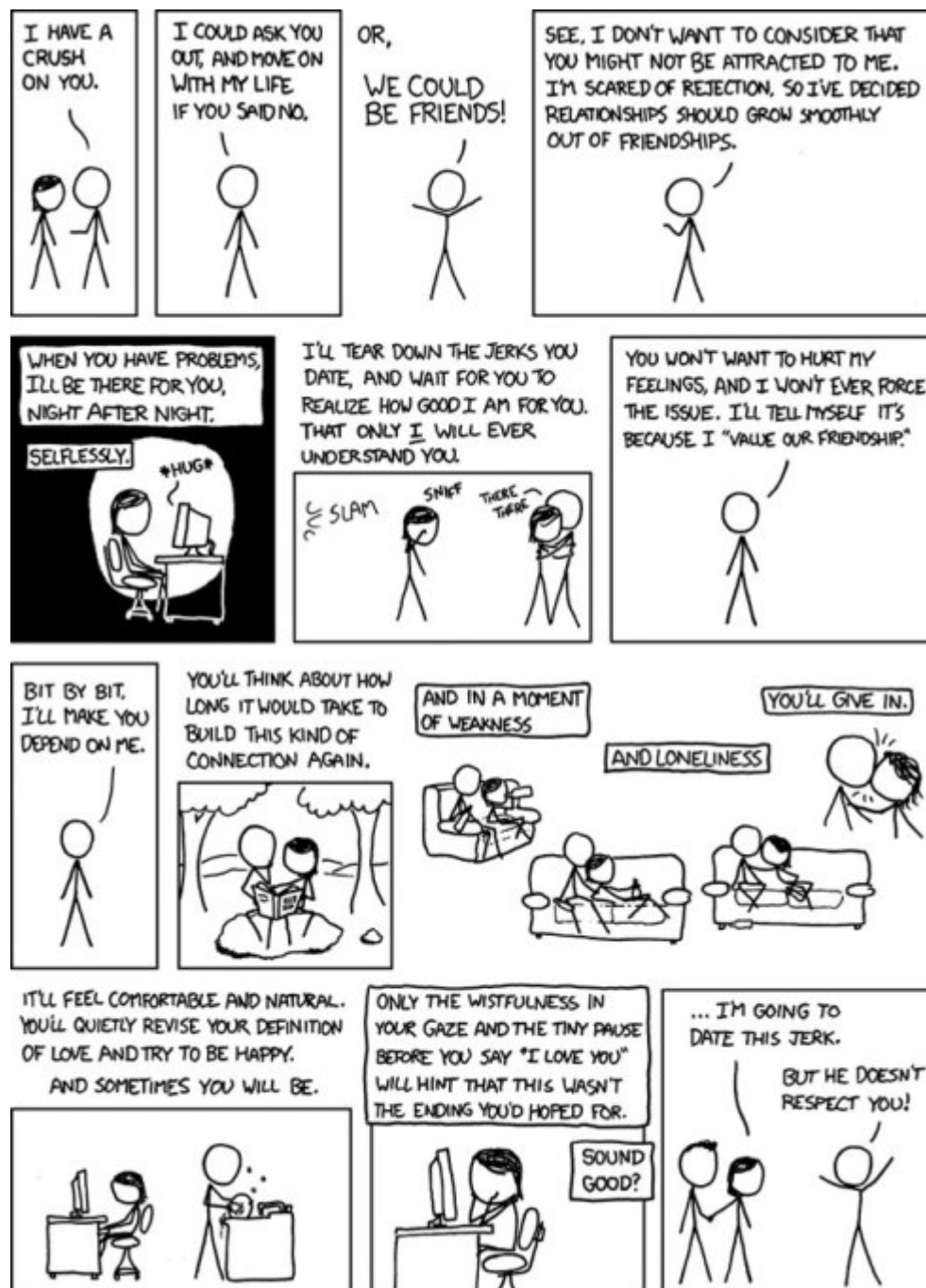
Careerist obsessive? Acceleration.

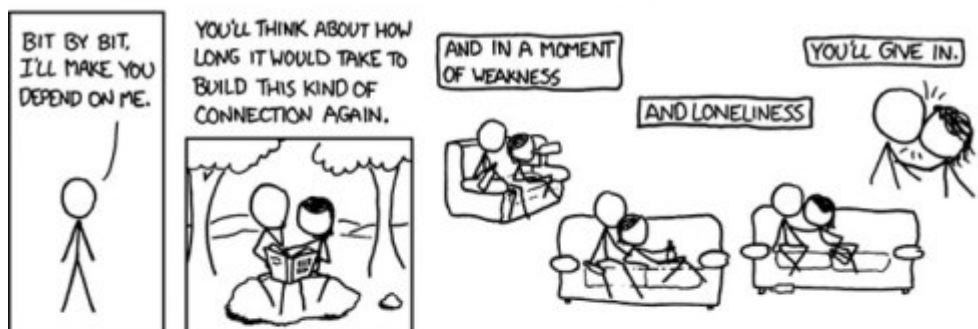
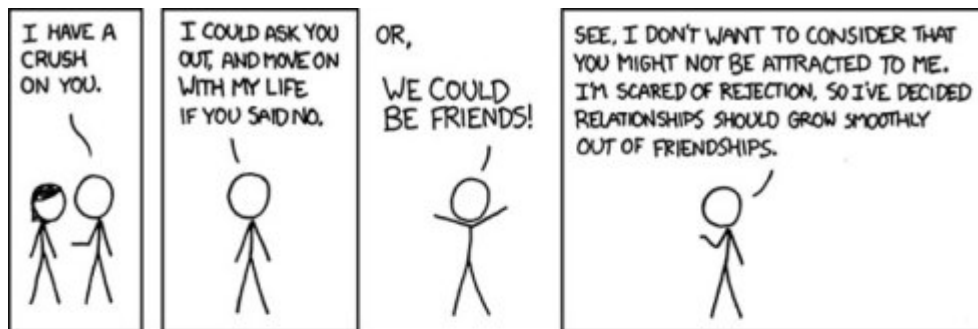
Obesity? Acceleration.

Do notable exceptions to these exist? Of course, but they prove the rule. And that rule comes in the form of such an overwhelming fear that contemporary society needed to be restructured to help avoid it. The 38 year old, careerist, single mother of 3 competing in fitness pageants is only a hero because of the fear of the Wall.

White Knight Porn

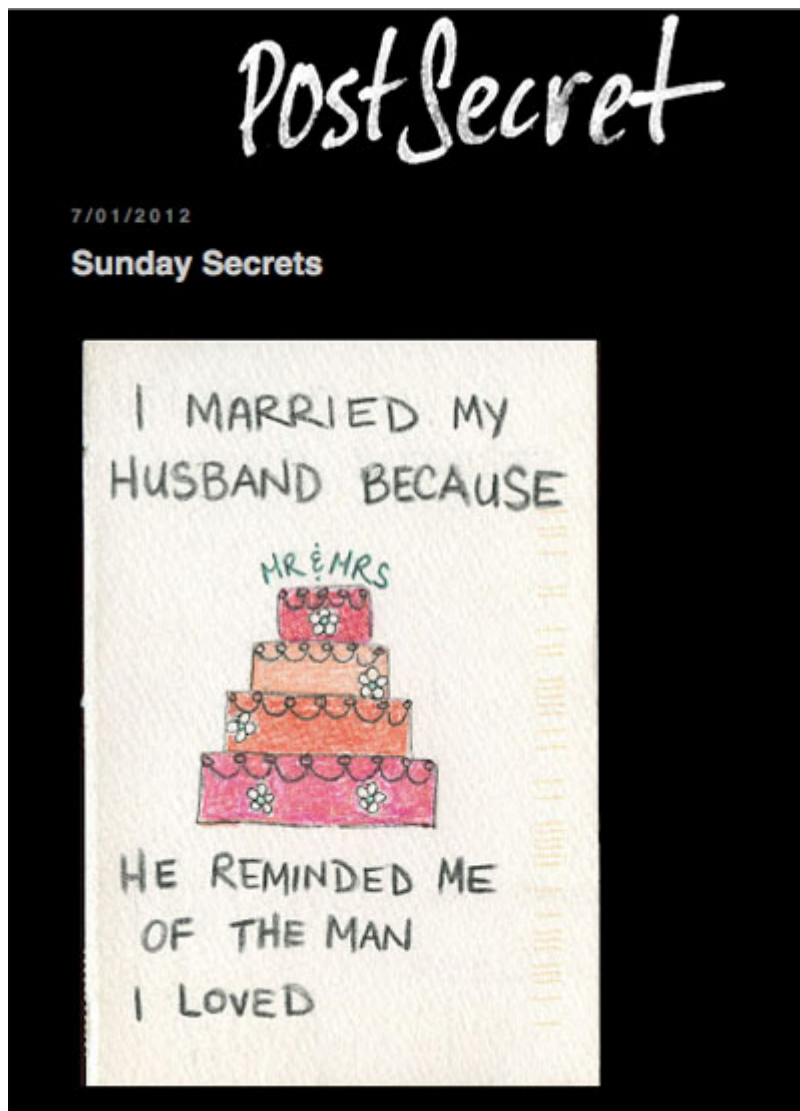
July 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Case Study â◻◻Â Wanted: New Daddy

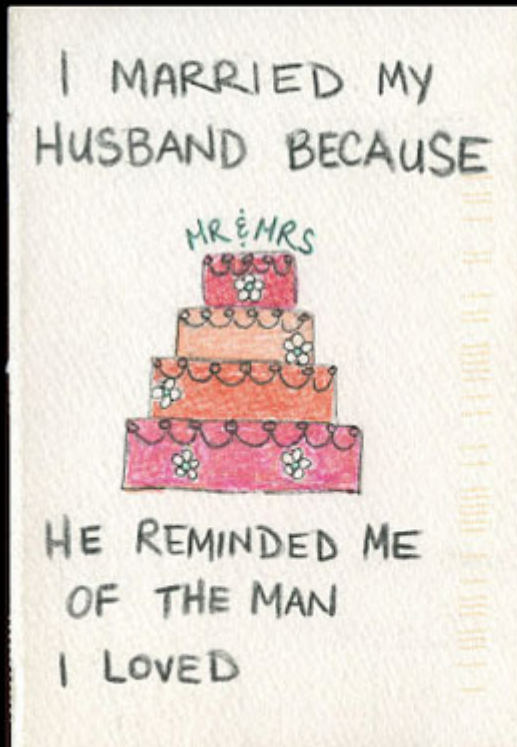
July 23, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



PostSecret

7/01/2012

Sunday Secrets



I love Post Secret. Anytime I have humanitarian doubt about hypergamy or the twinges of sentimental wishes for a kinder, gentler, fem-centrism all I have to do is read the current week's offerings of anonymous 'secrets' and, without fail, all doubt fades away to callous certainties. *Ahhh, le sigh...*

I've delved into the single mother cottage industry topic before, but in light of a recent PM and last week's Wall discussion I thought I'd entertain this comment:

Wow. I have read some very interesting posts. I need some help and since most of you seem to be honest and not out to hurt anyone, here goes...

The Facts: 29, Female, Divorced mom of two toddlers, works full time, working on building self-esteem, being happier. Not seeking permanent relationship; however, not interested in whoring out.

I have met several men I am interested in and we talk and possibly hang out. What I am scared of is them thinking I am daddy shopping. I also don't want to be left and laid. I am willing to "buddy up" but I do expect a friendship beyond the sex. How do I approach or have a discussion with a man telling him my time is rare, but still communicate my expectations of casual hangouts and fooling around? I am a woman and yes there are nights where he would need to engage with me in mind blowing sex. There may be a bad day at work where I just need a beer buddy. It is difficult for a woman with self respect to blow

and go so that's not my intent.

I tried the honest approach, but never heard from him again. I gave it one more shot (different guy) and time will tell. I've never been in this type of relationship before. I respect myself too much to engage in a one night stand only. Any ideas?

From what I read it sounds like I am pretty much screwed. I'm not single resulting from some kind of feminist movement crap. I like a guy to challenge me etc. I am a single mom because I am divorced from a bad person (cheater, abusive). I don't seek a relationship because I know the majority of men don't want the "baggage" of my babies. Additionally, I don't want to risk hurting my kids. They are first. I am all they have and in a way they are all I have. All I want is an adult. If it progresses to more so be it. If not then that's cool too. I don't want to be viewed as just a piece, that is where the honesty comes in.

A lot of what gets offered for women in her position is usually the standard fare about single mommies and how guys perceive them. Baby-daddy issues, scheduling, substitute father interviewing and how single guys are "supposed" to react to them. All of this is valid of course, but after reading her own take of her own situation, I'm not so sure she's really aware of (or is in denial of) her own conditions.

This woman is a textbook example of what I call Proactive Infidelity. According to her longer account she'd knocked it out with the Bad Boy (abusive, cheater) who was a "challenge" and got her excited. I'm going to do her the favor of assuming both her children were by him and if one is now 4 y.o. this would mean she was at oldest 24 y.o. when she became pregnant. Now that the Bad Boy has proven himself unreliable in sharing parental investment responsibilities, the guy she *does* end up in an LTR or marriage with necessarily **MUST** assume the Bad Boy's responsibilities and liabilities.

New Daddies and Independent Women®

It's essential to the single-mother rationale that they convince themselves they aren't shopping for a "new daddy". The fem-centrism of today's social structure already has a long and well established framework ready to enable the most predictable of hamster spins. She's an "Independent Woman®", she "makes her own damn money" and 'walks like da boss, talks like da boss,...' etc.

The Independent Woman® brand is one of the most versatile social conventions because it covers so many situations. Blanket rationales like epithets of 'Misogynist' or 'Homophobe' pale in comparison to the usefulness of the Independent Woman®.

The Independent Woman® is unassailable and any contrary deviation from it leads back to the circular argument of patriarchal men's selfish oppressions – feminism's favorite trope. She "don't need a man", but she needs a Man. The real tragedy is the desperation apparent in the false pride. The truth is she needs a Man, her children need a Man, in spite of the pretentiousness fem-centrism has conditioned into her. But her decisions have left that Daddy position open to the lowest bidder.

The undeniable, unavoidable truth is that whether or not this is a conscious effort on her part, this is what the next guy, usually the Nice Guy, **MUST** deal with. Mr. Dependable, Mr. Loyal supporter/provider has no other choice but to assume parental investments that were never his. She bred with the Bad Boy and the Nice Guy raises her children. Any woman who can pull this off hits a bio-evolutionary jackpot.

The good news for her is that there are countlessly reinforced social conventions specifically designed with the latent purpose of making such a Nice Guy (essentially a proactive cuckold) think

he's a martyr and held to be in the highest regard of manhood for "looking past" her situation and "loving her for who she is." Rest assured she'll eventually attract a beta so conditioned to forgive her past indiscretions (essentially justifying and rewarding them) in exchange for the sexuality he's been deprived of for so long. Her marginal intimate acceptance will only affirm his AFC beliefs and his "stepping up" to parent her kids will make him tolerable when he's not as exciting as the Bad Boy was.

Now all that may sound harsh, but it's important to understand just how tough a road single mothers have to hoe. If laid out in harsh realistic terms, most women don't willingly want to be saddled with an AFC marriage of convenience, and neither do they want to be locked in with an abusive Bad Boy, so what do they do?

First, they need to understand where they're at and how they got to be who they are now. They've hit the Wall by default.

Own your indiscretions ladies, own your mistakes. Being a single mother, despite the feminized social conventions, doesn't make you a hero; it makes you a statistic. As I stated originally, any guy that accepts you intimately **MUST** deal with you as a single mother. This means he **MUST** accept your schedule, your children's schedule, their father's schedule, both family's schedules, and the emotional fallout from all this. The feminine imperative has taught you to believe you're entitled to expecting him to *want* to be with you (even if this is just as a fuck buddy) in preference to a single, childless, generally younger and more sexually available woman. She's your competition. And in spite of all this he's expected to still be the Man, by denying his sexual predilections in favor of your circumstances.

Your fundamental acknowledgment and showing a constant genuine appreciation for the sacrifice he makes to accommodate your past is essential to any LTR you have in the future. I'm not saying that your kids shouldn't be your first priority – they absolutely should – but it is imperative that you know and demonstrably appreciate ANY guy who'd make the concession to still entertain you intimately after knowing this.

A lot of women love to gnash and wail about how they've become undateable after they've acquired single-mom status. Actually, no. There's a whole modern world that's teeming with AFC providers, with Cap'n Save-a-ho Martyr Mentalities just itching to get at the reverent pussy they missed out on for most of their 20's and are more than willing to follow the feminine meme and convince themselves that single mommies are just victims of the Jerks they knocked out their kids with.

Daddies & Buffers

Understand, single mommies are another form of Buffers. The deductive logic is that they're 'easier' due to their conditions and the risk of rejection lower (particularly when rejection-phobic or in a dry spell), but the potential long term ramifications are never worth the effort in comparison to childless women. Rejection is better than regret.

The problem with actualizing your fantasy encounter with a MILF is in the 'M' part of the acronym – 'Mother' – ergo, a single mommie with all of the very "real world" baggage that goes along with that. I've tapped my share of older women when I was in my 20s and I can tell you that the sex was no more or less extraordinary than the younger women (at least in terms of performance) I've been with. The only major difference? I never had to worry about 22 year old single girls finding a babysitter for a night or had to be concerned with her making too much noise during sex so as not to wake up her son in the next room. Nor was I concerned about it being "her weekend" to have the kids.

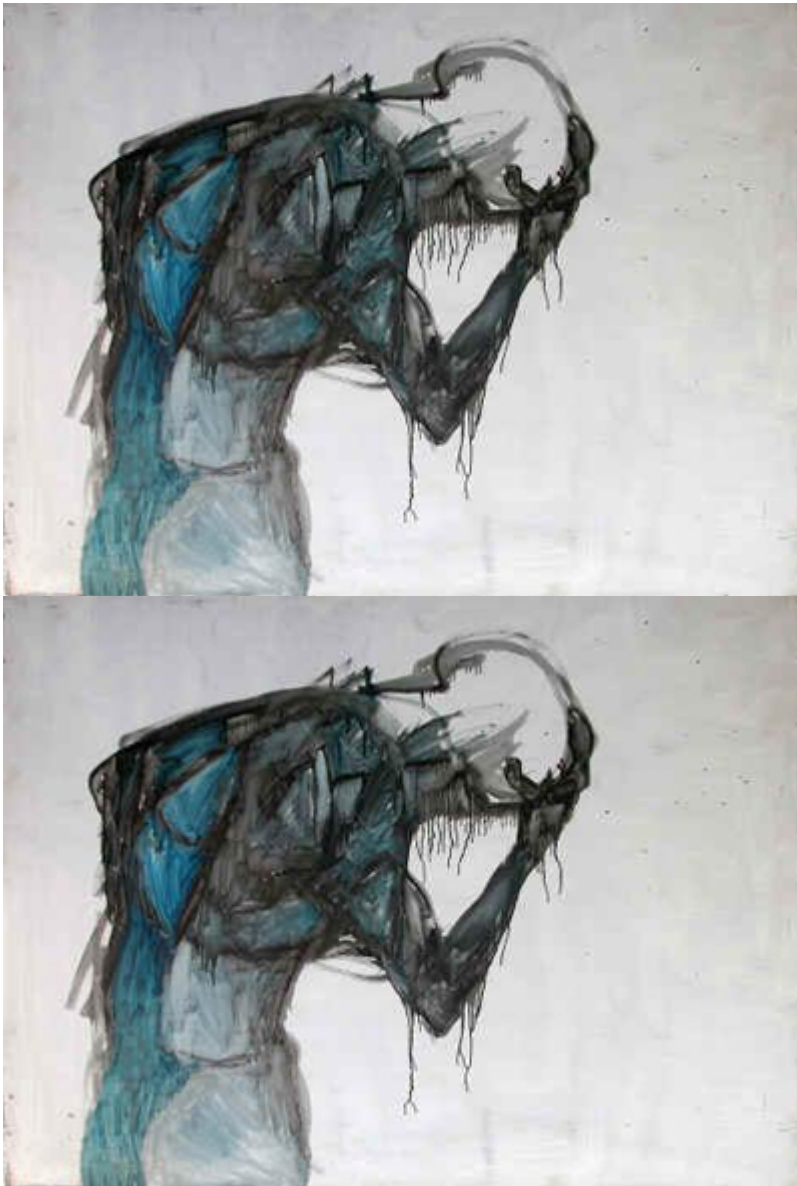
It's very easy to assume single mothers are victims by default – some are, most aren't. Trust me, a majority of single mothers are single for a reason – and it's not always because of their Jerk BF's or deadbeat husbands. The common belief is that MILFs encourage an idea that they are more sexually available; you've got to ask yourself, why would they be motivated to be more sexual while single than when they were married or in an LTR? They become motivated to be sexual and hit the gym when single, but wouldn't make the same effort when married, why? Because the guy wasn't worth it OR because she became comfortable, he lost interest, became fed up, and she's prompted to be more concerned with all that in order to achieve a long term security with another man that necessitates she do so?

Don't get me wrong, there are attractive women in their 30s & 40s but these are uncommon exceptions to the rule. The social reinforcement of the MILF fantasy is just a modern extension and evolution of the "she's still got it" social convention with the latent purpose of leveling the playing field for 30-40 something single mothers unable to sexually compete for the same calibre men with 18-28 y.o. women. The harsh truth is that a beautiful, sexually available, single woman in her mid 20's is at a decided advantage for sexual selection than a single mother entering her 30's who's encumbered with all the responsibilities of being a parent. Schedules of Mating issues aside, even when both women are equally attractive and equally sexually available, the childless woman is still at an advantage because she comes with less liabilities and represents a "fresh start" in comparison.

Women's sexual value naturally declines as they age – it serves an older woman's purpose if she can redefine sexuality as her conditions change through life, and convince herself and society that she's correct and genuine. Ashton Kutcher and Demi Moore may epitomize this fantasy, but in reality, there are thousands of women filling gyms across the country for every Demi Moore convinced that they "still got it" while every year a new crop of 22-24 y.o. hotties commands the attention of the same men they're competing for. This is just the natural extension of the 'Have It All' lie that women have been sold for the last 50 years. Men only too eagerly buy this convention as well because it facilitates a Buffer for them and (presumably) presents an easier route to getting laid. Therefore it is also in their interest that the myth and the Buffer be reinforced.

The 5 Stages of Unplugging

July 25, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I read an article this morning about the 5 stages of grief (confronting death) and how they apply to coming into acceptance of a previously rejected truth. Yes, I know, there's no end to the ridiculous interpretations of this played-out pop-psych list, but I was curious about how this might apply to an AFC coming to grips with unplugging from the Matrix, so I did a bit of searching and what did I find on my blog roll search but this:

- 1. Denial** – Still Plugged -In: “These game guys are a bunch of clowns, there's no way this works on women. Women aren't stupid. What a bunch of misogynists.”
- 2. Anger** – Post-Red Pill: “This is ridiculous! Why should I have to jump through all these hoops for women? I just want to be myself. Why couldn't I have been a Natural Alpha®? I blame my parents/siblings/teachers/God/liberals/feminists/media/society, maybe George Sadini, Andres Breivik, James Holmes wasn't so crazy after all.”
- 3. Bargaining** – Unplugged: “Well maybe it does have some good points...but, forget the hot girls, they're way outta my league. I'll give it a try if it can help me get around the bases with a plain Jane.

Do I have to wear the fuzzy hat and black nail polish?”

4. Depression – Bitter Taste of the Red Pill: “Wow, women really respond to this puffed-up act? And guys spend big bucks on it and wind up with more ass than a toilet seat? And I just joined up for this? The world is sad and so am I...”

5. Acceptance – Game Awareness: “Maybe this IS the way things really work. I guess I should give up the gender relations mythology I’ve been holding onto...hey, what do you think of these negs I came up with?”

6. Jaded* – MGTOW Permutations: “Fuck learning all these rules. Sex isn’t worth it and women aren’t that fun anyway. The last thing I want to do is learn routines or the 5 stages of pickup. There’s too many websites, too much to read, I can’t remember it all much less sort it all out. Who has all that time to go out and chat up women anyway? It’s not like I see any women under 40 at work at my engineering job to practice on. Video games and porn are more fun and more available. I just haffta look good and let the women come to me”

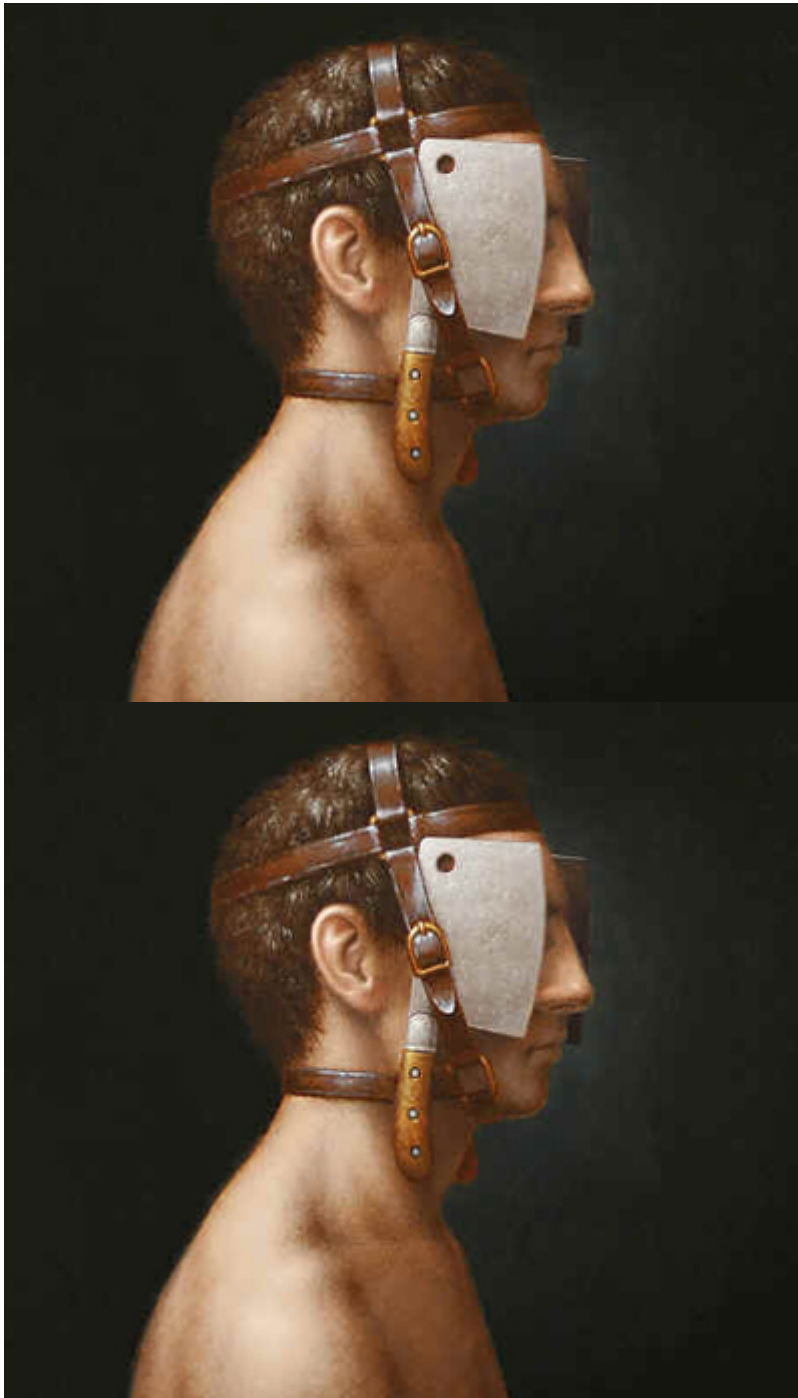
* This is a late addition to the list, hardly original and arguably relevant, but I added it for precautionary measures.

Before I get the predictable howls of “someone did this before you” (h/t Badger) allow me to put my spin on it. I get a ton of PMs from forum members, and read threads about guys with friends or relatives in, or just getting over, horrible relationships and how they’ve tried to unplug them only to run into stiff resistance. Looking at this process to acceptance it’s no wonder why.

So my discussion question for today is this; how did you unplug? Was there some moment of clarity that opened your eyes? Did you go through a process like the one described here? Are you maybe still struggling with a certain phase?

Pathologizing the Male Sexual Response

July 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rollo, I just saw the movie ‘Shame’ starring Michael Fassbender and felt the need to recommend it on here.

The main character is addicted to sex, it’s basically the main focus in his life. He is constantly pursuing it one way or another, picking up women he meets in his daily life, getting behind his laptop to engage in internet porn, ordering an escort girl, or just jerking off on the toilet.

He’s good with women, runs pretty solid game. But it’s all superficial, he just knows how to push the right buttons and make their ginas tingle, then fvcks them. He’s unable to establish

something like a “connection” with them, fvcking is a purely individual experience for him, just as masturbation. Only, instead of using his right hand, he uses a woman’s body.

It seems as if the guy is empty inside and is trying to fill his inner emptiness by engaging in sexual activities all the time. Of course, it doesn’t get him anywhere, but he can’t help himself. He just keeps repeating his cycle of sexual activities, he’s a slave to it. The moment he would stop doing it, he’d become very uneasy, like a drug addict going through withdrawal.

Fassbender’s portayal of the main character is quite brilliant. Nothing of what I wrote above is being told explicitly, you just deduct it from his actions and body language while the movie lets you be a spectator to the main character’s daily life (so, in fact, you might disagree with certain parts of my analysis of the main character and give a slightly different meaning to his behavior, although I’m sure you’ll agree with it for the most part).

Anyway, it’s a pretty raw and engaging movie, and upon viewing it, I realized I have more in common with the main character than I’d like to admit... I suspect many of you would feel the same upon watching it. It also reminded me of Squirrels and the problems he spoke of in many of his posts. Squirrels could be this guy, lol. So if you could relate to the things Squirrels was struggling with, you’ll probably find this movie interesting.

Love to hear your thoughts if you watched it!

One of the most common themes in human storytelling is the quest for meaning in what’s essentially meaninglessness. This story has been retold for centuries in different contexts, but it’s essentially the same plot; the person with the unfillable void inside that prompts them to great acts of creative passion or horrible deeds of self-destruction. It can be a tragedy or a comedy.

Sex addiction is just the meme du jour of this century. Feminization has taken this cliché for its own purposes. Every romantic comedy, every ‘love story’ in the past 50 years, all revolve around men’s inability to fill the hole in their heart that only a special woman can. Literally, everything else in the world is just a cheap, superficial substitute for the inexplicable magical element a woman completes a man with. He literally cannot live without her piece of his puzzle.

Sex addiction is simply the new pathology of the male condition so we make the leap from Pretty Woman and the Hooker with the Heart of Gold in the 80’s to the more sinister sex addict of the new millennium who’s so hopelessly flawed he’ll burn away to hell before he sees the healing light of submitting to the feminine imperative’s medicine.

Women like it because they feel superior in their capacity to control themselves sexually (dubious, yes) in comparison to men, but also because it provides them with a self-righteous sense of pity; “If only men would just see us for our beautiful insides and be less obsessed with our bodies they’d find peace.”

Men like this narrative because it gives them a feeling that as bad as they are, they’re not THAT bad. There’s a self-righteous sense of qualifying to women based on how much better they are in controlling themselves, and again this contributes to their “not-like-other-guys” sense of uniqueness they hope women will recognize, appreciate and want to fuck them for. That sex addict in the story can’t make a human ‘connection’ with women, but I can, so fuck me instead.

The fact that a thought about a movie about a ‘sex addicted’ man occurred to someone and was created is proof enough of its cultural relevance for our time. The zeitgeist of this period is evidenced

in what we think others will find relevancy in, regardless of any intended purpose. The story wouldn't exist if the cultural interpretations weren't already pre-established to make it relevant.

The Cure

One of the more insidious social narratives that the feminine imperative has convinced us of is that the inherent flaw(s) of maleness can only be 'cured' by uniquely female means. This is an easy narrative to follow since most modern storytelling (TV, movies, books) revolves around women's influence being the only solution to men's moronic, uniquely male, self-inflicted problems.

As with most other social narratives embedded into our collective consciousness, even Beta men pick up this ideology and attempt to use it to their Beta-Game-feminine-identification advantage.

Convince men of an innate incompleteness, and sell women's mystical element, women's home-spun wisdom, women's presumptive intuition as the completing factor he's unable to comprehend he needs due to being a male and therefore ignorant of his deficit. Every romantic story, comedy or tragedy, has revolved around this narrative for centuries. Only recently has it been used as a social tool of feminization, as well as a commercialization of men's presumptive inherent lack.

Women, on the other hand, are portrayed as self-contained, self-sufficient entities, and even when the story develops upon a woman's flaws it's never due to her 'femaleness', and the solution to her conflict is usually resolved through the influence of other women. There is rarely, if ever, any contrition that a man might solve a woman's problems – and when he does, it's usually through employing feminine means to do so (i.e. he "gets in touch with his feminine side" to resolve the conflict). Feminine primacy needs this narrative to ensure its lasting predominance as a social influence.

The first thing Tiger Woods did after his sexual appetites came to public attention was to commit himself to therapy for his 'problem'. To the feminine imperative, the male sexual response is a 'problem' requiring therapy, medicalization, a cure. There has been no better means to maintaining feminine primacy than to collectively convince society that the effects of testosterone and male sexual response is aberrant social behavior. Men being men is vulgar, lewd and often violent – this is the meme. When men such as Tiger's first response is to agree with that meme and institutionalize himself, he adds one more affirmation to the feminine social narrative of men's 'problem'.

16 Years On

July 30, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



On July 20th my wife and I celebrate our 16th wedding anniversary. It's no secret to my readers that I have a very good marriage and I'm constantly asked what my 'secret' is for keeping things positive, or the Oprah classic, "what do you do to 'Keep It Fresh™'?". The manosphere is littered with stories of guys and their divorces contrasted against the stories of single guy's decaying LTRs or dealing with recovering from them. I try not to make a habit of personalizing things that gloss myself, but when I do just understand it's more from a sense of being a wild card. Guys with successful

marriages (a dubious term at best) don't really have the motivation to come to forums like the manosphere and share their insights. Why bother if that area of one's life is more or less taken care of? So in light of this, I'll share a few things I've learned in the last 16 years that make for a good marriage from my perspective.

Let me begin by giving you all some background; Mrs. Tomassi is my first marriage and Bebé Tomassi is my one and only daughter. As I've said before, by society's current standards I'm a freak. I'm a freak in that I met my wife and we dated for 8 months (non-exclusively for 4) before I proposed to her. I was 28 when we married. After 2 years being married we decided to have one child – by design. My wife expected me to be a Man and I in turn expected her to be a Woman. I did not knock her up and then marry her. She was not a single mother, nor did she have excess baggage from previous relationships.

This is important to know, because when I relate stuff like this I often get the “well, you did everything right” response, when in fact every bit of what I enjoy with my wife today is due to me doing much more wrong. I had to unlearn what 26 or so years of feminized and emasculated teachings had taught me up to that point. Admittedly unaware, I had come across a unique situation – a woman who actually wanted a Man to be a Man, and in all honesty I was completely unprepared for it. I was an AFC (really a recovering AFC by that point due to a psychotic relationship prior to all this) and there was no community back then to inform me otherwise. I had read some of Dr. Warren Farrell's books, but that was the extent of my own self-understanding with regard to my own gender conditioning.

Being the Driver

Now I had come across a woman who on our first date insisted that I drive HER car. My truck was a piece of shit of course, but after years of this gender equalism brainwashing, a woman, upfront, wanted me to take control. Since then I've always been the driver (with the exception of her driving us home after I had my wisdom teeth pulled). This was symbolic of how the next 16 years would play out.

Mrs. Tomassi is no push-over and she most certainly gives me shit tests even to this day. In fact I've described marriage as one life long shit test and I still hold to that, but from the beginning she *expected* me to be positively masculine – to be the decider, to be the initiator, to have the ideas and to confidently execute them. Even in my worst failures, the fact that I attempted honestly was more important than the outcome. This may not have been the case in the short term, but in the long term is where you can see the appreciation in the behavior. We compliment each other in our understanding of our gender roles.

When we met my wife was dating two very rich men (we were non-exclusive, remember?), I had 2 nickels and a beat up pickup truck to my name. Mrs. Tomassi is a medical professional and the men she'd dated prior were E.R. doctors and specialists; guys making well over \$300K annually. They had boats, cars, large homes, status, disposable wealth, and yet despite all of that I'm the one she pursued and locked in with (her Mom thought she was insane to marry me at the time). They had it made, but for all that wealth they were still clueless when it came to being Men – they were uncomfortable in their own masculinity. A lot of guys mistakenly believe that having a large bank account is the key to getting women, and while that might help in the short term, in the long term it's to your own detriment (she'll end up with half after the divorce) if you don't ultimately kill the inner AFC and fearlessly embrace the postiveness of your own masculinity.

The Ingredients

There are so many aspects I can detail about what makes for a good marriage, but all of these really boil down to two things, genuine desire and mutual respect. Too many couples become complacent and comfortable in their marriages and this leads to a decline in both of these areas. A certain degree of subtle anxiety and constructive discontent is necessary for a good marriage. That comes off as negative to the plug-ins of the Matrix, but it's really what makes each partner want to be better for themselves and each other. Taken too far it becomes abusive, but none at all and the marriage becomes stagnant which is equally dangerous. In the right proportion, this anxiety makes for a marriage that retains it's mutual desire (which is really analogous to Interest Level) and mutual respect.

So how does this anxiety manifest itself? An easy example is staying in shape together. I can honestly say my wife is still hot (if not more so since the boob job). I *want* to bang my wife as often as humanly possible; how many men married for 10 years can make that statement? My wife is a piece of ass and I see guys eye her all the time. Likewise I'm a bodybuilder and keep myself in peak condition. I get women in their 20's flirting with me often enough, and this confirms for her and myself that we are both desirable people – this is one example of this anxiety, and we both recognize it and respect each other for it.

There are other ways this anxiety can be applied, for instance C&F (cocky & funny) goes a long way in marriage. Mrs. Tomassi loves just enough C&F attitude from me to reaffirm her perception of my confidence. As I said earlier, marriage is a life long set of shit tests and carefully used C&F is a tool that can be used to diffuse a lot of these before they even happen. Confidence is still the thing that makes a woman want a man, even in marriage. Generally a shit test IS a test of confidence. Prior to marriage, it's latent purpose is to help a woman determine whether a guy can provide for her long term security. After marriage, a shit test is used to reassure a woman that she married the right guy. I've come to find that Game is even more necessary in marriage than when you're single – there's far more at stake when the commitment is intended to be for a lifetime.

I have a lot of rules I pop off with about LTRs & marriage. I emphasize that a man not even become monogamous until he's 30 and that he shouldn't consider marriage until his mid 30s. Again, I state this not because I did so myself, but from my side of the fence I can see the huge advantages to doing so now. Marriage should be a last resort, something to be forestalled until a Man, by virtue of years of experience, has the ability to recognize with measurable accuracy, a woman who deserves what he provides her. The PRIZE mentality is essential. A man must be a Prince first, before he can be a King when he marries.

After 16 years of marriage I can honestly say there are no appreciable advantages (outside of raising children) that a man cannot enjoy single that he can married. That's not meant to be pessimistic, but rather a caution to emphasize how important it is to disabuse yourselves of this AFC, romanticized, marriage-as-goal mentality. It's also not to say marriage is *never* worth it – just that marriage is complete advantage for women with negligible, if any, benefit for men. Marriage will either make a man's life or destroy his life; enter into thinking about it like this and you'll make a better decision. Is this person deserving of what I provide? Women will NEVER, even in the best of marriages, fully appreciate the sacrifices a man has to make in order to fulfill his commitment of marriage. Entering into a life-long binding commitment of fidelity that offers a man very little appreciable advantage, and knowing the totality of the risk he's assuming in accepting that sacrifice will never be fully

understood or appreciated by the woman he marries. This is why you have put your head into thinking whether she's deserving of your provisioning, security, confidence, attention, etc. even when it goes against what you think is your kind and good-hearted nature. If you've come to a point where in spite of the acknowledged risks you still want to make that commitment, you must be as self-concerned about marriage as you would be in saving your own life.

Flashes of Alpha

August 1, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I was about 26 when I was in the waning days of dealing with the neurotic hell that was the BPD woman I had become psychologically ensnared with for almost 3 years at that time. I was sitting in her dorm room wondering just what the hell had happened to the sexualized, happy, and indifferent Alpha junior-rockstar I had been just a few years prior. I didn't realize it at the time, but I'd gone from idealistic teenager, to organic Alpha, to a defeated, needy beta on a dangerously close slide into omega-tude. Some part of me knew what I needed to do, and as my living situation gradually began to deteriorate the very real prospect of cutting myself loose from who I believed was my "soul mate" only made my depression worse. However, that same part of me was also pissed off.

That relationship was defined by my sickly childish beta mentality combined with the insane co-dependent ravings of a psychotically jealous BPD girl. For her, my character was to be beta, so on the rare occasion I had the temerity to actually get pissed off it was a real call for alarm with her. For a brief moment I had flashed Alpha and that was always a shock since it was so out of character. From the time I was 17 until I was 24 that Alpha was who I was in a more or less natural sense, but after

years of my BPD's constant barrage of insecurity, and my endless attempts to 'perfect myself' in order to cure her neurotic jealousy, I was apologetic for any outburst of Alpha no matter how just and righteous my reasons for being so were.

Roissy and a few other manosphere notables have written about how flashes of anger and semi-justifiable bouts of indignation can be a powerful form of demonstrating higher value (DHV). Sometimes these burst are in fact genuine and/or unprompted responses to a situation. These Flashes of Alpha serve as source of stimulus, a shock, to a woman's regulated, routine perceptions of a man. Semiconsciously checking out another woman, Freudian slips, provoked and unprovoked aggressive responses are all intrinsic examples of these Alpha flashes. It's a man's internal Alpha refusing to be restrained by all the social doctrines and conditioning of the feminine imperative.

Unbeknownst to me at the time I was shocking my BPD in a similar fashion back then.

For all of the on again, off again sexual insanity present in that relationship, the occasional flash of Alpha served to spark what had devolved into self-shamed episodes of frigidity dotted with incidents of porn-worthy sexual highs. At that time I didn't have the fortitude of mind to think that tapping that Alpha energy full-time would make anything better – actually I bought my Matrix conditioning that Alpha was misogyny and to be avoided for fear of offending women's sensibilities – but I found that when I expressed concern as to where I was going in life, my BPD interpreted this as a threat of losing me (the parasitic host). Just my contemplation of mustering the balls to leave her was both Alpha-exciting for her and cause for hysteric panic at the fear of losing me.

I can remember the day I discovered she'd been fucking some new guy at the college she attended. I lost my fucking mind. There I was, a beta with the patience of Job, content in the amniotic bath of the feminine Matrix conditioning that told me I was doing everything by the rules when she finally copped to the truth. She didn't tell me outright, I had to discover it by way of her making it so obvious that I couldn't ignore the truth. Then, Mr. Self-Control who'd tried for so long to allay the fears that he'd be his BPDs loyal boyfriend, Mr. Self-Control who'd endured years of neurotic accusations of even looking sideways at another woman, that guy put his fist through the bathroom wall while she was still in the shower.

I didn't even think about it. It wasn't some bravado or some dramatic attempt to convince her, myself or anyone else about how badass I wanted to be – it just happened. I don't know how else to explain it, but the old Alpha flashed, and at that point her first inclination was to want to fuck me. She made a lame attempt to put on the black lingerie she knew I liked, but I knew she'd fucked this other guy in. The Alpha flashed again. More gina tingles. Then it dawned on me that just a day earlier I had shook hands with the same guy after she'd introduced me to him as one of her classmates. The Alpha was back.

Alpha Shock

I think what a lot of men experience in Matrix-defined relationships has a lot to do with this cycle of Alpha shocks. By way of pre-established beta frame abdication or by a progressive slide into beta supplication, guy's girlfriends and wives ease into an normalcy where their man is not living up to be the Alpha they'd hoped for, or later realized they truly needed in their relationship. So when that LTR begins to decay and the very real prospect of divorce or breakup is looming, these sporadic flashes of Alpha (really flares of frustration and anger) serve to make a woman pause in her hypergamic assessment of him. For all the seeming discernment women claim to require is necessary to become sexual with a man, that hypergamic sense of discernment is far more pronounced for women to

leave a man whom they've already established a sense of security with.

There is a greater need for certainty in a woman's decision to leave a man than there ever will be for her to fuck a man for the first time.

I've posed the question to women before, what's the best sexual experience you've had; after a date-night where your man spared no trouble or expense to make a "romantic evening" for you, or was it the make-up sex after you've had a blow out fight, just a hair's breadth from him walking out of your life forever? Every one has said the make-up sex was best – some conceived children as a result of it.

Those flashes of Alpha are cyclic. Women thrive on indignation to be sure, but it's the uncertainty in their hypergamic doubt that makes it exciting and the mundane beta security sufferable. A lot of what men construe as Drama Queen behavior is the direct result of this beta-Alpha-beta cycle. The more stable, healthy relationship follows an Alpha-beta-Alpha frame where the man maintains his Alpha presence, with just an occasional beta episode to "prove he's human".

The Meaning of Sacrifice

August 3, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Take a deep breath and check your heart-rate before you hit play gentlemen (and ladies), you're in for a ride. In general I don't necessarily promote nor disparage the MRA movement, but after watching this video I can better understand the contempt behind the groundswell. However, my point in posting this wasn't to trigger any MRA outrage (The Spearhead and A Voice for Men has that covered), rather it was prompted by Rational Reader Dan's comment in my 16 Years On post:

Rollo, you mention that men make a sacrifice of their desire for sexual variety and their sex life in general, when he marries.

But you are forgetting that for many men, marriage *is* the only or most feasible way to have a regular sex life. one-night-stands, flings, FWB's, casual relationships – these are not for every guy. Most men don't get the opportunity to be promiscuous. Most men are simply not built for the going out in the jungle and hunting...physically or mentally.

I don't want marriage. I don't even want a committed relationship at this stage But I feel compelled to consider commitment and marriage because of my sexual / intimate needs. I am sure many mediocre young men are in the same boat as me. But you haven't considered them here. You're talking from the perspective of a man who is at least relatively attractive and can sexually attract women with reasonable ease.

Forgive me Dan, I'm not trying to run you up the flagpole here. My assumption is that Dan hasn't read [Appreciation](#) or [Women In Love](#) in their entirety. There's much more to men's sacrifices than just a trade off between a regular piece of ass and the potential for more varied sexual experiences. The predictable, feminized reflexive response is to presume that men would fixate on how their sacrifices would impact their sexual strategies, but sexual opportunism is only a single sacrifice among many. The feminine imperative would like nothing better than to have both men and women presume that men's only concern is about the legs that might have been spread for them had they not opted for marriage, but there's a lot more to men's sacrifices.

As illustrated in this video, career, relationships, family, education, and the overarching threat of losing all of his investments in a no-fault divorce are all very real risks men tend not to consider and women would rather they not. A lot of men lament losing half (or more) of their financial assets, but what gets lost in that is the personal investments necessary to establish those assets. Those investments required a sacrifice of time, effort, emotion, determination, etc. and all whilst maintaining an intimate relationship with a woman who cannot appreciate in-full the totality of those sacrifices – because she never experienced them from a male perspective. Men's sacrifices are only appreciated through the filter of women's expectations and perceived benefit.

At 46 years old, I have no doubt that Charles Bruce had well over half a lifetime of personal investment into himself, his wife, their family and extended families. For most Men, and manosphere readers in particular, the initial response to Mr. Bruce's dilemma is one of (understandable) blind rage at the feminized system. As hard as it is, I'm going to ask that readers look past this anger and see the conditions, investments and sacrifices Bruce made that makes his story so tragic.

BRIFFAULT'S LAW

The female, not the male, determines all the conditions of the animal family. Where the female can derive no benefit from association with the male, no such association takes place.

In other words, hypergamy doesn't care about Relational Equity. It's one set of conditions to consider this in terms of how your girlfriend might've cheated on you in spite of all your best efforts to invest in your relationship and play by the "rules", but it's entirely another when you consider fallacy of Relational Equity in terms of a life long, expected, entitled, commitment. Charles Bruce is on the sharp end of women's inability to appreciate men's sacrifices.

If you've ever wonder why no male hormonal contraceptive has ever been developed or marketed since the sexual revolution, look no further than Briffault's Law. For all the bleating about equalism and gender equality of the past 60 years, women have effectively organized and fought like cornered animals to keep the power of controlling the family unit out of the hands of men.

I've read studies documenting men's most productive, creative, endeavors being attempted and/or achieved in the years before they married; innovations, academic degrees, scientific discoveries, great masterpieces of art. etc. Then, a precipitous drop off in what we are meant to assume is ambition and motivation occurs after marriage. Roissy has more than a few links to these articles, but my impression of these studies is less about the neutering effects of marriage (i.e. the responsibilities of settling down) and more about the lack of opportunity inherent in maintaining a committed monogamy and addressing the sacrifices a man must make to advance his interests. Missing opportunities to get laid with new and varied women pales in life-importance when you consider the sacrifices a man makes in having to turn down opportunities that would advance his (and possibly society's) better interest. Women are the Dream Killers because they cannot appreciate men's sacrifices.

This is an interesting quote from a man citing Briffaults Law:

"Men love women, but I truly believe that women are incapable of what we men call love.

"Greater love hath no man than that he lay down his life for his friends." How many women are willing to die for their husbands, friends, country, or comrades in arms? Damn few, if any.

Yet it is commonly expected of men (made compulsory under certain circumstances). How many men continue on in their marriages, supporting their family and their wife, while the wife is making their life a living hell? Far too many. How many men choose their wives over their parents and siblings? Most.

Women do not behave like this. Men take out large insurance policies so their wives and children will be well taken care of should they die. Even if the wife is making (nearly) as much money as the husband, she will not have insurance. She sees no reason to reduce her current ability to spend to take care of others after she is dead. She could care less what happens to the husband, and doesn't want the husband to be able to spend money on some young bimbo, after she dies. The life insurance gender statistics are well known, and widely available. None of this should be a shocking revelation. When my second wife died, her mandatory insurance (free) provided by her teacher's union covered her funeral expenses. It would have made life much easier if her insurance had paid the over \$350,000 my life insurance would have paid.

When does the expectation of mutual benefit in marriage go seriously wrong in the west? It goes wrong as soon as the “I Dos” are said, or very shortly thereafter. Why is this so? Because you, the man have just entered into a contract with the state where you have promised that you will provide everything to your bride, and where the bride has promised nothing. By the way, the full weight of the law and public opinion will support her stripping you of every thing you have, including your children, and most of what you will ever make in the future, when (not if) she decides to dump you.

Hence, once you enter into the contract you have nothing left to offer her. Everything you have, or will have, is already hers.

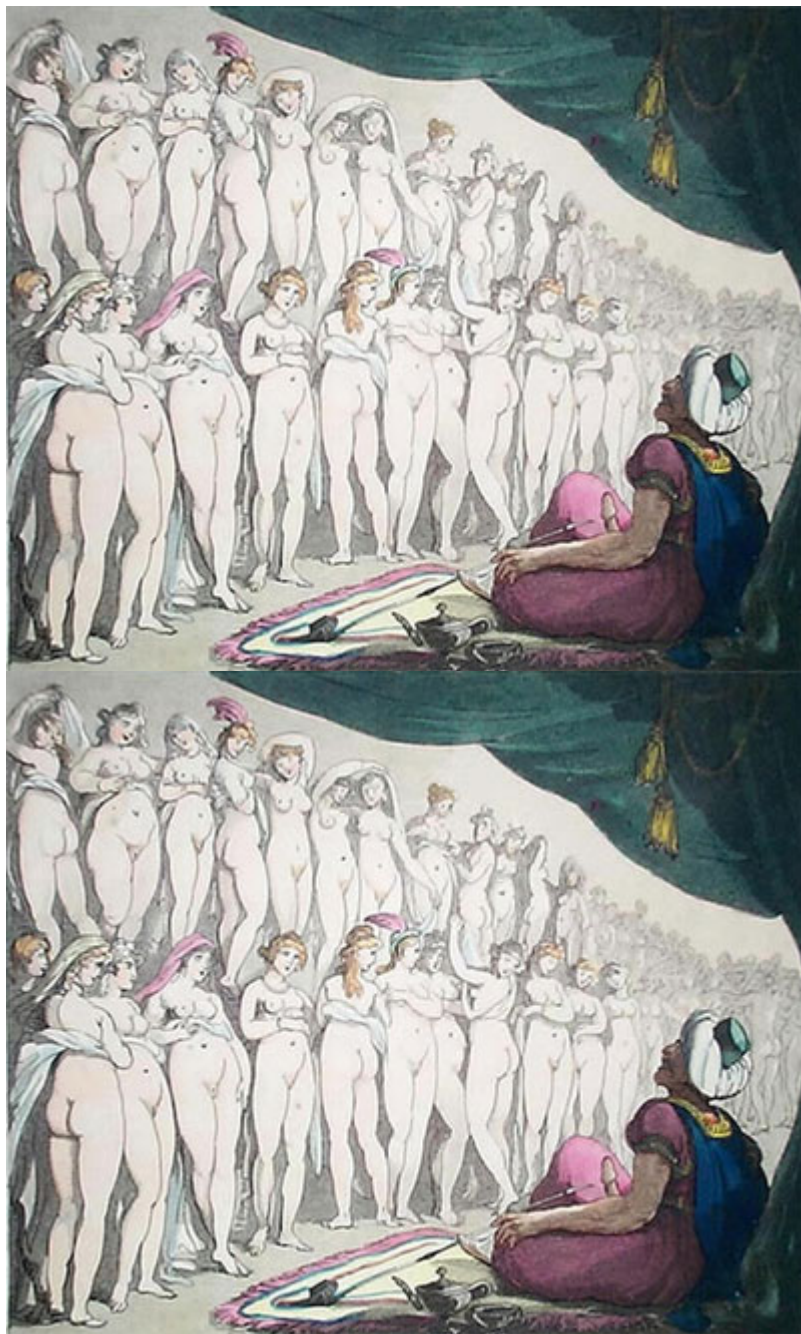
Seem like a harsh statement? I thought so too, the first time I heard it, during an argument with my first wife towards the end of our marriage. She asked me the eternal female question, “What do you do for me?” (i.e. what benefit do I get from associating with you?) I responded, “I pay all your expenses. I feed, clothe, and house you. And, I am paying for your college tuition.” She told me that all the money I earned was her money and that if she let me have any of it that was pure charity on her part, so I was doing nothing for her. I thought this was unduly harsh.

The divorce courts showed me that it was pretty much just a statement of fact. The wife has it all, and can make her part of the marriage contract, the portion where she is to provide you with companionship, comfort, loyalty, sex, etc., null and void at any time while keeping everything you have/had/will ever have. She has no need to associate with you further once you are married.

To be a married man entails a sacrifice of such utter powerlessness, on so many levels, that no woman will ever comprehend, much less appreciate.

Hypocrites & Little Emperors

August 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Over the weekend I read an [interesting post from Vox](#) regarding hypocrisy (great song BTW) and the impressions we as Game-aware men sometimes indelibly leave on guys who actually make the transition from from the Matrix to being Game-aware:

It is true that adulthood and maturity are drenched with hypocrisy, because we are all largely incapable of living up to our ideals, morals, and standards. But that doesn't mean that wallowing forever in that point between childhood and adult is desirable, or even possible. With regards to Game, it is perfectly understandable that gammas and deltas might look at the decadent world of the alpha and think it looks like paradise, complete with 72 cheerfully compliant non-virgins, but that is as much of an illusion as the world of the blue pill.

For obvious reasons, nothing motivates a man's imagination better than the potential for sex. On the most rudimentary level, the male ideal – the counter to feminine hypergamy – is unlimited access to unlimited sexuality. The most extreme idealization of this (72 virgins in heaven) is too far fetched for all but the most mentally imbalanced and religiously fanatical. However, men's rational predispositions want to temper the unbelievable with the concept of the fantastically attainable. Think of it in terms of porn; most men tend to click past the videos of "porn stars" – huge breasted, HB10's®, overly made up, in lingerie and high heels, all eager and willing to perform any feat of sexual acrobatic – they're too improbable, too unbelievable. But give a guy a tempered, believable, sexual vignette, one into which he can relatively assume the POV perspective of the male, and now you've got participant. You've got a believer.

To varying, subjective, degrees of fantasized believability, a lot of newly unplugged red-pill men can visualize themselves in some, albeit limited, capacity to experience the Alpha's porn. However, I don't think Vox goes far enough in fleshing out the Alpha fantasy though. A majority of men (i.e. betas) wouldn't entertain the notion that they could experience the, now stereotyped, hedonism of the rock-star bad boy PUA Alpha for the same reason overdone 'porn stars' don't appeal to them – it's too slickly unbelievable. What they will believe, and probably to their detriment, is that they can enjoy the Game well enough to fit their personal capacity to get with their 'believable' ONEitis girl who they just know is their perfect soul-mate. They'll play the Game realistically and long enough insofar as it grants them access to the 'type of girls who'd always rebuffed them.'

Rubrosa from the Sosuave forum picks up the continuation of this fantasy:

Every religious nut I've ever encountered who has passed judgement on me and my "sinning ways" has had a past which was heavy on the sex and drugs. In other words, they pissed all the "fun" living out of their system before they became "Born Again". Now they preach "The Way."

There seems to be a theme in certain parts of the manosphere (which I agree with) which states more or less the following:

It's not about the chicks...it's about you improving yourself....which gets the chicks.

I have a friend who's a very successful Businessman/Playboy. We both have similar experience in terms of our journeys in dealing with the opposite sex. We were laughing at his story about how he didn't feel like screwing this one girl only because he didn't feel like driving that evening. I joked that if he was 20 years old, he would have made the drive. He laughed "Are you kidding? Back then I would drive 3 hours to get laid!"

I think that maybe I'm like those wackjobs who preach only after they've sinned. Does all my advice fall on deaf ears because no matter how much advice one hears, experience is the only true teacher? I have enough experience and Game savvy to where I can bang a different chick every night of the week with some reliability...so it's somewhat EASY for me to say "It's about you, not the chicks !" Kind of like a rich John Lennon singing "All you need is Love "

I feel guilty in some weird way because I'm saying that chicks aren't a priority maybe because I have a large supply.

Rollo ? Your take ?

I don't read Rubrosa as making a religious statement here so much as he's drawing comparisons in

hypocrisy. 'Do as I say, not as I've done' is what he's concerned with. The religious are easy targets in this regard, but really, everyone's a hypocrite to varying degrees.

When I was a young AFC in my late teens I would've honestly been appalled by what I advocate on this forum today. My outlook at that time was incorrect and influenced by persons, conditions and social conventions of which I was totally unaware. The 19 year old Rollo Tomassi would've advocated the exact opposite of the 44 y.o. Tomassi would now. Does that make me a hypocrite today? Or, what if my outlook was correct and through the course of life and events I changed my way of thinking and lifestyle for a period of time, only to later go back to what had originally been truth to me later?

Life is learning. A hypocrite is someone who's words and actions are incongruent, certainly in the present, but maybe not so much the past. I give advice here based on what I got so horribly wrong in the past, not because I did everything perfect from the get go. This is why it's a dangerous business to build your reputation on moralism or absolutism. What your life experiences teach you will eventually come into conflict with convictions in spite of how rock solid you believe they are. And it's then that people will call you to the carpet for being something you say you are or you aren't.

Hail to the Emperors

Now, more to the point, yes, it is all about getting laid, AND it's also about improving oneself too. Pussy has inspired more men to become great than any other factor in human history. I think what's missing here is that the drive to succeed and the drive to get laid are mutually beneficial, and often symbiotic. The problems arise when you attempt to separate these two influences and turn them into absolute binaries.

Pussy = Bad. Being a Little Emperor = Good

Pussy = Good. Being a Little Emperor = waste of time, or just a means to pussy.

It doesn't work this way.

When people say "If **all** you're living for is fucking and women, then I pity you for not living right." what they're doing is making a binary judgement call while using themselves as a referendum. When one guy feels he's living 'by the rules' then everyone else has to play by them too in order for him to validate his existence.

When another guy wins by not playing by the first guy's rules he then needs to invalidate that win. Take a guy who did everything by the book, got married to the first girl he'd ever banged, went to college, has a decent job, has 2 kids, and sit him next to the high school drop out, who's still unmarried, enjoys many women, stumbled into a well paying job and has few responsibilities. Who has the greater life experiences? Who's "doing it right? Which one of these guys is more likely to try to invalidate the lifestyle of the other? Who envies who, and who is 'happier'?

Pushing Forwards Back

August 8, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Recently I've been sifting through the comments at the Chateau and some other blogs regarding the [Kristen Stewart dust up](#) about her "infidelity" with Rob Pattinson in favor of a married, 41 y.o. movie director. The PMs barraged my inbox for a week. Alright, alright, you got me, I'll give you my take,.. I was loathe to even broach the topic considering the yeasty pop-culture discharge that Twilight-Moms are rutting in after this "devastating bombshell shocker!" 12 dead in an Aurora theater? That's terrible, but a 22 year old HB 6 cheating on Edward for an older established movie director? That's fucking news. Once women make an emotional connection with a narrative, it's a very tall order to get women to make the separation of fantasy from reality.

Needless to say, I'm hearing the manufactured indignation in real life. It's spreading amongst social circles, on talk radio topics – even my daughter's 14 y.o. friends are dropping their 2¢ about how

worldly and knowledgeable they are as to why 'Bella' would cheat on 'Edward'. As I wrote in Indignation, from a very early age girls / women have a psychological need for something beyond the mundane life that their security need drives them to. Kristen Stewart is an excellent example of this conflict because she represents a strata of woman who, minus her celebrity, is very mundane herself. Put her in an evening dress and maybe she cleans up to an HB7 on the Tomassi scale. She's not a stunner, but then, that's why she's the perfect Lego brick to play Bella; soccer moms and tweens can see past her as a placeholder into which they can cast themselves in her role.

But hypergamy doesn't care about the social conventions and 'IRL' romantic expectations of Twilightees. Hypergamy demands optimization in terms of excitement, long-term security and Alpha dominance relative to a woman's capacity and opportunity to maximize them all.

Lost in the midst of all this we have 26 year old ~~Edward~~ Rob Pattinson experiencing his WTF? moment. While he's ostensibly a good looking guy and a Contextual Alpha, the lesson to be learned here is one which may confuse red-pill noobs. Why the fuck would Stewart 'cheat' on a guy who's adored and desired by millions of women? Because hypergamy doesn't care.

When a woman's self-perceived SMV exceeds the degree to which she perceives is the SMV of the man she's with, this is the point at which she will seek out (or be open to the advances of) an Alpha she believes exceeds her own SMV.

If that sounds counterproductive, just remember this dynamic relies primarily upon a woman's self-perceptions and is predicated upon her acknowledging the phase of life in which she finds herself in according to the SMP. In the age of social media, women now have an ubiquitous source of ego inflation available to them like never before. This contributes to women's overblown sense of worth and entitlement in a way society has never experienced.

Going Feral

The Kristen Stewart affair is really an illustration of a much broader dynamic however. Recently on the SoSuave forum member Backbreaker related a story about a friend who'd gone through much of the same thing (albeit to a more mundane degree) poor Rob Pattinson has just experienced. The thread is extremely long and well debated, but the plot summary is really one of an unfortunate guy on the receiving end of his girlfriend's hypergamic optimization. His friend was traded for another, better option. From a life perspective, he'd failed to keep pace with this girl's hypergamic imperative and was thus selected-out by it.

As I wrote in Navigating the SMP there is a particular window of opportunity for women whilst in their prime SMV years (22-24) that less and less women want to consciously recognize – or at least they aren't encouraged to recognize thanks to feminized social conventions, and the ego-fuel of social media. Precious few women are self-aware of the hypergamic impulses their subconscious is driven by, and thus their behaviors are manifestations of.

When women get to be 25-29 there is a limbic, subliminal understanding that her window of hypergamic opportunity is closing. A woman's hindbrain knows on an animalistic level that her period of maximally optimizing her hypergamy is closing, thus the motivation to pair off monogamously with the best provisioning male begins to take priority over fucking the best genetic (most sexually arousing) males she was happy to pair off with in her prime (22-24).

In Backbreaker's, our subject woman is merely a common illustration of this process. So, in this respect, and strictly for purpose of example, I can understand Backbreaker's line of reasoning. Young men need to be aware of the ruthlessness and callousness of this feral, evolutionary process. As a

Man, you do in fact need to keep pace with the hypergamic imperative that WILL rear its ugly head when the moment and opportunity of a better hypergamic prospect present itself. Sometimes, even a woman's perceptual prospect of a better optimized hypergamy is enough to set the process in motion. A woman's hypergamic urgency declines as she comes to accept her diminished capacity to optimize hypergamy, but as a Man, the need to prove yourself will always be an aspect of your relationship with a woman.

If there's fault to be found it's not in women's seeming duplicity about her 'feelings' versus her hypergamy-motivated actions; the real fault is in young Men believing in pollyanna fantasies about true love, soul-mates and feminized romance porn in favor of the harsh realities of hypergamy.

Ethical wonks will want to have their say, "She's a slut! She's a hypocrite! Perfidious woman! Have you no honor? Men are made of different stuff, we're the moral cement that holds society together, unlike you amoral weaklings." No one gets mad when wolves on the tundra tear the throat from a caribou. No one calls them evil for messily devouring the carcass; they're just doing what nature has embedded into their instincts to do.

"But human's aren't wolves Rollo, we have freewill, you wouldn't understand because you're not as morally attuned as I am."

Yes, human's aren't wolves, and we do in fact exercise a great measure of freewill, but for all of that, presumptively righteous, self-guided refusal of determinism we are still subject to the same feral instincts. Our natural state is not one of self-control, so why are we shocked at the environment that sets the frame for us to even have any concept of what control even means? Evo-psych, hypergamy, natural instinct isn't deterministic, it is *probablistic*.

We ignore at our peril the evolutionary results that directed us to the conditions we find ourselves in. When it doesn't serve our purpose we call it weakness or moral turpitude; but when it does, that feral energy, that righteous anger, that sweaty bloodlust we evolved in the wilderness so long ago that helped us run down a caribou ourselves, that instinct we call courage or determination and we put angels wings on it in appreciation.

Backbreaker took a lot of heat for his assessment of his friend's 'progress' in life. The title of the thread, "If you aren't going forward, you are going backwards" set the tone for the discussion. In a sense he faults his friend for the demise of his relationship due to his lack of progress or ambition, but this doesn't come from malice or ill intent. Rather he uses the scenario (not unlike the Stewart affair) to make the point that a Man must continually grow and become more than he is in order to survive and thrive. The distinction that men need to make is the difference between success motivated by the need for pussy, and an abundance of pussy that is the by-product of a man's success.

Hypergamy doesn't care about your moral interpretations. Hypergamy doesn't care about your personal motivations to achieve and become more than you started with, it only cares about what you are. If that makes you feel slighted or morally indignant, go read War Brides. Yeah, that's some really fucked up hypergamy right there, but the question isn't whether it's moral or not, the question is 'what do you plan to do about it?'

Dry Spell

August 10, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From Sosuave member Flatnose:

Has the PUA community sent me delusional?

Ok I'm 47, well toned still have a 6 pack. 5'11. Ok looks. Well dressed, Good conversationalist Good job, full head of hair, hobbies are climbing potholing[?], playing guitar weight training etc. I've worked hard on body language, can approach ok. Often get glances and flirted heavily with.

Not getting laid though!

In a real dry spell at the moment guys, I am beginning to think that banging anyone under 30 who turns me on is just an impossible dream and that I am deluded to believe it.

I guess I am seeking some objectivity about this, are my expectations unrealistic?

Are you fishing where the fish are?

When I read some guy use the term 'dry spell' it's usually due to one of two things: He's either an AFC or a recovering AFC with only a tentative grasp of Game and is in the learning stages of applied Game, OR, he's got Game, has a workable estimation of his SMV and knows how to demonstrate it (DHV), but due to logistics and/or his environment lacks the opportunities to effectively hook up as

he'd like to.

From your description here I'm inclined to believe the latter. Even with marginal Game application a guy such as yourself could be expected to be reasonably attractive enough to generate interest in the right arena. Maybe you need to change up your environment? Find a new venue to meet women?

It's been my experience from counseling that when men complain of being in a proverbial "dry spell" it becomes a sort of self-fulfilling prophecy for them. In psychological terms this is known as a negative feedback loop. When you're in a condition of deprivation you'll manifest behaviors that cue others about that deprivation. Even declaring that you're in a dry spell (really an appeal to pity) is evidence enough of your deprivation. The frustrating thing for men is that these deprivation behaviors become a subconscious default action – usually in the hope that some girl will take pity and end his period of desperation.

The Loop

“No mortal man can keep a secret. If the lips are silent, he chatters with his fingertips; betrayal oozes out of him at every pore.” – Sigmund Freud

The trouble with a self-acknowledged dry spell is that most guys are unaware of the subtle deprivation cues they telegraph to the very women who'd break them of the deprivation that causes it. When a beta chump is resistant to the truths of Game this feedback loop is simply a frustrating aspect of his self-denial, but don't think that dominant, Game-aware Alphas are immune to the dry spell loop. The inherent danger is to start believing that the dry spell is the result of bad posturing, or caused by a false impression of women's response to Game, or worse still, due to fate or karma ("it's just beyond my control, the gods want me celibate"). These are all rationalizations for not recognizing and making a conscious effort at controlling the cues that women read as sexual deprivation.

While it is important to be self-aware of your dry spell feedback loop, the worst thing you can do is admit to the dry spell with a prospective woman. As I wrote in Sorry,..

Iron Rule of Tomassi #9 Never Self-Deprecate under any circumstance.

Apologizing for a lack of Game isn't Game. Women want a man that other men want to be and other women want to fuck, and that guy, by definition, is already getting laid when a woman first meets him. Being necessitous isn't an aphrodisiac, it's a turn off in subtle ways that men don't realize, but women register even when they're not trying to. This is the first mistake the dry spell man makes – he attempts to leverage his dry spell into a form of Beta Game, thinking that a pity-fuck will lead to something more substantial.

While 'slump busting', or paying for sex, or falling back on a lesser plate may aid in regaining some confidence to break out of those dry spell behavioral tells, leveraging that dry spell for a pity-fuck is not only bad sex, but the girl who would bang you for pity's sake will only resent herself and you more in the long term.

Breaking the dry spell loop relies upon recognizing it and changing the variables that are perpetuating it. As I advised Flatnose, a change in venue goes a long way, especially if you're dependent upon some kind of social circle Game. Move to a new environment, meet new prospects. Most guys won't entertain this because it forces them from a comfort zone; a comfort zone which has 'dried up'.

Changing variables is usually the key. Change in dress, attitude, doing something out of your preconceived Game routine, that may have produced fruit before, is essential. In body building there

is a principle known as muscle confusion. When you do the same workout routine for months, muscle memory will find its level and plateau your gains. However, by varying your work outs, by doing new exercises and consistently forcing your muscles to adapt to unexpected condition you break through that plateau for new gains. Breaking a dry spell requires that same principle – variation, adaptation, improvisation.

Reality vs. The Internet

August 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As much as I'd love to read more Field Reports and follow ups (which I do agree are important) the simple fact of the matter is that you're relying on whatever it is any one blogger or forum poster is telling you. I speak 'manosphere' very fluently. I could very easily go on the RSD boards, create a new identity, and fabricate a very believable story about how I managed a 4-Way with three HB 9 swimsuit models using using a direct approach or any number of PUA techniques. Once I posted, there'd be guys who'd virtually pat me on the back and ask how they could repeat it themselves because they want to believe it.

Then there'd also be another set who'd believe it, but take the faux-pity position and say I was wasting my life away in meaningless orgies with the 'low quality' centerfolds they wish their LTR girlfriends looked like.

And finally, there'd be the nonbelievers who'd accuse me of making it all up. Not because it was too

fanciful a story, but rather they'd think all women are just smarter than to be suckered into an instant porn movie with a random guy – only to lose all faith in women in general after watching another home-made amateur porn video.

Legitimacy of experience vs. Online personae.

Even when PUA gurus go to the trouble of making as anonymous, and as inconspicuous as possible, videos of themselves showing their approach techniques, the first thing anyone says is it was staged. And unless he could somehow get a camera secretly into his bedroom after the successful pull, there will still be an element that will think it was arranged, or there'll be another element that say the girl is just a common slut so of course it worked.

Now as bad as all that sounds, I think Field Reports definitely have their place as field testing experiments, doubters or not. Just bear in mind, you will never filter out that situational bias. Observing a process will change that process.

What's interesting is this constant, perceived conflict between “theorists” and “practitioners”. Honestly, I don't believe you can separate them. All the tools a guy will have at his disposal to practice don't amount to much if he doesn't understand why those tool work in the first place. Similarly all the theory in the world is useless until you develop an application of it by trial and error. Now, add to all that the situational bias I just described – what do you tell an AFC who's stuck on Matrix conditioning “try using negs” or “here's why Negs work”? I'd say both of course, but which do you start with?

Wax On, Wax Off

If you've seen the original Karate Kid, where Mr. Miyagi teaches Daniel-San karate by having him wax his car you kind of see the disconnect here. Wax on, wax off; silly in premise, but useful in teaching. Here you have Daniel wanting to be able to fight, but for the moment his teacher seems like an exploitative fool, and he wonders if he's been duped by an old man who doesn't know shit about karate. That is until he puts it into practice.

Mr. Miyagi knows his shit, but Daniel has to take all that on faith; faith that Mr. Miyagi is who he claims to be, and possesses the experience he claims to have.

I am not a Guru, nor am I a Master Pick Up Artist, nor am I some motivational speaker, pastor or self-help psychologist. I'm a man with experience. What I write here is in the hopes that others can benefit from that experience and the insight that comes from sorting it out. When I can devise practices from those insights I'll offer them, but understand that the validity of what anyone you have respect for professes or suggests you do, it's still up to you to decide what works best for yourself and critically determine its veracity.

I can tell you, you can trust that I am who I say I am, but my experiences and how I relate them is how you can verify my own or anyone else's perspectives. It's exactly for this reason I take a hands-off approach to moderating my comments on this blog. I may sharply disagree with certain perspectives, but it's more important to read them to know just what that commenter's experience and/or legitimacy is.

Flushing the Nest

August 14, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Esteemed SoSuave member HITHARD relates a recent flushing of a nest:

It must be an attitude shift or something. But every time I come back to the SS forums my relationships blow up. I don't notice myself doing anything different but if I'm with a girlfriend they must notice a change and purposely start pissing me off. Perhaps it's a good thing, a wake up call that I'm not with the right girl and I should go back to FB for a while. My now ex started getting bitchy last week and it just escalated from there. I'm pretty laid back – but arc up if someone tries to stand over me or dictate terms. Her jaw dropped when I told her to pack her things and leave. She hasn't been living here on a permanent basis but had managed to horde a bit of her stuff over here in the past three months. She was a really nice girl, very pretty good with money. But she started to not so much nag, but nitpick at me and I'm over that at this stage of my life. It's either something she has managed to hide for all these months or I bring it out in her. Either way it's a no go from here. Am I being selfish over this?

So perhaps SS is bad for me short term but a deal saver long term. Or it's a subconscious

thing of ‘relationship is already over time to go on SS’

After all the FB, plates and relationships, I do look around and am just not impressed with the quality of the women out there.

I do worry I’m starting to form a trend of breaking it off with women when I get bored or irritated though. My longest LTR was with what I think was a BPD chick long before what I knew what BPD or the SS forum was. I sometimes worry if that has left a lasting effect.

There’s always going to be a contingent of guys – mostly White Knights, but some well meaning red-pill men too – who’ll presume you’re throwing the baby out with the bathwater when ever they read a situation like this. A Scarcity Mentality is one of the hardest mental schemas Men deal with in transitioning over to becoming Game-aware. For most, the better part of half their lifetime has been spent in a psycho-social condition that’s taught them women are to be prized, and her intimacy is a rare and precious gift, rewarded to only the man who can prove himself worthy of it.

It’s a hard schema to unlearn, and even the most unapologetic of PUA still feels that twang of doubt about a decision to NEXT a girl he thought might be of LTR potential. So it’s no shock that to NEXT a woman for what appears to be some minor infraction of nitpicking seems like a wanton overreaction – like stomping on a flower before it has a chance to blossom. Necessitous men, and men recovering from being so, will often adopt the same mentality women will when they hear about situations like this, and call it callous, or selfish, maybe even vindictive of past hurtful experiences. The reason for this is because these men, and women by default, still view monogamy from the perspective of the feminine imperative. Monogamy is meant to serve the feminine, so any action that controverts that, no matter how justified, is by definition selfish.

In the time I’ve been writing in the manosphere I’ve read more stories about how Game saved an LTR more so that the reverse, but that isn’t to say there aren’t breakups that result from a new Game-awareness. Hithard’s self-evaluation about his NEXTing isn’t unexpected. His story isn’t the first I’ve encountered about “Game destroyed my LTR” – that Scarcity Mentality self-doubt needs a scapegoat and Game is an easy foil for this, especially for guys who’ve just unplugged, pushed the envelope back against the shit they were accepting up to that point and the LTR imploded. In virtually everyone of these instances where a man reclaims his balls and the result is a breakup, inevitably the guy realizes what a tough, but ultimately good decision it was to rid himself of a toxic woman, or a woman too insecure in herself to want to relinquish frame after having been in control for so long.

Often enough, a breakup is the red-pill solution.

Flushing the Nest

However, I know Hithard (virtually) well enough to know this isn’t his case. He’s been unplugged for a while now, so my guess is twofold:

First I think there’s more to the ‘nitpicking’ and the nesting that this girl was initiating than he’s going into detail about. I think he’s trying to be more judicious about this because he’s seen (or is subliminally aware of) behavioral cues and attitude cues that are familiar to him from his prior (BPD) LTR, and wants to give her the benefit of that doubt.

He’d hit the 3 month point, and this is usually the time when a woman starts to get comfortable enough with a guy to attempt a frame grab. The obvious tell was how she was semi-permanently establishing a nest at his place. Never a good idea, but entirely expected of a woman who feels the urgency of sex decline with her competition anxiety. I don’t know for certain that this is Hithard’s

experience, but it follows a very consistent pattern. At the very least she's reached a stage at which she feels comfortable enough to make demands of behavioral change (nit picking, nagging, complaining).

On a basic, relational level these are shit tests, but these are now the variety of shit test that qualifies for LTR frame control, as opposed to the types of shit test a man receives whilst dating when the urgency of competition anxiety mediates a woman's delivery. For example, while single, only the most rapid, self-absorbed women will feel comfortable in making the demands most other women will commonly expect of their LTR man. When single, the art of the shit test is in its nuance and subtlety, when monogamous the shit test is overt and unmistakably direct.

Secondly, after a certain age (SMV), and after some degree of prior relationship chaos there's a want for some sense of stable normalcy. Most guys are all too willing to compromise what seem, at the time, like small concessions to their women's demands in exchange for keeping the peace and the legs open. The problem is that this progressively becomes a situation of death by a thousand paper cuts, or frame control by a thousand conceded nitpickings. For beta men, frame control is ceded as part of their wedding vows, but of the Alphas I know who were "fixed" by their women, their backsliding into beta-dom was the result of an incessant etching away of that Alpha dominance by a steady stream of small shit tests and concession of frame by little compromises.

Dumping a woman is DHV (demonstrating higher value) of the highest order. True or not, It implies you had other, better options than her. Dumping a woman is the antithesis of the Scarcity Mentality and it broadcasts this not only to her, but her girlfriends as well as any other girls in her (your) social periphery. Dumping her implies you've just gone from a comfortable, familiar beta to the indifferent Alpha that she never realized you had a capacity for. My guess is Hithard will hear from her again. At first it will be desperate and crying, later it will be casual with feigned nonchalance – don't take the bait.

Whether or not Hithard takes her back or bumps her down to fuck-buddy status, the message is now clear for her – he *will* control the frame. She will enter *his* reality or not at all. Most freshly unplugged guys have a very tough time owning this, because for most of their lives it's been endlessly bashed into their heads that they don't deserve it. This is the conflict Hithard must resolve.

Blueprint for an Alpha Widow

August 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Hithard's recent flushing of his nest drew the unsurprising female indignation response from Rational Reader 'S'. Hers is the predictable reflex with which women feel the need to associate with themselves when confronted with (even hypothetically) another woman's behaviors reflecting badly upon the feminine as a whole. In [Indignation](#) I touched upon the need for women to create the rise that comes from indignation for themselves, or live it vicariously through the proxies of their friends or media that caters to this need.

However there is still a need for a disconnect from that indignation impulse in order to preserve the feminine ego. It may be satisfying to experience drama via a third party, but not many women can afford to be called out for it.

So when a woman inserts herself into the psychological proxy role of another woman experiencing that indignation first person, the immediate response is one of ego preservation. My drawing attention to this isn't to burn down S's feelings about casting herself into another woman's role, but rather to observe the more rational process women will use when they've got a disconnected God's-eye view of all the aspects of a relationship between the two parties causing that indignation.

"I would never stick around / go back to a man who dumped me! Here's what she should do,..."

For all of what makes women primarily emotional creatures, it's interesting to see how rational a response they can muster to a vicarious source of indignation. And in predictable feminine fashion S makes that third party indignation about herself (here's what she / I would do). From [Point, Counterpoint](#):

Women on the other hand almost exclusively rely upon personal experience and anecdotal evidence to form a premise; only using extrinsic information to support their personal interpretations when the source agrees with that premise. The innate [solipsism of women](#) promotes a self-centric primary position as the beginning of forming a premise and then progresses to extrinsic sources for ancillary support.

What S fails to account for, and what Hithard elaborates on in his final comment is that, with the first person emotional investment, women will routinely return to a former lover if his Alpha impact was sufficient enough. Even when a woman cannot physically return to that Alpha defined relationship, she will [return emotionally](#).

What Hit hard describes is the blueprint for creating an [Alpha Widow](#):

@ S

"Well that's good for those women but I'm serious. Why would anyone want to hang around someone who does not want them?"

That's a valid enough question for me to give an answer on before I go. I do feel it is a topic that can benefit us all.

For women it all depends on how strong the emotional connection is to a man and if you are filling her needs.

Let's focus on the emotional connection though as it has the strongest pull factor, and hopefully I can give you some form of idea through a post. Which is difficult when challenging a held belief

Now for arguments sake let's say you and I (hey try to visualize I am your perfect match) S go through the usual process and begin a relationship.

Things start off strongly. There is both a physical and emotional attraction, but more than that... When we are together there is an element of excitement that sets your heart fluttering. The feeling that I overwhelm your senses, where you feel safe to begin investing in me, both emotionally and physically. With each passing day you feel a stronger and stronger connection that warms your core. Where mind body and soul feel as though they are full of the pure essence of being. You are happy to be led in this passionate embrace. Your needs are satisfied, your spirit fulfilled. YOU ARE HAPPY!!

"Wait, what you're breaking up with me?"

"What do you mean you want to break it off, no I don't understand?"

"How is this for the better?"

And this is where the residual emotional attachment comes into play.

Developing an emotional attachment with a woman is a bit like hooking someone on drugs when it's done right. It is very hard to maintain past a certain timeframe though in a relationship. And there can be numerous other mishaps, with this post only touching the surface.

Now first thought is usually 'a\$\$hole' and anger.

But that passes as the innate need for contact develops. The feeling of just being close to that person even if only briefly, gives them that fix that they crave.

Now I can drip feed your emotional needs to position you to where I want you to be. If I have anchored the emotions right, then you will feel as if no one can love you like I do. Or no one touches you or makes love to you with the passion that I do. Each stage through the escalation I have to ensure I am leading, directing and in touch with where I want to be. The end result I am looking for is your emotions screaming out to be fed in my absence. The reason you run back and fuck me is because it feels as if my intimacy is feeding your soul. The reason you try to please me is to grasp at the high I can deliver

You're probably thinking:

"I'm not that stupid"

But most people can think back to moments in their life where the heart ruled the head. Hypotheticals are always a mother fucker. The most I can say is this is a high percentage occurrence.

Guys do this as well and God knows there are forum boards full of guys wanting to run back and get stomped on again. Guys tend to get hooked from their feelings being taken high, low, high, low etc over time. Women more from an intense high to a low over a shorter time frame.

Just reading something about a situation can be very hard to identify with because it reads like a no brainer. But if a lot of people wrote down the dumb things they do in love they would simply cringe and think;

‘Was I really that stupid?’

So bear that in mind when challenged with what may feel is an inconceivable notion. Emotions can blind you.

And you are right – why would a sensible person stay. The saving grace for a fool in love is time. Time to wake from his/her stupor. And generally people eventually wake up

I suppose I treat relationships a bit like bubble gum from time to time. I mean it’s great when it has flavour but over time it gets bland and tasteless and I have enough of it and throw it away. The last thing I want to do is go find it and pop it back in my mouth again for another go.

The above was just an over the top example to try and answer the question. Not something you should try and do, some kind of relationship advice, or something I go out of my way to do. Generally you only need a bare minimum of emotional attachment and play it from there. Each step can be expanded on massively and you will have to forgive my syntax, rambling and bad grammar.

Big thankyou to Rollo who has been a great mentor over the years. Someone who has my greatest respect.

Just learnt of the passing of Jophil, a great loss to the community and one that has saved many a broken man. I regret not letting him know the positive influence he had on my life.

Later all and best wishes

I’ll come to you like an affliction, but I’ll leave you like an addiction, you’ll never forget me, you wanna know why?,...

Over 1 Million Served

August 17, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

1,001,128
views all-time

1,001,128
views all-time

Yesterday, August 16th, at about 10am EST this blog passed a milestone. We broke one million views.

From what my esteemed contemporaries in the manosphere tell me it's an accomplishment for being online less than a year (I started August 28th, 2011). While I've been writing in the manosphere and at SoSuave for over a decade now, I'm still relatively new to the blogging thing. So please excuse my ignorance about web stats and all, but I wanted to pause for a moment to say thanks to all the readers of The Rational Male.

The Warrior Gene â◻◻ Is Alpha Genetic?

August 20, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I held off on posting this video because it's about 45 minutes long and I figured most readers would probably want to watch it at their leisure (rather than on their 'valuable' work time), but it's well worth the investment.

Any time I write about defining Alpha or detail my interpretations of Alpha as a dynamic it's always cause for heated debate. People are always conflicted on the issues of what biological, attitude or character traits makes a Man Alpha, and as I've detailed before there's always a want to force Alpha into a definition that would best describe ourselves.

Beyond this there's the question of what makes a Man, *naturally* (genetically?) an Alpha, and what factors make him a learned Alpha or a contextual Alpha as situations warrant. I've covered all of these interpretations in the past year, but it wasn't until I watched this episode of National Geographic Explorer that I became aware of the concrete genetic evidence of (or at least a genetic indicator) Alpha. I'll try not to be too much of a spoiler here, because watching this video through a manosphere, Alpha-Beta filter should be enough to give most of my readers a new insight to how Alpha can be defined.

Biological Determinism

For a lot of guys subscribing to the idea that Alpha is built upon manly virtue and noble intent, your first impression of a biological Alpha-determinant will likely be one of disbelief, or incredulity. Watch the video to the end. You'll probably come up with rationalizations about how a biological predisposition for violence does not an Alpha make, and how humans aren't slaves to their biology or instinct. You'll be pleasantly surprised by the end of the show.

That said, while watching this here are some things to think about:

- Is Alpha both nature and nurture?
- How does this propensity for violence and /or a biologically motivated dynamism agree with our present defining of Alpha?
- Does an ability, or lack thereof, to channel this natural (genetic) impulse toward constructive or destructive ends change the definition of Alpha?
- How does the idea of a biologically defined Alpha evolutionarily agree with what we understand about Hypergammy? (War Brides, the attraction of violence, rape fantasy, etc.)
- Can Alpha be learned and internalized or faked in the long term convincingly?
- Is genuine Alpha status earned or determined, or perhaps both? (don't answer until you watch the end of the video)

This study has given me a lot more to think about in terms of how we define Alpha, but it correlates well with my prior Alpha concepts. Alpha is a mindset, not a demographic.

I will do a followup on this post once readers have had the chance to view and opine.

Just Get It

August 22, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I don't usually cite Athol Kay on Rational Male, but I have to give him props for his recent [How Walkaway Wives Run a Dirty MAP](#). There's a lot going on in this post, and as per usual Athol approaches all of his observations from a married perspective constrained by a limited single-life experience, but a few fundamental points of Game really shine here. To be sure, relationship Game (or married Game) varies widely in application compared to the Game used in single-man-sex-life, but the foundational principles are essentially the same – as are the pitfalls – only the risks are higher and the rewards negligible by comparison.

I've stated this before, but, having experienced the ups and downs of single-man-sex-life as well as married-man-sex-life, I can honestly say that I've never found Game more necessary than when it's

within the context of marriage. I've also written volumes about the all-risk proposition of marriage for men, and women's utter inability to appreciate the all-risk sacrifices men assume in committing to marriage. So it should be obvious that under such conditions *if* a man chooses to entertain a lifestyle of marriage the only acceptable condition is that it be within his frame and his terms. And this, gentlemen, requires not only a commitment to Game itself, but an understanding of, and an internalization of a much tighter Game than would be necessary in single-man-sex-life.

Higher risks mean less margin for error

In your single-man-sex-life Game, you have the leisure to Spin Plates, drop the ones which don't produce dividends, and non-exclusively enjoy the ones who do. Though it may pain you to lose a particular girl as the result of fumbled Game, or to miss the opportunity of experiencing a woman due to a failed approach or consolidation, it pales in comparison to the risks inherent in lacking the long-term Game necessary to contend with women's hypergamy in the context of marriage. Dumping a girl (or getting dumped) when single may be an emotional ordeal for some guys, but the decay of a marriage and the financial, familial and emotional consequences for lacking Game in marriage is a punishment that will make a single man's break up tears seem like a blessing. Tight relationship Game means much more than just getting your wife to fuck you more regularly after the honeymoon. A lot of men will respond that marriage is just not worth all that contextualization of Game, and they'd be right. It's all risk with negligible reward / appreciation and the liabilities are too steep. Furthermore, there's a contingent of men who'll say that it's impossible to perpetuate the solid Game necessary to assuage female hypergamy indefinitely, and they'd be right too, if Game was a constant act for them that they felt they had to keep up forever. Some guys get mad at just the suggestion that they'd need to Game their potential wives. "She should just love me for who I am!" They expect to be able to drop the Game, relax and be who they are, only to have their wives progressively convert them into an imagined ideal which really isn't the guy who tingles their vaginas. Then they find out that their wives loved them for who they were.

Crossover

One of the points that jumped out at me from Athol's post:

When the lines of communication are broken between you and your wife, you aren't going to get a message that the lines of communication are broken. That's what the lines of communication being broken means. When she checks out of the marriage, she doesn't tell you *because* she checked out of the marriage. That's what being checked out of the marriage means.

I usually have to control my laughter whenever I overhear an AFC in the crab barrel parrot back the Matrix-speak about how "good relationships are all about communication with your GF/wife." When this is coming from a single guy I can at least partially excuse him for lack of any practicable experience, but when it comes from a married Plug-In it's just evidence of the totality of his conditioning. Most guys who tell you this are repeating what their girl-friends always told them was the most important key to a good relationship, but as with everything femme there's always a latent purpose underneath the veneer of aphoristic truth they sell themselves.

A few months back I was at a liquor event with my usual 'pour girls' and during our conversations one tells me about her 'guy problems' with a "clingy boyfriend" obviously on the down end of an SMV imbalance.

“It’s so frustrating Rollo, why can’t guy’s just get it?”

With a practiced, but cute, little wrinkle of her nose, and the huff of her \$5K tits, my girl had just indirectly revealed one of the most vexing complexities of intergender communication – women want men to “just get it.”

Just Get It

From Female Dating Advice:

The guy with the capacity to call a woman’s bluff with a confidence that implies she is to be worthy of him rather than the other way around is the Man to be competed for. Essentially the ‘chick speak’, ‘chick advice’ phenomenon is a shit test writ large on a social scale. And even your own mother and sisters are in on it, expecting you to ‘get it’; to get the message and see the challenge for what it really is, without overtly telling you.

She wants you to ‘get it’ on your own, without having to be told how. That initiative and the experience needed to have had developed it makes you a Man worth competing for. **Women despise a man who needs to be told to be dominant.** Overtly relating this to a guy entirely defeats his credibility as a genuinely dominant male. The guy she wants to fuck is dominant because that’s ‘the way he is’ instead of who she had to tell him to be.

Observing the process will change it. This is the root function of every shit test ever devised by a woman. If masculinity has to be explained to a man, he’s not the man for her.

In my Pour Girl’s example we see this ‘get it’ paradox from the single-man-sex-life perspective, and in Athol’s scenario we see it from the married-man (or LTR) -sex-life perspective. Many men will complain that they hate the presumption that they need to be a mind reader and ideally women ought to just communicate overtly and directly – just as a reason-based man would communicate. The problem is that in doing so it changes the dynamic for hypergamy. As I’ve stated so often, women say they want the truth, but they *never* want full disclosure. Hypergamy will not be pandered to, and will not be negotiated with.

This is why the “communication is everything” meme has been responsible for the demise of more relationships than anyone will ever admit. It’s not *that* you communicate, it’s *what* you’re communicating and *how* you communicate it. I’ve counseled more men than I care to recount who’ve sobbed from the depths of their souls, “IF SHE’D JUST TELL ME WHAT I HAVE TO DO TO MAKE HER LOVE ME I’D DO IT!” not realizing that their very verbalization of that and a belief in open, rational communication is the very thing that’s killing (or killed) their woman’s desire for him.

As I’ve written a thousand times, a cardinal truth of the universe is that **genuine desire cannot be negotiated**. The moment you tell your wife, your girlfriend, that you will exchange a behavior or attitude or belief or any other compromise for her desire you fundamentally change her organic desire into obligation. What she wants, what her hypergamy wants confirmation of, can never be explicated, it can only be demonstrated. If her desire is for you to be more dominant, her telling you to be so negates the genuineness and the validity of your becoming so. Again, observing a process will change it – on a limbic level of consciousness her innate hypergamy is aware of that truth.

She wants a man who *knows* he needs to be dominant with her, that is the confirmation of hypergamy.

Girl's Night Out

August 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A Girl's Night Out

I've been dating this girl for about 5 months now. She's very attractive, I'd say an HB7 or 8. Her interest level is extremely high. I'd say in the high 90% bracket. She always calls or e-mails me when we're not together telling me how much she misses me, etc, etc. And she expresses her feeling towards me in many ways when we are together. So my point here is that I know she's really into me. And I play by the rule of keeping my interest level slightly below hers to keep things going. And it's worked. Also, I apply all of the Game principals in our relationship. So I'm no chump with this girl and I feel that I have a good grip on the relationship.

Her friend from New York is visiting her for four days. Her friend is single and young (25). Tonight they're going out to a dance club with another girl whom they know who is also not dating anyone. This is all just fine. I understand that I shouldn't discourage or show any type of insecurities regarding her going out with her friends. But I do feel that her two friends are going to be interested in the possibility of hooking up with some guys even though my girlfriend is not. It only makes sense since her one friend is from out of town, and they are single. This concerns me because I think it will put my GF in an awkward position.

I'm a bit confused on whether or not I should ask her anything about that evening in a playful manner when I talk to her next. In other words, what's the best practice to do in this situation? Should I simply ask how her night went and if she had fun and just leave it at that? Or should I playfully poke at her about dudes hitting on her, and how girls can be naughty?

So the dilemma is that on one hand, I don't want to seem too passive about the whole thing. But on the other hand I don't want to seem insecure. Part of me says that I should express some degree of protectiveness toward her in this situation. But I don't want to send the wrong signal.

What are your thoughts

Let her go.

"You do know what happens when your girlfriend 'gets drunk, he was cute, and one thing led to another,...'?!!" Yes, I've been the guy who nailed your girlfriend.

"You do know that 'taken' girls just want to live vicariously through their single girlfriends?" I've written volumes about it.

This is a very common shit test. Don't even pause to think about it and do NOT let her perceive for a second that you're even contemplating it. Be matter-of-fact and tell her you'll see her when she gets back. Don't tell her to call you, and don't you call her. If she calls be concise and ask her if she's enjoying herself, nothing more – no details, nothing. Let her be as forthcoming as she wants and never for a minute give her the impression you're suspicious or possessive. This is the surest way to pass this test.

When and if she asks about what you've been doing, tell her you've been busy with work/school, your family, etc., (i.e. something unavoidably responsible). Do **NOT** say you're out with the boys in some lame effort to counter her going off with the girls. Do **NOT** give her the impression that you are doing anything as a reprisal to her going off with the girls. Do **NOT** give her the impression that you are pacing around the house waiting for her to call or sulking. In fact I'd advise letting your voicemail pick up the call and then call her back an hour later, if at all.

I'm sure many guys reading this are experiencing the twangs of possessive insecurity even in my suggesting this course of action. The reflexive response most guys will have in a situation like this will be one of mate protection; the fear being that if they don't express their disapproval they'll run the risk of their woman thinking they don't care enough about them to be jealous. This is a trope most guys sell themselves, because it's more about suspicion than jealousy. As intuitive as this sounds it really masks the insecurity that their girl will meet another guy and hook up with him. On an instinctual level we're well aware of women's pluralistic sexual strategies, thus an evolutionarily

honed suspicion was hardwired into our psyches to protect men from becoming the beta cuckold provisioning for another male's offspring. However, as counterintuitive as this sounds, a GNO is an excellent opportunity to display confidence behaviors.

The GNO Shit Test

The secret of the GNO (girls night out) shit test is, the truth of the matter is, that if a woman is determined to cheat on you, there's really nothing you can do about it. You can protect your own genetic interests, but whether it's on a GNO or with some guy from the office, if a woman wants to fuck, she'll find a way to fuck and all the psychological, possessive arm twisting in the world won't change that desire. The covert message in this is what's important.

Remember, a woman's default is to communicate covertly. When you are indifferent to her proposition of a GNO it sends the message that you are confident enough in your own ability to replace her should she cross that line. Let her imagination work for you. Women love to convince themselves, "he trusts me implicitly" while they secretly sift through your text messages, but the covert message is really a veiled threat and exemplifies your self-confidence. Bear in mind it's what she *feels* in this communication. If you leave her with the feeling that you're clingy, possessive, sulky and worried, the impression she has is that you're weak and are the kind of guy that women settle for, not compete for. Essentially you make her the PRIZE by voicing your insecurities. Alphas don't worry about their plates on GNOs, in fact women enraptured by Alphas don't see the appeal of GNOs.

A Prince isn't worried about the behavior of one woman when he has several more on the royal speed-dial; one more testament to the power of abundance thinking and Plate Theory. This may or may not be the case, but the impression of it and the covert communication of it is vital. If, by your actions you can leave her with the *feeling* that you have a lot going for you, you're in demand, that you are a commodity that other women will compete for, that you are the PRIZE; you plant the seed of doubt and she will voluntarily curb her desire to go on GNOs – and this is the outcome you're striving for. You want your attention to be more rewarding than the attention she'll receive on a GNO. You can't force this into being so, but you can covertly manipulate her desire. You want her to talk herself out of going.

Learn this now, making a woman cognizant of higher sexual market value can only be demonstrated, never explicated.

Disclaimer: At this point I should also add that this in no way excuses the woman who CONSTANTLY goes on GNOs as some kind of ritual with her girlfriends. This is symptomatic of a larger problem and this, again, is based in desire. If you ever find yourself in this circumstance your best recourse is to NEXT and remove your attentions entirely. Women who have a regular GNO in LTRs are seeking something vicariously through their friends that they feel deprived of and need a fix for to feel completed. It's only a matter of time until the right circumstances arise for her to consolidate on that deprivation. Better to cut your losses on a bad investment than play the cuckold for a woman who has no genuine desire for you and regularly demonstrates this in her behavior.

Possessiveness

I've known seasoned players who'd pee themselves over a girls night out proposition, but I always advise they adopt the attitude that she's free to go do whatever she'd like. In fact I'd encourage it. That's where confidence makes you a man, when you can say "go ahead, have a good time." It's what's implied in the action that counts. If a woman (or man) wants to cheat, they'll find a way to do

it, with or without your knowledge. The only person whose actions you can control are your own. Now, would it suck to break up a marriage over that? Yes, but I'd rather it be dissolved than to live disingenuously one minute longer than necessary.

If I locked my wife/GF up in a closet that only gives credence to my insecurity about my relationship and changes the nature of my LTR. In fact, in doing so the frame automatically transfers to a woman the moment you become possessive, because you confirm for her that you lack the confidence to generate new options (i.e stimulate competition anxiety) – to be a man that other women would desperately want should she decide to cheat. You must be a Man that your GF/Wife doesn't want to cheat on. Sometimes a woman can't appreciate this because she's too immature to get it, but you have to be the Man confident enough to say "do what you want" while communicating higher value. As I've stated before, when your silence inspires more dread than your words, you're probably an Alpha.

A lot of guys have a real tough time with possessiveness. What they tend to overlook is the element of desire. If you've got a girl who wants to go off with the girls to Vegas for a weekend the operative in the whole situation is that she WANTS to go. While I do understand the necessity of 'mate protection' this desire is already established BEFORE you issue any ultimatum (which is a declaration of powerlessness). If she had a fear of loss to begin with she would've passed on the trip because she had a *genuine* desire to do so. In fact considering it wouldn't even be an afterthought.

This is the Desire Dynamic – you can never force a genuine desire by means of coercion or negotiation. You can pay a woman to fuck you, it doesn't mean she wants to fuck you of her own volition. The girl still wants to go to Vegas even if her man were to give her an ultimatum, and in addition he comes off as an optionless, possessive chump. I realize the idea is that if he's uncompromising and she magically respects him she'll develop a real interest level in him because he put his foot down as a "real man", but the damage is still done. Her desire isn't for him, it's for Vegas, even if she says "OK honey, you win". It's not genuine.

Year One

August 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well, it's been a year now.

I started Rational Male on August 19th, 2011 at the suggestion of so many patrons of SoSuave wanting me to collect my writings there into one cohesive section. My intent a year ago was simply to compile all I'd written into a blog and refine those posts, case studies and Iron Rules into more concise essays and allow easier access.

That was the easy part. I had so much material built up at SoSuave over the previous 9 years it just became a matter of picking which topic to focus on and develop it beyond what I could expect the average forum reader to have the attention span for. I've never kept a journal or anything, but as I sifted back through my forum posts – some of which were almost a decade old – I began to see how my perspective on things had evolved over the years. In some respects I suppose it's how people who keep a diary go back and read how they used to be and what they thought at the time, only I found my

2011 self using that groundwork I had laid in 2002, and into the decade, as the basis for broader ideas in the now. I had the benefit of 8+ years of evolving my perspectives as the manosphere itself evolved.

On August 19th, 2011, I had no idea who a good 80% of the bloggers you see in my blog roll were, and that's not mentioning the ones I read, or locked horns with, regularly who aren't in that last. I had no idea who Dalrock was, or Krauser who I'd unknowingly inspired to so much insight. I knew Roissy before he adopted Heartiste and of course I was familiar with Roosh before I began blogging. I was welcomed by them as well as Ferdinand from the gone but not forgotten In Mala Fide. Before October of last year, I had no idea who Aunt Giggles was until she fired a shot across the bow at me in Wait For It?

It's been kind of strange to be accounted as one of the three 'R's of the manosphere in less than a year. I passed the 1 Million views mark on August 16th and my traffic, while not comparable to the likes of the other R's (or even Dalrock for that matter), grows exponentially each month. It seems like the blog's a meteoric rise to manospheric celebrity, until I consider I've been writing 'red pill' material for almost a decade now.

I've been approached on several occasions to monetize Rational Male, but I've held off from that. I'd still ask readers to anonymously donate to my charity fund, but I will never monetize RM. That said, I am in the process of compiling the material here into a book I hope to publish in 2013. I'm still figuring out best practices for this, and distilling down 228 blog posts into concise chapter topics is a challenge to say the least. I don't even have a working title for it yet, but I've decided to put in the effort because the most common request I get is for a publication of my material that other Men can use to help their plugged-in friends unplug.

There's just something about having a book in your hands, or perhaps on an e-reader, that represents legitimacy for people that reading the same material or ideas online doesn't. When I get linked to from Reddit as a reference for some guy attempting to help his friend unplug it's almost always followed by a stream of troll posts or blithering AFC crabs in the barrel pulling him back into their Matrix conditioned group-comfort. I've had a significant number readers ask if I had a book they could just hand to their friends (sometimes their sons) so they could digest what I've compiled for so long.

And that's one obstacle I see in my blogging: I have a library of posts on so many topics that it's difficult (even for me) to specifically reference what might address the troubles of someone seeking individualized help. Like any blogger, I try to make things easier; I have the categories on the side bar, the standard search query, and I always make a point of cross linking to past articles to aid in referencing what I think people might find most useful.

However, it's really hard to be everything to everyone. Personally I think some of my most relevant posts were published in the first few months of this blog going live, but the million-plus readers who've more recently become regulars here may have no idea about them. So as I've been reviewing the past year's material for book publication I thought I'd post a 'best of' list for today's post to make newer readers aware of topics that might address a particular issue they have questions about.

So without further ado, I give you,...

The Best of Rational Male – Year One

The Basics

- There is No ONE
- The Cardinal Rule of Relationships
- The Desire Dynamic
- Schedules of Mating
- Buffers
- Imagination
- Social Matching Theory
- Alpha

Plate Theory

- Plate Theory
- Plate Theory II
- Plate Theory III
- Plate Theory IV
- Plate Theory V
- Plate Theory VI

Plugged-In

- Enter White Knight
- Average Frustrated Chump
- Playing Friends
- Letting Go of Invisible Friends (LDRs)
- The Honor System

Unplugging

- The 5 Stages of Unplugging
- The Bitter Taste of the Red Pill
- Dispelling the Magic
- Compensation
- Identity Crisis
- Dream Girls & Children with Dynamite
- Appreciation
- Kill the Beta
- Truth to Power
- Have A Look

Game

- Beta Game
- Rewriting the Rules
- The Pheromonal Beta
- Meta-Game
- Just Be Yourself
- Three Strikes

- Dread Games
- Navigating the SMV

Communication

- The Medium IS the Message
- Qualities of the Prince (my personal favorite of 2011)
- The Gift of Anxiety
- Just Get It

Social Conventions

- Operative Social Conventions
- AFC Social Conventions
- Paradox of Commitment

Hypergamy

- The Disposables
- Mrs. Hyde
- The Hypergamy Conspiracy
- The Pet
- Hypergamy Doesn't Care
- Relational Equity
- Women & Regret

Iron Rules of Tomassi

- Iron Rule #1
- Iron Rule #2
- Iron Rule #3
- Iron Rule #4
- Iron Rule #5
- Iron Rule #6
- Iron Rule #7
- Iron Rule #8
- Iron Rule #9

Mythology

- Myth of the Lonely Old Man
- Women & Sex
- Good Girls 'Do'
- Myth of the Biological Clock
- Looks Count
- The SMV in Girl-World

The Feminine Imperative

- [The Feminine Reality](#)
- [Fem-Centrism](#)
- [The Feminine Mystique](#)
- [War Brides](#)
- [The Tool of ASD](#)
- [Sexy](#)
- [The Threat](#)
- [Could a Man Have Written This?](#)

If you have any other favorites that really spoke to you, but didn't make my list, please link them and tell me how it helped.

Here's to another great year of RM.

Girls on the Side

August 31, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Not to be outdone by the tired ‘Man-Up’ tropes begun by Kay Hymowitz, nor the upstart success of Kate Bollick – who’s managed to parlay her chronic, unconsolidated hypergamy into a career *and* a new TV series – we again hear the feminism triumphalist wailings from Hannah Rosin. Apparently it wasn’t enough for Hannah to allow her End of Men article to fade into the annals of feminine primacy on the pages of *The Atlantic*, no, she’s extrapolated her tales of anecdotal misandry into a new book of the same title. And here I was concerned about compiling the better part Rational Male into book form (*eye roll*).

I would generally pass off of Rosin as I would the ‘concerns’ of any long post-Wall, solipsistic yenta, however in her ~~book advertisement~~ article Boys on the Side (h/t Aunt Giggles) there was so much feminine primacy tunnel vision it made me wonder if she’d ever read the word ‘hypergamy’. When I read the complaintive screeds of neo-feminists I expect to read a certain degree of self-confirming, self-important concerns for the female condition all reinforced by anecdotal evidence, and Rosin

doesn't disappoint. Her entire article is filled with op-ed personal vignettes of how the brutality of the contemporary sexual marketplace has reduced 'dating' (for women) to a series of passing fuck buddies until such a time that a (westernized, upper middle class) woman feels 'complete' enough in the professional realm to want to shift into marriage and mommy mode.

For all of her analysis Rosin simply doesn't grasp the totality of feminine hypergamy and the social influence it has effected upon men *and* women. I can't imagine Hannah would be ignorant of the dynamic of hypergamy, but from reading this article, it's apparent that the feminine imperative makes acknowledging hypergamy's influence an inconvenient truth that needs to be danced around, all while complaining that men are ruthlessly capitalizing upon it and enjoying some new boon for their own sexual strategy.

I've brought this up on Susan's echo chamber more than once, but what Rosin (and really any woman) doesn't get is that from the mid 60's to 2012 we've been living in a social reality defined by feminine hypergamy. Since the sexual revolution and the advent of exclusively female controlled birthing, men have progressively become ancillary to the female reality. So when women run headlong into the negative social consequences of their own unfettered hypergamy – such as the evolution of hook up culture – the reflexive response is to presume that the downside of that hypergamy must necessarily be the results of men refusing to play by the social rules they constantly and conveniently rewrite for themselves.

Hypergamy doesn't care about the rationalizations of the feminine imperative.

Every observation, every personal account of frustration, in Rosin's article can directly be attributed to a modern sexual marketplace (SMP) that was formed by women's unrestrained hypergamic impulses. The college women she interviews don't mention 'hooking up' with average betas, they mention banging the hot guys on Ivy League lacrosse teams. In reality, there are likely far more average frustrated betas lining up to get with these 'poor girls' who are more than willing to take them out "for frozen yogurt and a \$3 date." Hook up culture or not, these aren't the guys women are motivated to fuck. Frat guys, cads, indifferent Alphas, PUAs, incarcerated murderers, these are the guys that get the reflex response from a 23 y.o. girl.

Hannah's mistake is in presuming, in classic feminine-primary myopia, that hook up culture is the result of men sexually exploiting women's new life schedule for career with a side of family later. Never is there an afterthought that it is in fact women's innate predisposition to fuck and secure commitment from the best male her sexuality can afford her has almost singlehandedly created the environment which developed the hook up culture she and her poor college girls lament. As I've said before, Game is the logical countermeasure to evolve under the condition of unrestricted hypergamy. This in turn contributes to creating a new socio-sexual environment that changes the rules of engagement for how men and women relate to each other.

Play Nice

September 4, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Overheard this past weekend:

“Nice guys are the real jerks if you ask me. They put up a front, acting differently when talking to women, deceiving them into getting them into bed.

And if they fail to get them in bed with them, they go on the internet and rant about their misogynist views on women.

Real men act the same with everyone. They’re not there to put up a front nor do they bitch about their failures with women.”

I’m reading this a lot lately. The Nice-Guy-as-ruse rationalization would be laughable if not for so many women using the trope to explain their misgivings or lack of judgement with a guy that pumped and dumped them. Furthermore, the False-Flag Nice Guy is also a ready-made social convention used to excuse the worst behaviors of women when a man might (albeit immaturely) make a public example of that behavior. Not surprisingly this cad-in-sheep’s-clothing rationale really pisses off the genuine beta Nice Guys, and for exactly the reason less attractive women get upset when their more attractive sisters mistreat the Men they could never hope to pull themselves.

So with this in mind I thought I’d pick apart this meme in detail.

“Nice guys are the real jerks if you ask me.”

When truly nice guys (80-90% of the masculine sphere) read a line like “Nice Guys are the real jerks” something snaps in their heads. Black is white, up is down and Nice Guys are Jerks. Most Nice Guys have been playing the self-internalized Beta Game, identification scenario out for so long that to read something like this is akin to blasphemy. “Great now all these women I’ve been trying to be so nice too (like they all say they want) really think I’m a jerk?” One would think this would be a moment of clarity for the Nice Guy and he’d realize the truth of what his ‘misogynist’ Game-aware friends had been trying to enlighten him about for so long. You’d think, until..

“They put up a front, acting differently when talking to women, deceiving them into getting them into bed.”

Ah! Well there you have it! They’re really just Alpha cads playing at being nice in order to bed these women ..how fiendish! Now, not only are women jaded by the players, but they’re also more wary of the ‘Nice’ men due to the players utilizing their own Beta Game. Dammit! The Jerks have poisoned the Nice well!

What they fail to realize is the inherent ridiculousness of the premise – niceties never got a man laid – and of all men, the Nice Guy knows the difficulty of actually consolidating sex upon ‘niceness’. While I have no doubt that many a Game savvy man has gotten laid by misrepresenting himself as being more interested and pleasant than he actually was, it’s understandable that no woman would ever want to admit to her active participation in that deception. Solution? Paint Nice Guys with the broad brush of the Bad Boy Jerk.

“And if they fail to get them in bed with them, they go on the internet and rant about their misogynist views on women.”

Well, we could debate the social implications of women defaulting to the easy epithet of ‘misogynist’, but that’s an old post for me. You know the more I pick this apart the more I have to empathize with the truly Nice Guy; his is a particularly cruel hell. The Nice Guy in this definition isn’t necessarily the Alpha in sheep’s clothing. This is the guy who, most likely, believed he was going about ‘courting’ his woman-to-be by the rules he *knows* were established as the sensible proper means to arriving at a woman’s intimacy. The fact that he plays by those rules is integral to his sense of not-like-typical-guys uniqueness.

He subscribed to the Sniper Mentality, played friends, and unfortunately after taking his big shot, got rejected by his (most likely ONEitis) target girl. If men of this stripe are one thing, it’s dedicated to their personal investments into a particular girl they *know* will one day appreciate their stand-out qualities,..some day. What they fail to grasp is that hypergamy doesn’t care about the equity he believes he’s building for a future relationship. That’s one thing to realize when you’re deep into an LTR, but it’s really a lesson that should be learned when you’re the chump trying to prove to your paramour how perfect a boyfriend you’ll be for her – once she’s done fucking the Jerks she can’t get enough of.

This is a tough lesson for a guy who’s ideology about women and dating is virtually a mirror of his ideology on a ‘strong work ethic’. Work hard, pay your dues and you’ll be rewarded compensatory with your efforts. So, again, it’s unsurprising that this guy would get upset (maybe vindictively so) when his ‘dream girl’ proves to him that hypergamy doesn’t care about compensating all his efforts.

“Real men act the same with everyone. They’re not there to put up a front nor do they bitch about their failures with women.”

In the meantime, back in solipsistic girl-world the narrative, as always, continues to revolve implicitly around how his ‘pseudo-niceness’ impacts her reputation and her, now damaged, self-impressions. Because, of course, no genuine Nice Guy would ever feel slighted enough by her rejecting him intimately so as to feel the need to broadcast his displeasure on FaceBook. ‘Real’ Nice Guys would just shut the fuck up and accept her rejection; which then completes the circular fem-logic of being attracted to guys with the wherewithal to stand up for themselves, speak their minds and not stand for the injustice of being sold one message and having another’s intent proved for him. Sometimes, we call those guys Jerks.

You see, behavioristically, what women mischaracterize as ‘nice’ is usually the male-methodology they misinterpreted when they couldn’t find a way to reject a guy in an efficient fashion. So yeah, Nice Guys, you’re the real Jerks and Alpha Jerks, you’re the truly nice guy’s because you “act the same with everyone.”

Ladies, stop complaining about the sheep when you’re looking for a wolf.

Women Studies

September 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Last week Heartiste had some excellent [play-by-play Game analysis](#) of this video. The guy doing the approach in the video is Steve, who is a friend of [Krausers](#), and before I go into today's post I just wanted to take a moment to say that Steve's confidence and Game savvy is impressive. Whether he's consciously aware of how well he's internalized Game or if it's a practiced effort, just like Krauser he gets a lot of points in the Tomassi book for application.

I'm not going to speculate as to whether Steve tapped into some natural reserve of Alpha mojo, or if he's got his Game down to the point that it's been internalized into his personality, or that his choice of woman in this instance was more advantageous to his personality type. Nor will I speculate that it may have been his [Look](#) and [physique](#) that led to a 5 minute kiss-close. I don't have to because all of this was predictably scrawled across Roissy's post comments. I say 'predictably' because when we [observe a process](#) we do so in terms of how it fits our own internal narratives.

As would be expected, the accusations of fraud and the disqualifications of how hot Steve's target was started the hit parade, but amongst the "it was a set up" and "how much did it cost her to go along with it?" were some very interesting (though equally predictable) responses from The Chateau's host of regular female commenters. The responses ran the gamut between "that's so disrespectful", "He's so desperate. He comes across as a stalker and a lunatic" and "wow, did I just watch video documentation of sexual harassment?" to "that would never work on me! I have self-respect" to "yeah he's kind of cute and has good Game."

Geisha Kate summed it up best:

Its a simple matter of perception. An onlooker cannot feel what the people in the video felt. To them it was an awesome experience. The onlooker can't tap into that and so it appears silly, etc. (no offense). Girls can look at this video and say, "that wouldn't work on me," but it likely would, and guys can look at the video and say it was because of his looks, which may be part of it, but its not the whole picture.

Kate's was far and away the most objective of the female input; the rest of which were mostly an effort in plausible deniability of women's universal attraction/arousal cues (NAWALT and "we're attracted to different things") to their, now expected, self-important anecdotal experiences absolving women of the obviously effective results Game had on one of their sisters.

Women Studies

The rest of what followed was essentially a debate between women (and less Game savvy men) coming to terms with Steve's close and the red pill community's dissection of the social and psychological dynamics observed in the video. The feminine side qualifies, disqualifies and personalizes the reasons why Game works, while the red pill side builds workable theories upon concrete analysis. All of this comes as the result of observing a process.

Steve's approach video has everything the community and women alike could ask for. In it's shot-on-video, raw genuineness it appeals to feminine indignation, the likes of which even Cheaters or Tyra Banks pale next to. Yet at the same time it is titillating enough to women's arousal process that they're drawn into casting themselves in the role of Steve's Columbian target (not unlike the [Twilight](#)

Dynamic). For blue-pills and white knights, it's easily dismissed as some girl who "has no respect for herself" and they'll continue their quest for the Holy Grail (a Quality Woman®) with a twinge of self-doubt that all women are in fact 'like this' and Steve's approach might actually have merit. And that of course leaves the red-pill community with a lot of red meat to consume in verifying proposed dynamics and how well this girl's response aligned with what's already been established in our own version of 'women studies'.

The manosphere is prescient if it's anything, and as if on cue Vox fired off a very relevant post in light of the video debate at the Chateau – The logical fallacy of female attraction. As per usual, Aunt Giggles is still soft-selling the 'betas-are-the-sexiest-of-men' trope that only women in their 50's can afford to invest themselves in. I say this is relevant to the debate over Steve's video because the women (and manginas) commenting about it are uniformly conflicted amongst themselves in defining what characteristics, qualities, physique, attitude, behaviors, etc. empirically constitute attraction/arousal cues for women.

As I detailed in the Feminine Mystique, from a social perspective, the feminine imperative can't afford men understanding the methods behind the madness with regards to optimizing hypergamy. A persistent sense of feminine ambiguity and female *unknowability* must constantly be reinforced for men by women. Thus women (and less enlightened men) perpetuate the myth that "women just don't know what they want", but is that the truth of it? Are women really unaware of their own attraction triggers? Or is it that they are so preoccupied with optimizing hypergamy (in a short window of SMV peak) that they're simply never bothered by an inquisitive thought about what factors contribute to their being turned on enough to fuck one guy, but conversely being attracted to another for a long term commitment? Are women ever really prompted to observe their own process?

Observing a process will change it.

From the end of Vox's Logical Fallacy post:

"Showing no emotion and saying absolutely nothing is an excellent way to avoid interrupting the process."

Vox mentions that more sociopathic men, being entirely self-concerned and outcome indifferent, are primarily the types of men women feel the most arousal for and attraction to. In other words, the sociopath, in his self-importance, can't be bothered to observe the process of attraction in women.

That said, I can't help but find a similar parallel in women's cognitive ignorance of their own attraction cues. Women's innate solipsism (further reinforced by fem-centrism), like the self-importance of the sociopathic man, predisposes her to be oblivious to her own pluralistic sexual strategy (Alpha vs. Beta attraction). A woman's solipsistic nature suggests she can't be bothered to observe her own process.

In fact I would argue that evolution and hypergamy has selected-for women who are more predisposed to being oblivious to their own attraction cues, thus allowing them more cognitive brain-space to be devoted to filtering for the best mating option and the best long term provisioning option among prospective males.

By its very nature, women's strategic sexual pluralism – Alpha Cads and Beta Dads – creates an unresolvable internal psychological conflict. Women cannot consciously reconcile the sexual impulsivity that drives them to (want to) fuck the hottest genetic Alpha with the drive for the security that a Beta provider represent with respect to parental investment. This dichotomy is even hard-coded

into women's hormonal cycle, impelling women to the sexual prowess of Alpha dominance in the follicular phase, and to Beta comfort in the luteal phase of menstruation. The solution? A healthy female psyche pushes this irreconcilable conflict to the peripheries of her conscious awareness.

The rationalization hamster we know today was psychologically evolved to mitigate the mental anguish that results from women's pluralistic sexual strategy.

One of the contentions women participating in the manosphere have with red pill Men is that those men are observing women's process and bringing it to conscious light in a globalized, meta perspective. Thus the scramble back to NAWALT, or women mature into new ways of knowing what they want, or "silly man, don't try to figure out women, you'll never figure us out."

Recently Professor Mentu had a twitter debate with a manosphere-aware female wondering if there were in fact 'red pill women'. Naturally in her self-congratulatory solipsism she wanted credit as a woman figuring out the Men who'd figured out women. I got a good laugh out of this, as I do with bloggers like Aunt Giggles and a few select other manosphere women because in truth, **all women are red pill women – it's dragging the truth of the red pill out of them that's the trick.** On some level of consciousness, and as evidenced by behaviors and the construction of larger social conventions, women are aware of their own hypergamy. The Threat, again, is men looking under the hood *for* women and then overtly attempting to get women to confirm the realities of the observations they've drawn conclusions from. The problem is that the feminine imperative will NEVER allow a consensus of women to confirm men's piecing together of hypergamy. Men observe the process and thereby change it.

Men in Love

September 10, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Dalrock had an interesting post last week – [She’s the Victim](#) – and as is the nature of Dal’s conversation the post served as the tree trunk for various branches of very interesting off-shoot discussion. Starviolet, a regular commenter (some would say troll) dropped what was a seemingly innocuous question:

“Can men really not tell when a woman doesn’t love them?”

As would be expected, the male responses to this and her followup comments ranged from mild annoyance of her naiveté to disbelief of her sincerity with regards to her “want to know.” However, her original wonderment as to whether men did in fact know when a woman doesn’t love them, I think, carries more weight than most guys (even manosphere men) realize. So I thought I’d recount my comments and the discussion here.

Can men really not tell when a woman doesn’t love them?

No, they can’t.

Why? Because men *want* to believe that they can be happy, and sexually satisfied, and appreciated,

and loved, and respected by a woman for who he is. It is men who are the real romantics, not women, but it is the grand design of hypergamy that men believe it is women who are the romantic ones.

Hypergamy, by its nature, defines love for women in opportunistic terms, leaving men as the only objective arbiters of what love is for themselves. So yes, men can't tell when a woman doesn't love them, because they want to believe women can love them in the ways they think they could.

From Women in Love:

Iron Rule of Tomassi #6

Women are utterly incapable of loving a man in the way that a man expects to be loved

Women are incapable of loving men in a way that a man idealizes is possible, in a way he thinks she should be capable of.

In the same respect that women cannot appreciate the sacrifices men are expected to make in order to facilitate their imperatives, women can't actualize how a man would have himself loved by her. It is not the natural state of women, and the moment he attempts to explain his ideal love, that's the point at which his idealization becomes her obligation. Our girlfriends, our wives, daughters and even our mothers are all incapable of this idealized love. As nice as it would be to relax, trust and be vulnerable, upfront, rational and open, the great abyss is still the lack of an ability for women to love Men as Men would like them to.

HeiligKo responds:

All right, I keep hoping your rule #6 is wrong, but it hasn't proven to be. So is the big lie that men miss not that women can provide this, but that we don't invest this energy into fellow men? That we don't find men we can be vulnerable with, so that we are emotionally prepared for the trials that women will create in our homes. Is this why so many women tend to isolate their husbands or boyfriends from their male friends early on in marriage or dating?

Presuming Starviolet was genuinely confused (and I'm half-inclined to think she is) this is exactly the source of Starviolet's confusion. Women's solipsism prevents them from realizing that men would even have a differing concept of love than how a woman perceives love. Thus her question, "can men really not tell when a woman doesn't love them?"

I don't necessarily think it's a 'big lie', it's just a lack of mutuality on either gender's concept of love. If it's a 'lie' at all it's one men prefer to tell themselves.

Bridging the Gap

Later in the discussion Jacquie (who is one of the two female writers to make my blogroll) brought up another interesting aspect of bridging the lack of mutuality between either gender's concepts of love:

If it is beyond what a woman is capable of, therefore even if a woman recognizes this incapacity in herself, is there no way to compensate? What if a woman truly desires to try to move beyond this? Does she just consider it a hopeless matter and do nothing? Or is it something she should strive for continuously with the hope that she can at least move somewhat closer to this idealized love? Is it even too much for her to comprehend?

As I was telling HeligKo, it's more a lack of mutuality on either gender's concept of love.

Starviolet's question about whether a man can determine when a woman doesn't love him goes much deeper than she's aware of. I think a lot of what men go through in their blue pill beta days – the frustration, the anger, the denial, the deprivation, the sense that he's been sold a fantasy that no woman has ever made good upon – all that is rooted in a fundamental belief that some woman, any woman, out there knows just how he needs to be loved and all he has to do is find her and embody what he's been told she will expect of him when he does.

So he finds a woman, who says and shows him that she loves him, but not in the manner he's had all this time in his head. Her love is based on qualifications and is far more conditional than what he'd been led to believe, or convinced himself, love should be between them. Her love seems duplicitous, ambiguous, and seemingly, too easily lost in comparison to what he'd been taught for so long is how a woman would love him when he found her.

So he spends his monogamous efforts in 'building their relationship' into one where she loves him according to his concept, but it never happens. It's an endless tail-chase of maintaining her affections and complying with her concept of love while making occasional efforts to draw her into his concept of love. The constant placating to her to maintain her love conflicts with the neediness of how he'd like to be loved is a hypergamic recipe for disaster, so when she falls out of love with him he literally *doesn't know* that she no longer loves him. His logical response then is to pick up the old conditions of love she had for him when they first got together, but none of that works now because they are based on obligation, not genuine desire. Love, like desire, cannot be negotiated.

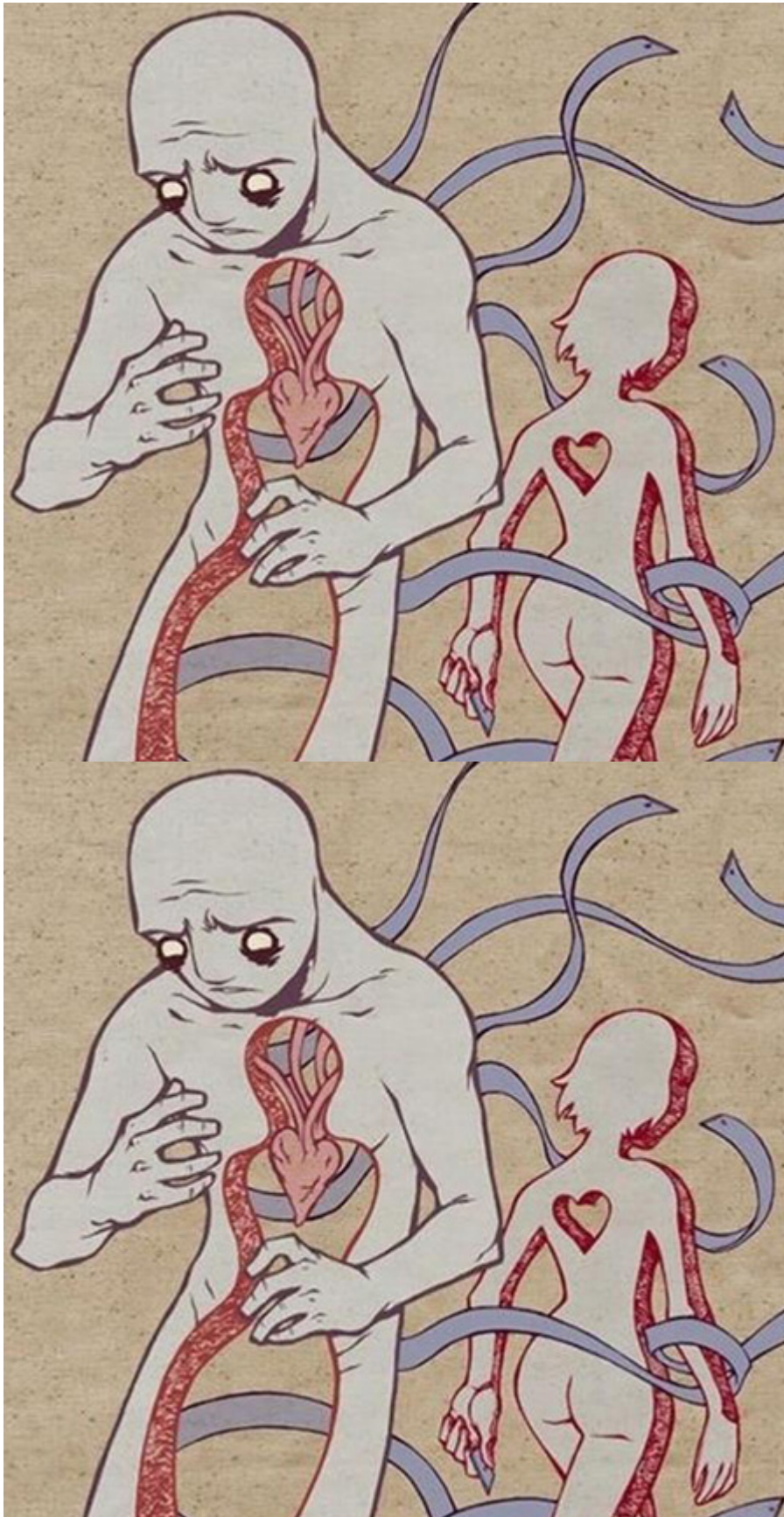
It took me a long time, and was a very tough part of my own unplugging when I finally came to terms with what I thought about love and how it's conveyed isn't universal between the genders. It took some very painful slap-in-the-face doses of reality for this to click, but I think I have a healthier understanding of it now. It was one of the most contradictory truths I had to unlearn, but it fundamentally changed my perspective of the relations I have with my wife, daughter, mother and my understanding of past girlfriends.

If it is beyond what a woman is capable of, therefore even if a woman recognizes this incapacity in herself, is there no way to compensate? What if a woman truly desires to try to move beyond this? Does she just consider it a hopeless matter and do nothing?

I don't think it's necessarily impossible, but it would take a woman to be self-aware enough that men and women have different concepts of their ideal love to begin with, which is, improbable. The biggest hurdle isn't so much in women recognizing this, but rather in men recognizing it themselves. So, hypothetically, yes you could, but the problem then becomes one of the genuineness of that desire. Love, like desire, is only legitimate when it's uncoerced and unobligated. Men believe in love for the sake of love, women love opportunistically. It's not that either subscribe to unconditional love, it's that both gender's conditions for love differ.

Of Love and War

September 11, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As might be expected yesterday's post regarding the love differentials between men and women drew

a lot of commentary. I probably should've added the caveat that readers have a look at Women in Love as a prelude to reading Men in Love before posting it, but by far the most disconcerting part of Monday's revelation was in my outlining exactly how men expect to be loved prior to actually entering into a love relationship with a woman.

Generally people of either sex don't like to have love defined for them. The concept of love is loaded with subjectiveness, and not unsurprisingly you'll offend people's interpretations and sensibilities by trying to contain their idea of love in a defined box. This is one of the reasons love is such a great and *human* idea, but its ambiguity is also the primary cause of much of the human tragedy and suffering we experience. We see love in religious contexts, personal interpretations, philosophical essays, biological dynamics and a whole slew of other arenas, so it's very easy to understand how universally convoluted, manipulative, and yet also how binding and nurturing love can be according to how well, or how ill our concepts of love aligns with that of others.

In outlining (not defining) a male perspective of love in contrast to a female perspective it's necessary to understand how a man's understanding of love shifts as he matures. A lot of commenters wanted to find the base root of that concept in their relationship with their mothers. As Freudian as that rings I wouldn't say it's a bad start. Men do in fact learn their first impressions of intimate, physical and nurturing love from their mothers, and this then forms the foundation of that expected love from their potential wives (or lovers). Even as children are unable to think in abstract terms, there is an innate, base understanding of the conditionality that must be met in order to maintain that motherly love. Yohami posted a great illustration of this with the still face experiment.

Yohami breaks this down thusly:

That circuit gets printed before we learn to talk = before we are able to form abstract and concepts. It's a basic four piece, emotional / behavioral circuit.

There are many ways that circuit can be imprinted "wrong". One is to have the mom (or dads) on the receiving end, making the kid the giver. Other is having him owning the frame. Other is to have the mom (or dads) respond only when the kid acts out. Other is making the kid act out and then silence him / punish him for it. Etc. Shortly, the kid understands the game and starts to play it.

And then you build everything on top.

Your experiences from ages 12-21, of course helped forming you, because you're 35 now and this is a sum accumulative game. But honestly, what happened to you from 12-21, are the same mechanics that were already happening, only adding more external world influence, sex drive, and additional pressures.

Im trying to locate the source of the pain, and is this: like a compass or a geometrical piece that wants to find equilibrium, the pain wants to find the "good" again (from the good the bad and the ugly), but it only knows to reach that "good" by balancing violently between the bad and the ugly and episodes of rage and if that doesnt work, splitting / self mutilation (cutting out the undesired parts of you, your past, identity, emotions, people, relationships, blocking stuff out, etc)

It's a constant look out for the elusive "good" part of the dynamic.

Yohami continues (emphasis mine):

[But] you weren't confident / self-reassured about your needs and wants, because you were still negotiating how to even feel "good" and safe, so you didn't develop game nor saw girls / relationships for what they were – **but you just added this to the previous unresolved mix, like, seeking the "good" (basic, maternal, paternal love where you're defenseless and you're intimately loved and taken care of and safe)** from girls, mixing the defenseless and the sexual aggressive drive and the long time affection longing and the sense of despair of never feeling safe, etc.

From the moment we're born we realize love is conditional, but we *want* for it to be unconditional; our idealized state is unconditional love. To be a Man is to perform, to excel, to be the one for whom affections are freely given in appreciation and adoration. On a base level it's this constant striving for that idealized love-state that helps us become more than we started as, but it comes at the cost of a misguided belief that a woman is capable of, much less willing to love us as we think is possible.

A Place to Rest

Peregrine John summed it up best on [Jacquie's blog](#) comments recently:

We want to relax. We want to be open and honest. We want to have a safe haven in which struggle has no place, where we gain strength and rest instead of having it pulled from us. We want to stop being on guard all the time, and have a chance to simply be with someone who can understand our basic humanity without begrudging it. To stop fighting, to stop playing the game, just for a while.

We want to, so badly.

If we do, we soon are no longer able to.

This is a realization that men don't make until they are in a 'love relationship' with a woman. For men this is (should be) the catalyst for maturing beyond that want for an idealized unconditional love. At that point they come full circle and understand that the conceptual love they'd hoped they could return to (or could be) with their mother doesn't exist in the woman he's 'in love' with, and ultimately, never really existed between he and his mother from his infancy to adulthood.

There is no rest, there is no respite or reprieve from performing, but so strong is the desire for that unconditional love assurance that men thought it prudent to write it into "traditional" marriage vows – 'for better or for worse, for richer or for poorer, in sickness and in health, to love, cherish, and obey, forsaking all others until death do you part' – in other words, a pledge of unconditional love in spite of all circumstance. Those vows are a direct plea for insurances against a female hypergamy that would otherwise be unfettered were it not made in the context of being before God and man.

In my post [What's Your Problem?](#) I mention a 65 y.o man whom I used to counsel whose wife had emotionally blackmailed him for over 20 years. He'd been married once before and divorced from his first wife after 12 years due to "not living up to her expectations" of financial provisioning. He never made the connection that the women he was 'in love' with had different concepts of what love meant to him. Rather, he evolved his previous concept of love wholesale to match that of women he 'loved', and thus his idea of love was one based upon an endless quest for qualifying for that love. In the first year of his second marriage he lost his job, and was unemployed for about 5 months, leaving his wife as the only revenue source for them. At the end of month 4 of his unemployment, after returning from an interview, he came home to find the locks changed on *his* home and two duffle bags "full of his shit" were waiting by the door. On top of them was a note written by his 2nd wife which, to the

effect, read: “Don’t come back until you have a job.”

I remember him proudly recounting this story to me at the time, because he said, as pissed off as he was at the time, he was ‘grateful’ for her kicking him in the ass to be a “better man”. By this point his concept of love had been completely altered from his almost identical experiences with wife number one into a model that was entirely dependent upon his capacity to earn his wife’s love. Gone were the idealizations of unconditional love for the sake of love, to be replaced with the tactical, opportunistic concept of female love of his new wife. And, he was grateful for it.

After 20 years, at 65 (now 69) and in failing health he had come to realize that his efforts to secure her ‘love’ indefinitely had never been appreciated, only expected; so here he was facing the very cruel reality that he was losing his health and thus the means to maintain that incessant qualification for her love and affection.

The Reconciling

I get a lot of email and correspondence about the ruthlessness of my, I guess seminal, War Brides post. Guys have a hard time accepting the amorality of women’s inborn capacity to bond with their own captors as a psycho-socially adaptive survival trait, and how this evolved into women’s pronounced facility with which they can ‘get over’ former lovers so much faster than men seem to be capable of. Women don’t like me detailing this phenomenon for obvious reasons, but I think men dislike the notion of their easy ‘disposability’ because of that same inconsistency in gender concepts of love. Even as martyrs, even in death, that unconditional male concept of love is rebuked by women’s, by-necessity, fluid and utilitarian concept of love. As I stated yesterday, coming to terms with this is one of the most difficult aspects of taking the red pill.

I get that this seems overly nihilistic, but that’s the point. All of the very positive, very beneficial aspects of accepting a red pill reality come at the cost of abandoning the blue pill idealisms we’ve been conditioned to for so long. Leaving behind that polyanna, expectant, blue-pill dream seems like killing an old friend, but unlearning that old paradigm allows you to benefit from a far more hopeful red pill existence.

I’m not debating the genuineness or sincerity of women’s capacity to love. What I’m positing here is that women’s concept of love isn’t what men would be led to believe it is.

Amused Mastery

September 14, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I think a lot of guys get hung up on the term “aloof”. The word conjures up the idea that a guy has to pretend to be looking down his nose at some girl he’s interested in a lame effort to get her to qualify to him. When people read “aloof” they tend to think “haughty” or feigned disinterest. Throw that term away right now, because you don’t want to be “aloof”. What you want is AMUSED MASTERY.

Roissy made this distinction a couple years ago; there's a difference between an arrogant 'aloofness' and a confident Amused Mastery.

A presence of Amused Mastery puts you into a position of maturity while still remaining playfully approachable and forcing her to qualify to you by acknowledging your mastery of her (really *all* women by association). An attitude of Amused Mastery implies to a woman that by virtue of your maturity and/or authority you've "seen it all before", you already know what women mean when they say or do what she is, and it's amusing to you. You'll play along, but only so far as to cleverly poke fun at her attempts to get you to qualify to her. It means you never take her seriously, like a bratty younger sister, but also with the presence of mind of a senior Alpha male who knows her game before she plays it.

I'll admit, I never fully appreciated the potential of Amused Mastery until I had a daughter. I found myself naturally using it with her because that's the actual, unforced relation I have with her. When she was younger this added to my Daddy-Alpha credentials, but now that she's 14 there's a history of my Amused Mastery she finds comfort in. However, I also noticed my wife finds Amused Mastery just as appealing, to the point that she includes herself in my Mastery over my daughter.

Amused Mastery is particularly effective for older men / younger women Game. Assuming you're in reasonably good shape and have some degree of affluence, being older gives you a degree of authenticity. With maturity comes an expectation of knowledge and experience for Men. I've used Amused Mastery with my "pour girls" at promo events and it's like cat nip for them. You become that Father figure to them (FILF?) that they crave, but can't seem to get from younger guys. There's a certain Alpha security dynamic at play between a woman and a Man who emits an ambient vibe of having been with enough women to be able to predict her shit tests, and then pass them with a casual roll of his eyes and a knowing smirk. When a man is giving off the cues of Amused Mastery there's an unspoken presumption by women that he "just gets it" when it comes to dealing with women.

Dominance

Another term that gets very abused both in the manosphere and the feminine Matrix is the word 'dominance'. That word also conjures up a lot of preconceptions in people because it carries the same negative connotation the word 'power' has been associated with. Women will rarely admit to wanting a 'dominant' man or male influence in their lives because the word seems so binary and absolute. In the feminine defined equalism of the Matrix, if one partner is dominant the other must necessarily be submissive. After having been fed on a steady diet of "independent woman" tropes for the better part of the century, to admit to desiring a dominant man is to admit dependency upon him. Dominance is synonymous with aggression and oppression to this mindset, and women and feminized men have a pavlovian reflex response at even its mention.

On the red pill side we look at the truth of the dominance need women have for men. We can evidentially see women's desire for dominance in their behaviors and the latent meanings of their words, but I think, at present, the manosphere also has a somewhat absolutist idea about what constitutes dominance. We classify it as 'social dominance' in that it indicates an Alpha status, but it really goes beyond this. Ideally I think most guys imagine dominance as having his particular woman present when he's issuing commands to the underlings which he has power over as some form of social proof she'll want to fuck him that much harder for.

After 50 Shades of Grey became a best seller it became sort of an 'ah ha!' moment even for the men still plugged into the Matrix. Women really do get off on being dominated, but this too is a very

narrow facet of masculine dominance. Obviously the popularity of that particular type of fem-porn is enough to reinforce that women do in fact harbor fantasies of dominant men, but does it require a sex dungeon and bondage paraphernalia to confirm masculine dominance?

Personal dominance, social dominance, doesn't have to be cast in such extremes. I am the dominant personality in my marriage and in my family, but that doesn't mean Mrs. Tomassi plays step-and-fetch-it or wants me to include zip ties in the bedroom. Dominance is much more than making demands and issuing commands. I display it in my speech (even my silence), the way I dress, the status of my career, my attitude towards people on either end of that status spectrum, my tolerance and my intolerance, etc. As Men we have a tendency to think that the more overt our displays are the more women will take notice, but women are far more sensitive to the nuances of our actions than most could imagine. A little goes a long way, and what we think are useless gestures are often the most memorable for women.

Amused Dominance

I got ran up the flag pole by femosphere pundits when I wrote my essays on Dread and Dread Games. Women don't like overt dominance, just as they don't like overt objectification or adoration. It's when it's covert that they respond most favorably – women love to be objectified, dominated and adored, but only by men who know better than to remind her of it. I've always advocated the positive effect of maintaining an ambient threat of competition anxiety with women, but this form of dominance cannot be an overt display. Dominance must be playing in the background, only occasionally being amplified as situations warrant. Women need to know it's there, but her imaginations of that masculine dominance are more useful to a man than a constant, present, overt reminder of it.

And thus we come full circle; Amused Mastery is a form of social dominance. That sense of knowing the answer before the question is asked, but still giving the answer with a smirk is a very effective form of demonstrating higher value (DHV). An attitude of Amused Mastery begins from a default position of social dominance.

Size Matters

September 17, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I generally don't go where I'm going with this post today, but one consistent theme of my writing has always been about exposing the latent functions of social conventions. Although I do try to be fair and spread out the analysis between men and women's specific social conventions, living in the age of feminization usually brings the focus back to the feminine imperative where it originates.

To look under the hood of a social convention – to see how and why it works – often involves asking

some uncomfortable questions. Social discomfort is actually an integral part of any effective social convention. Discouraging questions about the latent purpose of a social convention by means of fostering impropriety about it, or putting the questioner in the place of social awkwardness, is how social conventions perpetuate and normalize into a culture.

So when you pose the question “why is it considered rude to ask a woman about her age or her weight?” the ‘common sense’ answer is that it just *is*, because not knowing so makes the questioner look like a fool for not knowing it just *is*. The real answer of course is rooted in competition anxiety, because a majority of women can’t afford to have their sexual market value qualitatively compared in such overt measures. However, this is how a social convention becomes normalized and promoted to the realm of ‘common sense’.

So, if you will, please indulge me while I look under another hood that may not be the most comfortable place to go.

Mark Minter, a regular RM contributor dropped an excellent introduction for today’s topic in last week’s Amused Mastery post:

My niece has a cute friend, a 20 year old HB7 who thinks that she is an 8 and is grooming herself to be a “trophy wife”. I think she is gonna be disappointed. But she is very status and money motivated in her choice of men. But anyway, the last I had heard from this girl was that she had met this “Ideal boy” who had a winning smile (I had met the guy) and his family owned a restaurant.

A couple of months later, my niece mentions that some other guy was trying to hit on this girl last night. I asked “So what happened to whats-his-face”.

She answered, “He turned out to be a creep. He was very possessive and controlling. Constantly texting her at work, knowing she couldn’t get texts at work.”

SOOOO. The Rollo Tomassi voice in the back of my head says “BULLSHIT. There is more to this than that”.

I asked, “What was she doing to make this guy insecure and also when women have GENUINE DESIRE for a man, his texts don’t bother her, even if she is at work. It’s text and no one knows except for her. So why was she backing away. She was COVERTLY COMMUNICATING her disinterest through her actions.”

There were a couple of other “things” the guy had done with once again, things that if the woman had GENUINE DESIRE, they would not have been “firing offenses”. But I sensed she was looking for a reason to pull away from the guy. So I kept pressing. I had thought maybe he had failed some shit tests or something, had kissed ass a little too much on a 20 year old cute girl. It was far more basic than this and certainly warranted this girl creating a cover story for dumping the guy

So it turns out the guy has about a 3 or 4 inch dick but little Miss Trophy Wife couldn’t broadcast to the world that she would actually dump a guy because he had a little dick. She couldn’t admit that the size of a dick was important to her like it was to “those other sluts”. No, he had to be controlling or possessive or something from femcentrically acceptable than having a little dick.

So the rationalization hamster cooked up this other less slutty behavior from the guy to justify dumping him.

The funny thing is that even though all the girls in the circle knew the dude has the tiny dick, the publicly repeated excuse from all the hens in the coop was “controlling creep”.

Tools

I can remember reading a section of the book *A Billion Wicked Thoughts* where the authors cited studies about the relative importance the size of a man’s penis had for women. The long and short of it (uh,.heh) was that the women surveyed reported a “general satisfaction with the size of their partners penises”, and then went on to make the case that it is in fact men who are more concerned with the size of their cocks than women are.

Something just didn’t sit right with me after I’d read through this. From a porn-search specific statistical analysis it would follow that since men are the primary consumers of pornography that men would have more interest in the various details of the sex act, thus a preoccupation with the size of their own tool, but this doesn’t exclude the ‘interest’ women have in penis size. I could go into the Red Queen / Selfish Gene details about how women would evolutionarily prefer a larger cock to a smaller one (virility, sexual prowess, sexy son theory, etc.), but that wouldn’t cover the social convention aspect of women’s handling of this issue (sorry, you can’t write about this topic without a bad pun every other line).

I can remember a discussion in a mixed gender group of friends I had when I was in my early 20’s. Whenever the topic of sex came up (which was often) there was always a careful, almost tacit acknowledgement among the women to hold back a bit when it came to revealing their wants when it came to the particulars about sex. I’m using this as an illustration because it’s been my experience that the woman you talk to about sex in the company of men and women is not the same woman who talks about sex amongst *only* women. When questions about the size of a guy’s cock came up (sorry), the timeless classic trope is almost always sure to follow “oh it’s not that important, size doesn’t matter, it’s not size of the ship, it’s the motion of the ocean” or “it’s not the length of the wand, it’s the skill of the magician” or some other cutesy aphorism with the latent purpose of moving beyond that particular detail in the conversation. Even sufficiently feminized men will parrot this same fem-speak unprompted to reassure themselves (does AskMen even employ male writers anymore?).

Discreet Requisites

You see, publicly, as Mark’s story illustrates, it is counter productive for a woman’s long term provisional interests to be compromised by qualifying a potential provider (see Beta chump) by his sexual prowess. Based on sight and imagination (pre-sex conditions) there’s no more graphic an indicator of this prowess than a guy’s length. Certainly height, muscularity and all of the feral, instinctual level physical cues play a part of the total package, but women know that not only do they measure a man’s virility in this regard, but they also know men do as well.

I had wanted to illustrate this dynamic further by making the presumption that women, generally, would either be offended by the very topic, or at the very least be coy about their denying that ‘size matters’, but I can’t go there. As the sex-positive aggressiveness of feminization has taken hold of western culture for the past 60+ years, there has been a gradual decay of this sense of prudence, replaced by the new utility of using men’s insecurities about size as leverage in optimizing feminine hypergamy.

Just in recent memory I’ve had ‘pour girls’ mention to me privately and to other girls that they wanted to leave a boyfriend, or they wouldn’t consider a second sexual encounter with a guy who ‘wasn’t packing’. Furthermore, as women have less and less to lose in their post-Wall SMP reality,

mature women (the Cougar generation) place more emphasis on their partner's equipment. It has coincided with the socio-economic *End of Men* and the *Rise of Women* that feminine hypergamy become less and less secretive. Gone are the days when women needed to use subterfuge to keep a less than adequate man enthralled in order to secure his provisioning. So it follows that the truth about the details of that visceral hypergamy be relaxed to the point that women no longer feel the need to cover it up. There may be a token effort in a public context to misdirect the importance of size (Mark's example), but privately, women know size is important.

Consider the 'thesis' power point presentation of Karen Owen's retrospective sexual safari at Duke University. We can debate the relative criteria upon which she rates each sexual encounter in her thesis, but I would draw your attention to the importance she places upon the penis size of each of her 'study subjects' as an indicator of quality (or lack thereof). As most Game-aware men (and women) ought to know already, the Medium is the Message and it's women's behavior, not their words that should be used as the only reliable basis for determining intent or motivation. According to the research of the authors of *A Billion Wicked Thoughts* and the respondents in their cited studies, penis size should be irrelevant to women, if it's considered at all. Yet here we have a woman quantifying and qualifying sexual merit using length as a factor in sexual satisfaction.

You could make the argument that this is an isolated case, and only sluts worry about your girth, or you might think 'women say one thing and mean another, well duh Rollo', but you have to understand the utility, and the latent purpose behind those presumptions. Whenever a guy is slapped with the default 'bitter misogynist' label, the follow up line is almost universally "yeah, and I bet he's got a little dick too." Even guys will use the "he's compensating for something" line as a sexual disqualifier when presented with an overt demonstration of higher sexual value from another guy. He's got a \$75K car? Must have a little dick then. If penis size wasn't a consideration for women in their optimal hypergamy it wouldn't be the go-to, schoolyard taunt it's become. Ridicule a man's penis and you disqualify him as sexual competitor. It's interesting that men will acknowledged height as a physical prerequisite for most women, but will readily reject the size of his tool as being one as well.

Kill the Bunny

September 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

New Case Study today. Reader JAS at SoSuave wanted help with his most recent target (edited for length):

I am 42. So here is the deal.

I moved to a new city a year ago and started a new job. There is a 35 yr old, hot woman there who I will call D. D is hot- about a 7, very smart, cool etc. From the beginning we hit it off and we have always spoken and interacted with some flirtatious undertones.. but we work together. Much as I liked her, I was up to my neck in pussy all this year. Little by little we would talk about our dates etc. and just generally were cool.. but we never spoke outside of work or anything. I liked her but not so much that I felt the need to pursue.

About 2 months ago I noticed a change in her that coincided with a change in myself – we were upping the stakes mutually. She would come around and talk more to me, lingering, lots of eye contact. I started feeling the need to do the same. Things went on this way until eventually until 2 weeks ago I asked her to get a drink. She jumped at the chance. We met up that Friday and hung out. I was still unsure if I was interested enough to pursue her, but by the end of the evening it had all clicked. I LIKED her.. in a keeper sort of way. We ended our hanging out with a peck on the lips.

We met up at a work function the night after and weren't able to do much, but we snuck some hand holding and another short kiss. She wanted to do brunch the next day, but I had a birthday party for family Sunday and had to say no.

So back to work on Monday and due to our schedules wouldn't be able to meet for a bit. Wednesday we both walked up to each other and she literally stamps her feet and says "I really want to see you!". I said me too and that I would call her that night to meet up. It was do or die, because she had a trip out of town and would be gone until this week. So I get home, text andnothing. No response until 10 pm saying she went jogging without her phone and met her sister for some errands. I was like WTF?

I played it off and said no big deal, but that I did find that confusing, could we meet tomorrow? she said she had tentative plans and wasn't sure, but knew I wouldn't hang around waiting so probably not. I didn't respond.

Next day she is texting me and asking me questions all the time.. I responded late and only curtly as I sensed she was fishing to see if I was angry.

She went on her trip and when she got back on Tuesday, I played it cool and didn't say much at all. I was polite but never brought any of it up. But I didn't flirt much either.. Just being neutral.

So yesterday I was talking to her and decided to force her to either drop it or go for it. I went to her and said "go out with me". She kind of hemmed and hawed but said she wanted to and Friday might be best. I said fine, but then she said that maybe she had to check on something to make sure. I remained cool and said, contact me and let me know.

I haven't heard from her yet, but its still Thursday, so I decided to just leave the ball in her

court.

What are my next steps? If she doesn't call at all, I plan to not remind her about our plans at all. If she is interested, she will contact. If she doesn't I plan a freeze out. But not sure what else to do.

This was JAS's set-up situation. Later he developed a bit more:

I get to work today and she is walking in early. She comes to where I am and starts talking about the weather etc, as she talks I continue my trajectory towards the spot I sit at outside during my break. She realizes I am continuing on my path and starts walking and facing my direction. I am not overly talkative, but not acting all butthurt either, just chill. She eventually breaks and goes inside.

Later on, during the day she is insinuating herself into my conversations. Again, I am not being rude, or any different than usual, except I cut out the flirty vibe we always have and thats all. I notice her trying to read me throughout, kinda like "is he really ok, or is he secretly mad?", but that may be projection on my part. Who knows what thoughts are in there.

As I get ready to head home, She corners me in the hallway, this is, more or less, the convo as I remember it

Her: I feel I've fucked this up. I should have called you but I've really been a mess lately.

Me: its cool, I had a feeling you weren't feeling it and made other plans

Her: really? I mean, should we talk about this? Its always so weird talking here at work, I feel strange.

Me: I'm not sure what you mean. What is it you want to talk about exactly?

Her: this, us. I don't know whats going on.

Me: if you like we can

Her: I give up, I don't know what.....

Me: for me its simple, we are either feeling it, or we're not. By your behavior my assumption is you are not. Or you would have made more of an effort. And if that is the case, Its ok.

Her: Are you feeling it still?

Me: are you? Look, we're being cryptic, So let me show you how its done: Yes, I would like to get to know you, I made that clear by asking you out. I expect, if its mutual for you to follow through. If not, well..

Her: it is. We do need to get together. Cant we get together tomorrow? Doing things here at work is just always confusing. I feel weird here, its confusing.

Me: I have plans (I really do)

Her: this is ridiculous. Wednesday?

Me. Wednesday is fine.

Her: I can't read you. You give me this look, I don't know what it means. I give up

Me: grabbing her hand: It means I like looking at you. So wed? set?

Her: yes.

Me:good

Her:good!

We both walk away smiling.

This is the first stage for JAS. He gets a B- for performance thus far. The first exchange was weak – a peck on the cheek, hand holding, etc. sound like an episode of Hannah Montana. This is not how adults date. If I had to guess, it was his hesitancy to consolidate on getting more intimate with her that's what gave her pause. When the green light's on brother, drive the friggin car.

However, his recovery is what's saved him. She is qualifying to him and in a big way, this is exactly how you want it. He handles himself maturely and with amused mastery when he's not '*on a date*', he needs to transition that into getting intimate with her. Notice how she accepted his direction here:

Her: I can't read you. You give me this look, I don't know what it means. I give up

Me: grabbing her hand: It means I like looking at you. So wed? set?

Her: yes.

Me: good

Her: good!

This is the dominance a woman is expecting from you when you're building up to having sex with her. He owns it when he's not on a date, but needs to own it when he is. Hesitate and thou art lost. Go timid on her on Wednesday, play nice and don't escalate to making out (or more) and she goes off to find the next Alpha she thought you were.

Thus far JAS had been Alpha at work and Beta on the date. Her confusion comes from initially 'reading' him as Alpha, but he didn't close the deal.

This is what women mean when they say they "can't read you"

Translation: "You're sending me Alpha cues, but you pull back like a Beta when it's time to get physical."

Also, have a plan. You lead. Tell her where you're going and what you'll be doing. She enters your world, you don't enter hers – from his last conversation this is how she wants it anyway. Be fearless. She wants a whirlwind, you need to be that whirlwind.

After the Wednesday 'date' JAS gives us an update:

Well, we got our coffee today. I think it was good and bad... not sure if it was more of one or the other.

We got a coffee because lunch was impossible for both of us. As we walked we talked a bit about BS, until I stopped her and said "lets talk about what we came here to talk about"

So we started in. She gave me the "I'm not sure about what to do" thing. "I like you- obviously- and I'm attracted to you, but this is really complicated for me"

Me: yeah I got that vibe.

Her: so I don't know, some days I wake up and say I want to pursue this, and other days I wake and think "fuck it, I cant deal with it". I know I'm going to regret it if I don't"

And so I pulled out my favorite move. I LJBF her. I said "look, whatever we do we're good. Lets just be friends then".

Hit the mark, "really?" she asked looking disappointed. In short, she didn't let it drop there. She started saying she was attracted to me, and felt a deep connection to me and that I really understood her, probably more than anyone.

By now we're back within eyesight of our hosp. co-workers are in and out. We go back and forth talking about it all, and she says "I'm sad" I asked her why. She said she didn't know.

I tell her “I’m a little sad too” she asked me why. I said “for the same reason you are probably. There is something here” We go on like this for a bit.

This where I think I got one bad thing- and I immediately thought of Rollo. She says “**but you’re not very aggressive**”

OUCH. I let it pass, mostly, but then it occurred to me “you make sure to keep us surrounded by people and never alone enough for me to do anything. You have your shields up, and you know it”

Her: yeah, your right. I’m scared of you, I think.

So I LJBFd her again. Basically I’m push pulling here, using the LJBF as a push every time I get something I don’t like.

Eventually, I say I have to go.. that I am leaving town. She says “tonight?” arent you driving?” I say “yes” she says I should wait until morning.

Is this an invitation to invite her out tonight? I’m still in LJBF mode with her. I say that was the plan, but I’ll see how I feel.

I then pulled her to me and kissed her, mind you, within view of potentially the entire hospital. So it wasn’t a major kiss, but it was on the lips and risky. Now she looks a bit confused – to be honest I am as well, since I am not sure if this is all good or not. Weird. She then tells me again “I’m sad”

Me: dont be

her: no? why not?

Me: this isn’t over.

her: its not?

Me: no

So some good and bad here. The “your not aggressive” was a blow. I think I fended it off well though. I got her to admit alot, while maintaining frame, but its not where I would have wanted to go with this. Its about what I suspected. She is still scared to have a relationship, after what happened with her ex. I got her to tell me more about it all. etc. So I need outside imput here.

I also am of two minds of how to go here. I can try to get her to meet up again tonight- tell her I want to see her again before I go, etc. Or I can use the next two weeks vacation as a reset. Use it as an opportunity to work her via texts and having her miss me.

I believe she is being sincere as far as she can tell. Rollo is right she wants me to lead, but all the while making sure I can’t by blocking me out at every opportunity. I think I revealed alot of herself to her. I think she is being sincere when she said that I am a mystery to her, that she has never met someone like me. She says I am dark, and deep, and complex and she feels connected and attracted to me. And scared.

JAS, read what I’m about to write here carefully because it might help you with the next girl you meet after this one.

YOU NEED TO KILL THE FUCKING BUNNY!

Up to this point you’ve just been batting her around and confusing her with this coffee house, “safe-date shit. You’re not Gaming her or push-pulling her, or preempting anything with a LJBF.

“lets talk about what we came here to talk about”

Learn this now, you cannot negotiate desire. This is exactly what you're doing here. You wanna fuck this woman? You wanna get some kind of relationship started?

STOP BROKERING THE DEAL.

Sexuality is spontaneous chemical reaction between two parties, not a process of negotiation. It's sex first, then relationship, not the other way around. Genuine desire cannot be negotiated. Once you get past a certain point in the waiting game, what once had the chance to be an organic, sexual desire becomes mitigated negotiation of a physical act.

I feel like I'm reading a script between two kids from High School Musical. Take her on a 'real date'. Go to a lounge, have cocktails, be indirect. Up to this point you've been overtly telegraphing your intent – this is the kiss of death. It's like you're writing up a proposal for a speculative relationship you might have if she signs the papers.

| She is still scared to have a relationship, after what happened with her ex.

Yeah, my guess is this guy was the decisive Alpha you haven't been with her, or if not she was hoping to find after the breakup. My advice to you is to chalk this one up to experience and NEXT her (workplace affairs are always a bad idea as it is). My readers will probably tell you she's damaged goods, but if you insist on following through with this train wreck, stop being the PG rated JAS and start being the R rated JAS. Presume you're dealing with an Alpha Widow and standing in her ex's Alpha shadow.

Sex in the 90's

September 21, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Solo hit me up with an interesting question once:

There's been lot of threads popping up lately of how technology/social networking has changed dating, I know I'm a bit younger then most, however I truly didn't start dating till the mid 2000's (by then texting and Myspace had already taking full flight)

What was dating like in the 80's? 90's? or hell even the early 2000's? Was Attention Whoring in clubs/bars as astronomical as it is now? Was flaking an epidemic in the 90's?

I talked to a guy who use to be a vendor for a sales company I worked at. He told me the biggest difference in the 90's was that the cost of dating was cheaper and it was easier to go bareback with a girl.

In 1993 a number close was actually significant because it meant she was giving you a personal landline number you could call, not a nebulous cell phone number with caller ID. I think guy's these days still think a number close means something, it doesn't. In 1995 a kiss close was somewhat significant, but not a guaranteed lay or implicative of anything beyond a flirtation. Now it's almost necessary for a girl to make out with a guy in order for him to get the message.

There are a lot of 80's and 90's era dating holdovers that young men still think are applicable today. Which is kind of silly when you think about it. I would've laughed my ass off if a 40 year old guy told me that dating rituals in the 70's were still applicable in the 90's back then. I met Mrs. Tomassi at a gig I was playing in 1995 (you know, at a club, the place every white knight tells you you'll never find a 'quality woman™'). No cell phones, no IM, no internet. Compared to 2012 that was the wild west as far as dating was concerned. There was no manosphere, and if you owned a book titled "How to Pick Up Girls" you were obviously a loser who'd mail ordered it from an ad in the back of Hustler (analog porn was still all there was). Basically you were on your own to figure things out.

The Wild West

In the 90's feminization had reach it's apex. I know that comes off as a bold statement, and probably a lot of guys would disagree with me because of the dating environment they find themselves in now. However, I say that because it *was* the wild west and feminization was unchecked and normalized, and there was very little any guy could realistically do to unplug himself. Go back and watch any of the sitcoms or movies from that era and pay attention to the mannerisms of men and women. Seinfeld, Friends and Fraser are good ones to observe. All the time you do, remember there is no internet, there is no global consortium of men comparing experiences about women's observed behaviors and their motivations, and there is no way to unplug from the Matrix beyond one's own upbringing, character and insight. Compared to the mid 90's, the mid 2000's was the age of enlightenment for Men.

The most tragic reminder of this era being feminization's apex can be summed up in the suicide of Kurt Cobain. The archetypal self-loathing, tortured-artist beta marries the era's archetypal fem-warrior, attention whore slut. In hindsight, was there any doubt there'd be a casualty? Aint love grand?

Women flaked and Attention Whores were present, but not in such identifiable ways as now. With the rise of the internet and social media it was proven to me that ALL women are attention seeking to varying degrees, and they've always been so. However now the technology is such that they can more actively indulge in their attention obsession from both sexes, so it appears as if women have become more self-important. I'd argue they were always this way, but lacked the outlet to entertain it. It's ironic that the girls in the 80's and 90's who were so repulsed by the nerdy computer geeks are the same 40 somethings sitting in front of their computers for hours at work soaking in the attention of their "Friends" on FaceBook today.

Your Friend Menstruation

September 25, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From [Schedules of Mating](#):

There are methods and social contrivances women have used for centuries to ensure that the best male's genes are selected and secured with the best male provisioning she's capable of attracting. Ideally the best Man should exemplify both, but **rarely do the two exist in the same male** (particularly these days) so in the interest of achieving her biological imperative, and prompted by an innate need for security, the feminine as a whole had to develop social conventions and methodologies (which change as her environment and personal conditions do) to effect this.

Years ago, when I was writing this post, my emphasis was on how an evolved dynamic (female pluralistic sexual strategy) translated into evolved social dynamics (feminine primary social conventions). My focus then was on how the feminine creates and normalizes social conditions that favor hypergamy by covertly manipulating social expectations – not only of the men who would facilitate that hypergamy, but also for women themselves in how their own self-rationalizations (hindbrain, hamsters) can be socially justified (i.e the myth of the [feminine mystique](#)).

I wrote Schedules of Mating in 2005 (on SoSuave) in an effort to explain the rudiments of hypergamy in a more accessible way for guys who were still struggling with understanding why women would say they wanted “a Nice guy with a good heart” yet would behaviorally opt for Bad Boy-Jerks as

their sexual partners of choice. I still think it's a pretty good essay, which is why I revised and included it in the earliest posts at Rational Male. However, even at the time I was writing, I knew that the concept of an evolved hypergamy and its social implication still had a lot more under the hood to explore.

Biological Hypergamy

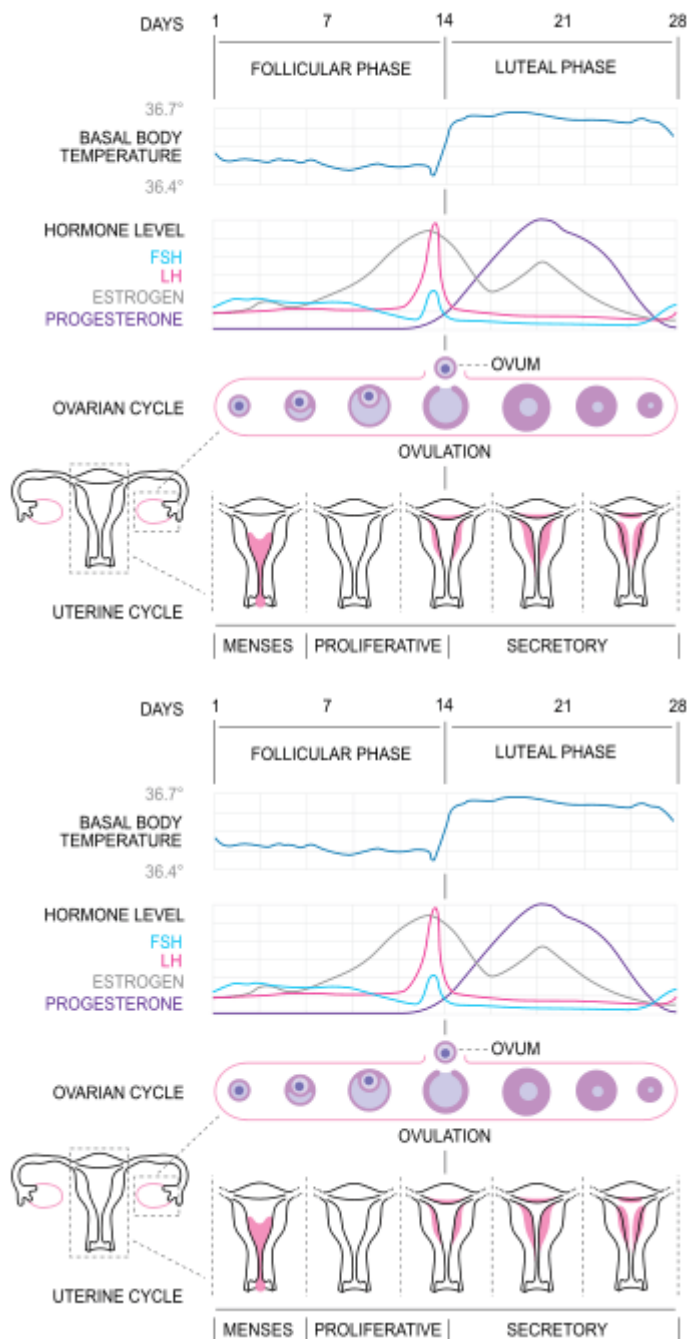
My point of departure for today's post is this study on hormones and brain activity from the Kinsey Institute. I'll be quoting the 2008 study, but do read it, it's fairly brief.

“One area of the brain in which we observed a difference in activation in response to masculinized versus feminized faces — specifically during the follicular phase — was the anterior cingulate cortex, which is a region involved in decision-making and the evaluation of potential reward and risk,” said neuroscientist Heather Rupp, research fellow at the Kinsey Institute for Research in Sex, Gender and Reproduction. “Activation in this region has been previously reported to correlate with ‘high risk’ nonsocial choices, specifically monetary risk, so it is interesting that it is observed to be more active in response to masculinized male faces, who may be both riskier but more rewarding to women.”

Previous studies have shown that women's sexual preference for facial characteristics vary depending on their menstrual phase. These fluctuating preferences are thought to reflect evolutionarily founded changes in women's reproductive priorities. Around the time of ovulation women prefer more masculinized faces — faces with features that indicate high levels of testosterone. These facial cues predict high genetic quality in the male because only such males can afford the immune-compromising effects of testosterone. Testosterone may be costly for the males' mates as well because high testosterone levels also are associated with high rates of offspring abandonment.

Around the time of ovulation, a female's preference apparently shifts from avoiding negligent parenting to acquiring the best genes for her offspring. At other points during the cycle, women will prefer more feminized male faces, as they might signal a higher willingness of the males to invest in offspring.

Alpha fucks and beta bucks is a biologically hard-wired feature of the female mind. Studies like this aren't unknown to the manosphere, and even the early PUA teachers had an almost instinctual(?) understanding of how a woman's ovulatory cycle could affect a guy's odds of a successful hookup without ever having read them. There's a plethora of practical applications a man might use with a firm knowledge of how a woman's cycle affects her mood, her susceptibility to his influence and how her rationalization will be altered as a result of the particular phase she happens to be in.



In his blue pill years, I think a lot of what accounts for a guy's sporadic successes with women can be attributed to the woman's ovulatory phase and favorable circumstance. Right phase, right place, right time and a guy who gave off just enough subconscious Alpha cues to get the lay – or the brief girlfriend status until her subsequent follicular phase peaked and he wasn't the Alpha she thought he was 3 weeks prior.

Alpha Phase

From a Game perspective, using the this illustration as a guide, the latter half of the follicular (proliferative) phase – the period between day 7 to about day 14 – might be called the *Alpha Phase* for Men. The Kinsey study (and many similar ones) would indicate that this 7 (maybe 10) day window predisposes women to (Alpha) sexual influence and would be the optimal period for a man to make a lasting Alpha impression. 'Gina tingles are most commonly born in the proliferative phase. I've caught a lot of grief in the past from angry women for suggesting that all women have an 'inner slut' and that all a guy need do is be the right man at the right time to bring this out in them. I think

understanding a woman's cycle kind of puts a punctuation on this. The hot coed on spring break in Cancun who fucks the hot guy in the foam cannon party is probably in her proliferative phase. Add alcohol and you've got the chemical formula for sexual urgency – even from the 'good girl'. When she thinks or says "I don't know what came over me, I'm not usually like that." she's observing her behavior from luteal phase perspective. She really isn't "like that" the other 21 days of her cycle.

As the Kinsey study reports, it's during this part of a woman's cycle that she become subconsciously attuned to masculinized traits and makes subliminal efforts to capitalize on her concurrent ovulation. In other words, this is the period in which hypergamy doesn't care the most. It's "fuck me now, I'll rationalize it out later."

About now you're probably wondering, "That's all well and good Rollo, but how the fuck do I determine what cycle phase a woman is in?" If all a guy were doing was cold approaches I could understand the confusion. There are countless 'tells' women will display when they are in their proliferative phase. Dr. Martie Hasselton has done some excellent studies on female ornamentation coinciding with ovulation and also how women's vocal pitch shifts lower (sultry voice) during this phase, but if you're still unconvinced, listen to your gut – men instinctually know when women are in the pro phase of ovulation. If you have the patience to learn, pay better attention to the behaviors of the women in your immediate social circle, or to the behaviors of the girl you think you may want to target at some point. Since women living in close proximity tend to synchronize their menstrual cycles, more likely than not they'll covertly infer when it's 'rag week'.

Beta Phase

If the proliferate phase is the Alpha Phase for Men, then the luteal phase could be considered the Beta Phase. Again using the Kinsey study as our guide we can infer that women become drawn to more feminine features in men during the 14 day down side of their cycle. The attributes of attraction (not arousal) that define this stage are associated with comfort, familiarity, empathy, etc. meant to reinforce the perception that a man is a good choice for parental investment.

Again, this is nothing novel in the manosphere. Even Roissy has written posts regarding the applied use of beta-side Game – *in context*. Far too many men believe the WYSIWYG myth about women and their *advertised* attraction requisites as being predominantly beta-associative. As I illustrated in Wait for It?, the girl who spontaneously banged the hot guy in the foam cannon party is the same girl who'll tell you you need to earn her trust because she needs to be comfortable with you before you have sex. Betas believe this at face value and don't strike while the iron's hot (the proliferate phase), wait her out and wonder why they get LJBF'd at the end of her luteal phase.

I think where most beta men lose the trail is in the belief that Beta *attraction* is (or should be) synonymous with Alpha *arousal*. Each of these concepts is representative of a different facet of women's pluralistic sexual strategy – Alpha seed, Beta need. Women's sexual imperatives can be defined by the degree to which her short term mating strategy can be justified, or offset, by her long term mating strategy.

Nowhere is this disparity more obviously manifested than in the biological reality of a woman's menstrual cycle which creates it.

The Hypergamy Link

One aspect of hypergamy that I'm not certain most men really understand is that hypergamy is a biological phenomenon in origin. I sometimes wonder if Game-aware men confuse hypergamy with being a social construct. Women almost certainly do, but more from a need to protect the

rationalizations that result from confronting the uncomfortable internal conflict that hypergamy causes for them – “why am I not hot for the sweet beta who’d give me the world, but am tingly all over for the hot guy who’s casually indifferent to me?”

The base truth of hypergamy as a dynamic is that it is the logical result of women’s innate, hormonal and neural condition. This root-level disparity of a plural sexual strategy led to the evolution of the feminine psyche – to be covert, to be excusably duplicitous, to be better communicators on more varied levels, but also to be the nurturers and empathizers.

Since the sexual revolution began, the biological rationale for social feminization has been men’s biological proclivity for violence and aggression. We were told that we’re poisoned by our testosterone; we’re controlled from youth to repress that in school to the point where teachers expect boys to ‘act out’, so we drug them. Yet, the biological rationale for hypergamy could also be said to lie in women’s biological (menstrual) impetus that motivates their sexual pluralism.

The Perfect Man

September 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



**I don't
ask for
much in
a man.
He only
has to be
tall, rich,
funny, sexy,
single, strong,
good-looking,
smart, romantic,
charming, warm,
sweet, sensitive,
clever, athletic, kind,
generous, punctual,
sincere, and of course
he has to be willing to
feed me ice cream in bed
every night for the rest of my life.**



**I don't
ask for
much in
a man.
He only
has to be
tall, rich,
funny, sexy,
single, strong,
good-looking,
smart, romantic,
charming, warm,
sweet, sensitive,
clever, athletic, kind,
generous, punctual,
sincere, and of course
he has to be willing to
feed me ice cream in bed
every night for the rest of my life.**

Arcbound had a bit of insight about the tactical applications of predictable behaviors resulting from women's menstrual cycle phases:

So then how would someone reconcile the two characteristics... Is there some sort of balance of alpha and beta traits? Should we show alpha and beta traits on different times of the month?

I'd be lying if I said I hadn't anticipated this response, but the key to answering this question is found in how women perceive attraction versus how they feel when sexually aroused. I detailed this briefly in my last post:

I think where most beta men lose the trail is in the belief that Beta *attraction* is (or should be) synonymous with Alpha *arousal*. Each of these concepts is representative of a different facet of women's pluralistic sexual strategy – Alpha seed, Beta need. Women's sexual imperatives can be defined by the degree to which her short term mating strategy can be justified, or offset, by her long term mating strategy.

For women and most plugged in men, what I'm illuminating here probably seems like an effort in semantics, but it's important to make a separation between what conditions and cues a woman is sexually aroused by and what traits make for her overall attraction for a man.

Attraction is not Arousal

Women love to be asked about what they look for in a man. It's kind of like imagining what you'll do with all your lottery winnings after you buy a quick-pick – you want the mansion and the yacht, but you'll also give some to charity so as not to seem like money could fundamentally change you into a

greedy prick. Women rationalize that their most self-indulgent wants need to be tempered with some measured appearance of prudence. This is a kind of meta scale anti-slut defense. However, while ASD is a localized private dynamic, on a socialized, public scale this translates into women presenting a perception of judiciousness in explaining what they find attractive in a man, without being burdened with the perception of 'shallowness' for what they find arousing in a man.

You also have to consider that when women list their prerequisites for their ideal man, they are approaching this question from the perspective of whom they would like to pair off with for committed long term security and provisioning – entirely sidestepping women's innate pluralistic sexual strategy and what really turns them on for a short term sexual experience. Most of what a woman will list as redeeming attributes on her 'attraction list' are what red pill men would describe as beta traits. In fact, as per my last post on menstruation, most of these attraction cues would be best expressed while a woman is in her luteal phase. In this frame of mind she says she wants comfort and trust endearing qualities – sensitivity, empathy, familiarity, humor, charm, compliments, caring, etc. – in other words the beta traits the average chump has in spades as the result of his constant immersion in a fem-centric acculturation.

Generation AFC

One of the most resounding themes in the manosphere is that the vast majority of guys are beta chumps. A lot of men and women outside the sphere bristle at this estimation because it sounds callous and accusatory – all coming at them from the end of a pointed arrogant Alpha's finger. But the root of their anger really comes from being made to understand that the overwhelming mass of average frustrated chumps are actually the direct result of the feminization they thought would benefit humanity. Let's level the playing field and play by women's standards for a change, let's see what they'd like men to be, let's identify with the feminine more and the world will be a better place. Only it turned out not to be a better place. It turns out women didn't know what was best for men as based on their own inadequate (really solipsistically indifferent) understanding of masculine nature and the results are summed up in [articles like this](#); feminized men bemoaning the feminization of men. All as a proxy for women complaining about how the feminized men they created are now too feminine for them to be attracted to, much less aroused by.

So as you can see, the world is actually awash in beta men; and all so well conditioned to be in touch with their feminine sides that they seek out the guiding dominance of masculinized women (by choice or by perception) to provide them with a direction in their life. [Beta Game](#) is a dead end (sometimes literally), so unsurprisingly it's a painful realization for the majority of men to have this spelled out for them in no uncertain terms. At the same time it comes as a stinging retribution for women who see what's become of the men they created – they got the men they deserved.

More Beta is not a Sexual Strategy

There are certain femosphere bloggers who'd advocate the building of a better beta. Their presumptions are based on the same misguided feminization that resulted in the greater feminization of the men Hugo Schwyzer complains about (for women) in his article. They fear a push back towards masculine Alpha dominance will result in a generation of assholes, devoid of the nurturing beta qualities they thought women could identify more with. Yet they simultaneously bemoan the absence of dominant, arousal inspiring, Alpha aspects of masculinity in men today. Ted D in his new found red pill epiphany sums this paradox up fairly well over at [Aunt Giggles echo chamber](#):

| We can go on and on about how most women LOVE good beta traits, but they simply ARE.

In this short sentence Ted D encapsulates the conflict between Attraction and Arousal for women. When women say “they want the whole package” they enumerate the qualities of what makes for their best long term provisioning, however, this conflicts with what arouses women sexually. The guy who exemplifies the best beta male characteristics isn’t getting the same play as the guy exemplifying the best Alpha arousal cues. This is precisely the duplicity men experience when women mislead them to believe that beta provisioning traits are equatable with Alpha arousal cues.

A stay at home Dad might have himself convinced that he’s more fulfilled in his mothering role, but he’s gravely mistaken in convincing himself that women find his fatherly efforts sexually *arousing*. They may find it *attractive* in “whole package” sense, ultimately Hypergammy doesn’t care how great a father you are.

For the better part of the last 70 years men have been conditioned to think that more beta equals more pussy, and the results of this social experiment are now manifest in the pathetic men Hugo (himself included) complains of. The greater problem women face now is accepting the genuineness of an Alpha transformation of so many men.

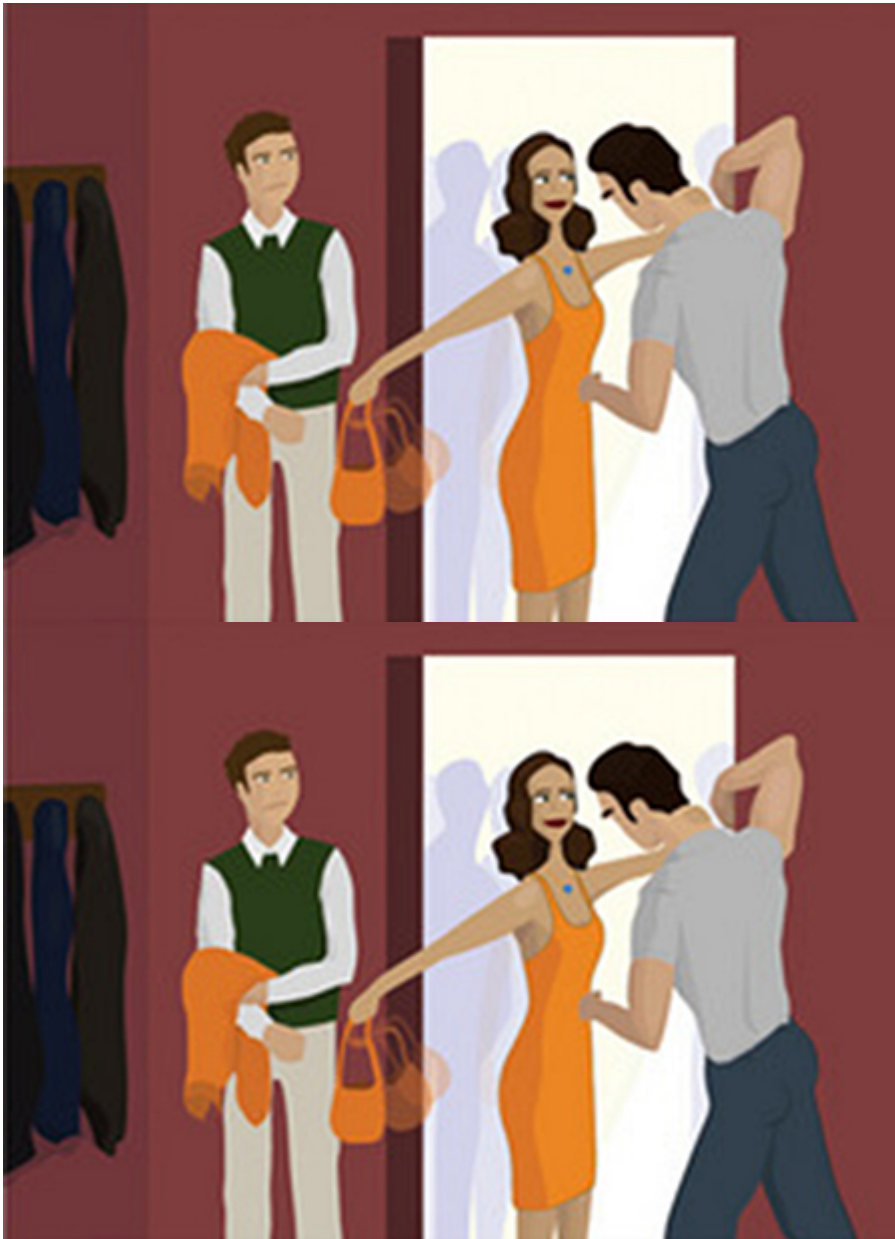
Up the Alpha

Women love the concept of tempering the dominant asshole Alpha. It’s a common romance novel fantasy for women to be the uniquely soothing influence over the rebellious jerk who wets her panties with her arousal. It’s self-affirming for women to think their Alpha superhero would only show his beta side to her. Unfortunately the reverse of this situation is the reality – the vast majority of men must fight an uphill battle from beta origins to Alpha transformation. It is Game and red pill awareness that aid in upping the Alpha, but for women conditioned to expect beta male frailty, for women whose lives have been defined by male submissiveness, this transformation is herculean task.

Women would rather share a high value Man than be saddled with a faithful loser. The easier path for women is to ditch the primarily beta man in favor of finding / holding out for (and sharing) an arousing, primarily Alpha man.

Up the Alpha

October 2, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As expected the Alpha to Beta trait dichotomy was inferred from Last weeks post courtesy of commenter Ad Fortitudo:

Do you disagree with Athol Kay that the best option for a woman is a man with both alpha and beta traits?

That is to say, wouldn't a man with great genes/physicality/confidence as well as financial stability and kindness be the "perfect man" for a woman?

Wouldn't that satisfy both her short term and long term mating strategies?

I get the sense that it is in absence of men that have both traits that women seek out these different qualities in *separate* men under short and long term circumstances.

I covered this a long while ago in [Schedules of Mating](#) and as recently as [Your Friend Menstruation](#). This want for the perfect amalgam of hot Alpha and parentally invested Beta is literally hard-coded

into women's brains and endocrine system. From the most rudimentary level, the conflict that hypergamy instills in women is due to this want of fusing together the arousing Alpha with the attractive Beta in the same man. Thus was women's pluralistic sexual strategy evolved.

The problem that confounds hypergamy is that the *arousing* Alpha and the *attractive* Beta rarely exist in the same male, at the same time *and* at the most opportune time for women to appreciate and capitalize on it. By this I mean that as women proceed through their peak SMV years, they place higher priorities and higher mating value upon predominately Alpha traits. These are the 'fuck me now' party years, and Alpha seed far out-values Beta need. As I wrote in Schedules of Mating, on a macro level this translates into a proactive form of cuckoldry. Even if it doesn't result in a pregnancy, the latent urgency in a woman's peak is to 'get the seed first, find the provider later' (i.e. protracted cuckoldry).

The fantasy for women of course is to 'tame the savage Alpha' and convert him into a parentally invested partner by encouraging Beta traits in him as he matures, and hopefully prospers. Many a thwarted single mommy knows the unfortunate outcome of attempting to 'fix' their Bad Boy Alpha into the Good Dad Father, but this is the emphasis assuming a woman pauses long enough to invest in one particular Alpha during her peak years. The base schema is to maintain that hot Alpha *arousal*, while developing him into a more *attractive* Beta provider.

As a woman approaches the downturn of her SMV that hypergamic urgency shifts to favor Beta providership traits as the prospect of long term security alters the priorities of her hypergamy. Now the script changes to one favoring the nice, dependable, and necessarily resourceful man with all the *attractive* features she needs for a commitment to long term security. It's not that she doesn't still become aroused by the physicality and charisma of a predominately Alpha male (particularly in her proliferate menstrual phase), but she is more aware of the balance between her lessened ability to attract that man (post-Wall) and the need to pair-bond with a man who can provide for her and her offspring. Women will mitigate this arousal-attraction imbalance with their own forms of pornography or self-initialized rationalization about their 'deeper maturity', but in essence the doubt that hypergamy seeds in them has to be held in check either through self-repression or by dread of loss.

The fantasy for women in this instance is the hope that their predominately Beta partner will "Man Up", Just Get It on his own and develop more *arousing* Alpha traits as he matures. The base schema here is to maintain the sweet Beta provider *attraction*, while developing him into a more *arousing* Alpha as her needs demand.

Beta with a Side of Alpha

The inimitable Geisha Kate then helps solidify this analysis of her 'Perfect Man':

Great point. That ^ is the true manicorn. That is what I mean when I say I'll take a "greater beta with fries."

Be careful what you pray for Kate, the women (and Manboobz) who kvetch about the 'overly sensitive men' they committed to probably wished for the same. In fact I'd argue that the majority of married men now looking to Athol Kay for insight believed they were Greater Betas with a side of Alpha.

Kate's in a stage of life when the Beta providership male makes far better practical sense to pair off with. Just like Aunt Giggles, her definition of attraction and 'a good relationship' is biased by the

personal conditions of her present SMP valuation. She understands this from her age, SMV and necessity perspective, but this undoubtedly wasn't her perspective when she was in the prime of her SMV years.

This is the 'build-a-better-beta' paradox:

The overarching point is to create a more acceptable man for a female defined goal, NOT to truly empower any man. There is no feminine opposite to this; there is no counter effort to make women *more* acceptable to men – in fact this is actively resisted and cast as a form of slavish subservience. This is the extent of the feminine reality; it's so instaurating that men, with the aid of "concerned women", will spend lifetimes seeking ways to better qualify themselves for feminine approval. That's the better Beta they hope to create. One who will Man-Up and be the Alpha as situations and use would warrant, but Beta enough to be subservient to the feminine imperative. They seek a man to be proud of, one who's association reflects a statement of their own quality, yet one they still have implicit control over.

Whether the reasonings are moral, entitlement or 'honor bound' in nature the end result is still feminine primacy. The sales pitch is one of manning up to benefit yourself, but the latent purpose is one of better qualifying for normalized feminine acceptance. What they cannot reconcile is that the same benefits that are inherent in becoming more Alpha (however you choose to define that) are the same traits that threaten his necessary position of subservience as a Beta. This is precisely why 'real' Game, and truly unplugging, cannot be sanitized. This social element wants to keep you plugged in; more Alpha, more confidence, more awareness, is a threat to fem-centrism. "It's great that all this Game stuff has finally got you standing up for yourself, but remember who's got the vagina."

I have a lot of respect for Athol, and not so much for Aunt Giggles, but the problem I see with both of their approaches in balancing Alpha with Beta is that they begin from a fem-centric origin. Athol seems to have the better take of the two, but by and large the men seeking his advice are Beta men who've been red-pill enlightened to the fact that they need to up the Alpha – presuming they had an Alpha element to start.

Aunt Giggles simply wants a Beta, who's an Alpha of a woman's convenience. Aunt Sue had a grand mal seizure orgasm when she'd thought Roissy was actually advocating that men genuinely become more Beta. She force fit it to comply with her build-a-better-beta narrative (CH suggests using Beta as an in-context Game tactic), but it only better illustrates her latent imperatives about a post-Wall, fem-centrally defined preference for Beta with a side of Alpha.

There is no *side* of Alpha. The conflict both Kate and Giggles don't grasp is that Alpha demands dominance, and this doesn't fit very well with the feminine imperative's false religion of equalism. Athol understand this with his Captain and First Officer analogy; in any relationship one partner is the dominant personality, the other the submissive. Even homosexual couples recognize this order, but the women and men of the feminine Matrix resist this with the delusion of an equalist utopia amongst the genders.

So when I read about a desire for achieving some balance of Alpha to Beta traits in the 'perfect man' I realize that this is an extension of this feminine-primary equalist want for balance amongst the genders; which really equates to women wanting a perfected security. In their need for control (dominance) they want hypergamy definitively settled in the perfect man, for the perfect occasion,

and at every stage of their SMV maturation. Men, mangina sympathizers or otherwise, are simply the means to that end. That end may be with the perfect husband, or via cuckolding or through fem-side pornography, or any other methodology women's sexual pluralism will help her invent.

Up the Alpha

I've written this before, but it bears repeating: for men wanting to change their lives and relationships, working up from Beta to Alpha is a far tougher road to hoe than tempering Alpha dominance with a personalized touch of Beta. As bad as Hugo Schwyzer is in his abject feminization, have a read of a few of the female commenters [in this article](#). How many of the simpering, socially conditioned, Betatized men these women seeth about would make for believable Alphas once they had a red pill epiphany? It is precisely because of this impressionistic, binary solipsism that women will never be happy with 'fixing' their Beta. This is why he has to Just Get It on his own.

It is a far better proposition to impress a woman with an organic Alpha dominance – Alpha can *only* be a man's dominant personality origin. There is no Beta with a side of Alpha because that side of Alpha is NEVER believable when your overall perception is one of being Beta to begin with. This is why I stress Alpha traits above all else. It's easy, and endearing to 'reveal' a flash of Beta sensitivity when a woman perceives you as predominantly Alpha. If your personality is predominantly Beta, any sporadic flashes of Alpha will seem like emotional tantrums at best, character flaws at worst.

Women may love the Beta, but they only respect the Alpha.

Terry â€¢¥'s Gene

October 5, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



OK, I'll admit it, I've been a KISS fan since I was 8 years old. There, I said it. KISS actually changed my life –if it hadn't been for KISS I never would've picked up a guitar and enjoyed the semi-pro rock star days of my late 80's early 90's youth. And by all accounts, if not for KISS, you probably wouldn't be reading the Rational Male since a lot of what my earliest proto-Game experience came from was my youthful indulgences on stage, in the clubs and the social proof that came along with that.

Gene Simmons was never really my favorite of the band (I was much more into Ace), so I didn't develop an appreciation for his apex Alphaness until KISS had become a music business, show and merchandising juggernaut. In the same vein as the [Alpha Buddah](#), Corey Worthington, Gene is the walking embodiment of the zen-like Alpha essence. Unlike Corey however, Gene possess not only an awareness of his Alpha state, but also a self-affirmed confidence, control and focus in directing that Alpha essence.

So it was an interesting match up when I first listened to this interview of him by Terry Gross of NPR for her show Fresh Air. I'll let the interview tell the story, but if you are at all familiar with Terry Gross you know she's a practiced interviewer, a staunch feminist, but not a lesbian (don't let the look fool you).

A lot of people may think Gene is full of shit. I know he may be just selling stuff, but the way he handles Gross makes for some very entertaining manosphere reading (the audio is [available on YouTube](#) if you prefer), and makes me think he's cooler than I had thought before. It's a long interview. She calls him "obnoxious" a couple of times, and I've never heard her use that word on her show EVER. I think he did get to her, and she just couldn't deal.

Terry Gross vs. Gene Simmons

Both Gene and Terry are communicating in their native gender languages, Gene's being OVERT and Terry's being COVERT. She starts the interview with a subtle jab at Gene wearing makeup and it being a way of hiding himself. She knows damn well from a previous interview that Gene is a Man who's well aware of his own value, so she starts with the standard feminized assumption that his bravado is a mask too. Gene's smart enough to read this and calls her on her shit test. He could've pulled some over the top gansta bullshit in offense, but that would only verify Terry's covert shot at him.

However, rather than let her get to him he counters her and fluidly neg hits her. Gene knows damn well he'd never bang a woman like Terry, yet this is his default response. Notice his comments about her tend to be backhanded compliments. They're both playing poker; she bluffs, Gene sees her and raises, etc.

Properly conditioned chumps will assume Gene's an ass hole because he overtly gets the better of her. Our default is always to side with the female, she's *always* the victim, but look a little deeper and you'll see how she deftly shit tests him. Her questions seem innocuous enough, but remember the context of this interview – each of them *knows* how the other plays.

I think too many men in this era mistake masculine confidence for arrogance, because they fear that displaying it will risk them being rejected by a woman. They've been conditioned to make this association.

No School Like the Old School

This interview is fantastic because it's a clash between how masculinity was (Gene) and how the feminine imperative expects masculinity to be now (Terry). Just for the record, this is actually the 2nd time Terry has interviewed Gene. I'll try to find the 1st interview, because it's equally entertaining. Gene comes off as arrogant, but this is really the result of Terry expecting an aging rock star to have matured somewhat. The problem is Gene was mature long before his time and has been a successful entrepreneur and a positively masculine male for ages. It's Terry's masculine expectations and constant exposure to the "new", declawed, less threatening, masculinity over the past 30 years.

Gene sounds boastful or even rude, but bear in mind, he's not trying to get a rise from Terry, that's just how he is. He's the last of a dying breed – a Man who's unashamed, and comfortable being a Man. Banging 4,600 women might seem like he should enter some hall of fame, but even if it's half this number, he's undoubtedly lived life on his own terms. Terry on the other hand cannot let her hair down (literally) and clings to the *New Woman* model, expecting Gene to somehow break character and fall in line for her. She's disappointed he won't, but the fact is he is for real. So it becomes this clash of old school masculinity vs. *new woman* expectations of what's been defined for Terry as what

should be masculinity. And after all this, remember, she sought Gene out for this **second** interview years after the first. If she'd been genuinely offended by Gene's demeanor I doubt she'd have gone back for seconds. My bet is she'll be back for 3rds.

Balancing Sexual Pluralism

October 8, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Homecoming

I had an interesting occasion to do a bit of social observation this weekend. I drove Bebé Tomassi to her first high school Homecoming dance and got a glimpse of the Ghost of Hypergamy Future. As you might guess from growing up in the Tomassi household, Bebé is an exceptionally attractive girl, and this is coming from a red pill advocate, as well as a proud father. However, for all her innocent charm and Disney Channel inspired understandings of high school social dynamics, she was more than a bit shocked by the dress and behavior of the girls at her first ‘real dance’.

As I waited in the pick up line of cars at the end of the night I saw more short club skirts on teenage girls than I see on most liquor promo events I attend. I wouldn’t go so far as to say they looked like whores (my daughter’s analysis), but I will admit to being somewhat taken aback by how closely these 15-16-17 year old girls resembled the early to mid 20’s women I see in my line of work. At a club, at a tasting, or a promotional event, I will admit I enjoy the eye candy, I love a hot outfit like any other guy, but something just didn’t sit right with me seeing these girls dressed for a high school dance. Maybe I’m showing my age, but it did give me some food for thought.

Later Bebé told me she didn’t dance all that much, because she was surprised by how the gym looked more like a rave dance floor than a homecoming dance. She’d gone with 4 of her girlfriends, but none felt comfortable grinding their asses on some guy’s crotch whom they’d have to see at school the following Monday. Bebé has been a practiced dancer since she was 7. “They weren’t even dancing” she explained on the way home, “it was more like dry humping to music I didn’t even know.”

Varsity Blues

I kind of had time to take mental notes of all this when I was waiting in the car line. On SoSuave we have a high school forum (which I regrettably haven’t had much time to participate in lately), and when I do take the time to give advice there, the dynamic is drastically different for the young men there than the mid 20’s, 30’s and mature men I generally counsel. The reason for this dynamic shift is due to the fact that in women’s pluralistic sexual strategies, the long term side of that pluralism is practically nonexistent.

It’s very difficult for a teenage boy to display higher value beyond physical prowess and conveying a confident Alpha dominant attitude. Beyond maybe owning a car or truck, a teenage guy’s SMV is based almost entirely upon his physical presence and/or performance. Teenage girls only really care about how cute/hawt! a teenage guy is. It’s a Game of raw, Darwinistic tingles for adolescent girls, because even if they had some rudimentary appreciation for a guy’s intrinsic value, all of their security needs are more or less provided for by there parent(s).

From the sexual pluralism side, girls don’t develop an appreciation (or attraction) of men fulfilling that long-term security imperative until well into their mid to late 20’s. Throughout high school and through college, via their Fathers or the state’s provisioning, the security side of this sexual pluralism (the Good Dad attraction) is satisfied to varying degrees.

Short Terms

As I outlined in Schedules of Mating, hypergamy dictates women secure (commitment from) the best male exhibiting the traits of both genetics (short term breeding) and parental investment (long term provisioning), but rarely do the best of these traits exist in the same man. Then it hit me as I waited in that car line; these westernized teenage girls and their college age sisters, to a greater degree, have this long term part of their sexual plurality accounted for – or at least accounted for well enough that

their primary sexual strategy focus is mostly fixated the *short term* breeding model.

Under such conditions ‘gina tingles preempt long term security concerns. So the logical next step is for girls to develop a sexually competitive strategy with other girls around hooking up with the highest value Alpha their looks can arouse. That isn’t to disqualify the attractiveness of intrinsic qualities (especially as a woman approaches the Wall), only that extrinsic qualities hold a higher prioritization. Thus, with the long term side of sexual plurality almost a non-issue, we see girls at earlier and earlier ages, learn to eroticize (not sexualize) themselves to be better prepared for that competition.

Long Terms

Rational reader, Wesley Dabney had some interesting input on Up the Alpha that dovetails nicely into this dynamic:

we can disagree all you want but that won’t make it any less true. a healthy woman’s central emotion is love. if you return that love to her, she will love you back and be faithful. no alpha can crack that connection. however, most men today have been so damaged by the sexual market place they are incapable of showing a woman the love they need to commit resulting in what you see today.

I’d advise anyone of this interpretation of women’s nature to read these posts first to get a better understanding of how women love (in this order):

Women in Love

Men in Love

Of Love and War

Wes, I have no doubt that your personal experience with your girlfriend’s love might lead you to think it contradicts what I’ve detailed in these posts, but she, like all women (including Mrs. Tomassi), loves opportunistically. I’ll explain, but don’t take this as an insult about you or your girlfriend:

I had a hard childhood. i have ptsd and anger management issues. my g/f makes more money than me.. etc etc.. according to many here.. she’s prime bait to be taken away from me by someone with higher status. however, she has proven to me that won’t happen. i put her through hell and she stayed by my side. i got lucky though and i know that.

The fact that you did put her ‘through’ hell’ is exactly why she’ll stay with you. After looking at your profile pic and FaceBook, from a physical standpoint, I’d estimate your SMV at least 2 points higher than her. Again, just being purely analytical, I’d put you at about an 8 and her about a 6 and this imbalance is exactly where Roissy has posited that ‘real love’ exists between men and women. Your higher SMV provides you with default dominance.

Just from perusing your profile I get the impression that you enforce (maybe subconsciously) an Alpha dominance (anger issues), but this only contributes to her secure attachment to you. Your deficit in that she makes more money than you is sublimated by your own SMV. When women on some peripheral level of consciousness, doubt they can do better than the guy they’re with, hypergamy is satisfied. This is precisely why divorce rates level off progressively with age – post-Wall women can’t afford to reinsert themselves back into single life without a lot of motivation. A restart after the Wall is impractical, thus the rationalization hamster self-convinces women that her

attraction cues are really her arousal cues.

All of this however simply proves that women love opportunistically. If Wes didn't have the counterbalancing qualities to make him 2 points higher in SMV I doubt we'd be having this conversation. Women's emotional center (if there is such a thing) isn't love, but security. At its core, Hypergamy is an issue of optimized security.

Balancing Hypergamy

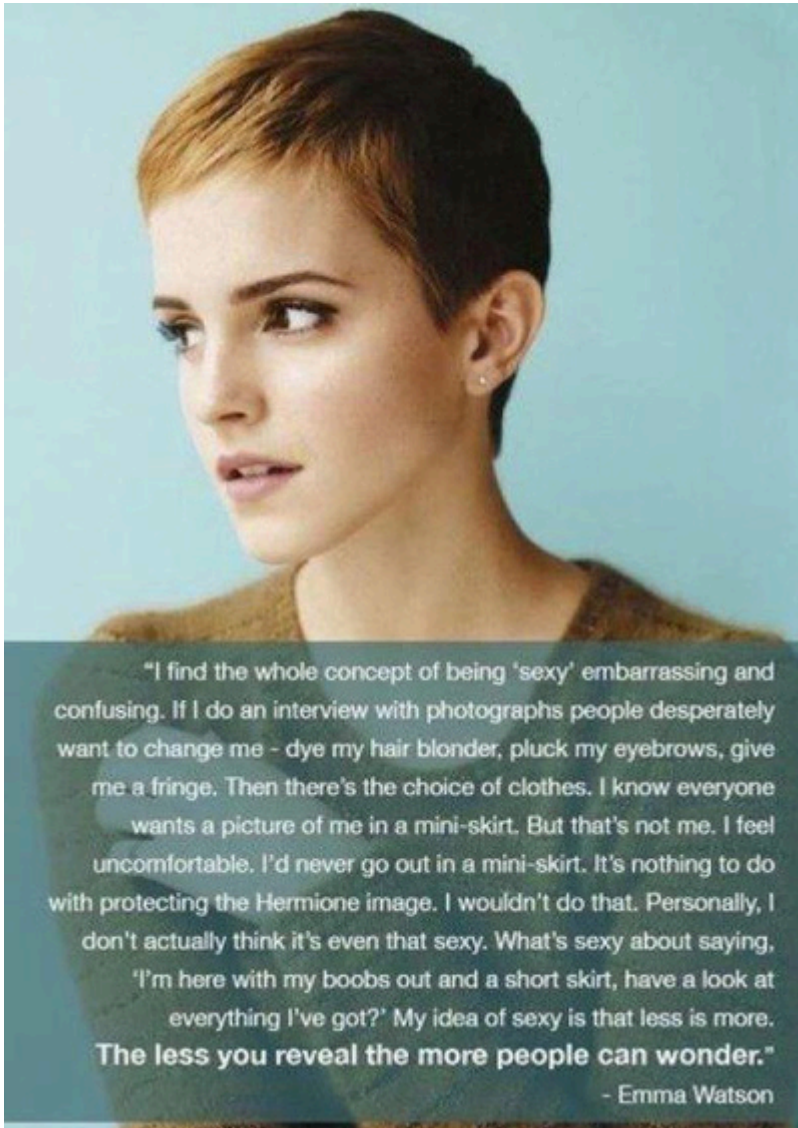
Security comes in a lot of different forms; financial, emotional, familial, etc. When a woman has established a base line of security for herself in one of these forms, other forms take precedent. So for a woman to make herself (or be by default) more or less financially independent, her impetus will be to find a guy who satisfies that hypergamic need of Alpha dominance and sexual prowess. Thus the hawt guy, with Alpha swagger outclasses the boring beta with equitable wealth to her own. Even a beta of higher socioeconomic status wont stimulate a woman who can comparatively and contextually assess that the Alpha she's committed to, though lower on a socio-econ level, is still a better hypergamic match because his Alpha impact has left a long term impression on her (i.e a potential Alpha Widow).

You can also find parallels to this in the Cougar Effect. Past-prime women with their financial needs met by divorce settlements, child support and alimony will tend to look for the hot young(er) guy with whom she can satisfy the sexual short term strategy that a long term prospect can't offset for her because she's already provided for.

One important fact about Feminine Hypergamy is that it applies to both sides of a woman's sexual pluralism. "Alpha fucks and Beta bucks" is a useful euphemism, but hypergamy applies to both of these instances and seeks a balance. It's also important to understand that, while hypergamy may not care about much of anything, it does seek its own level. Despite social media and the feminine imperative's attempts to convince a woman otherwise, to some limbic degree, women are aware of their own SMV. Hypergamy wants an optimized state, but that impulse is mitigated by the realities of her capacity to attain it.

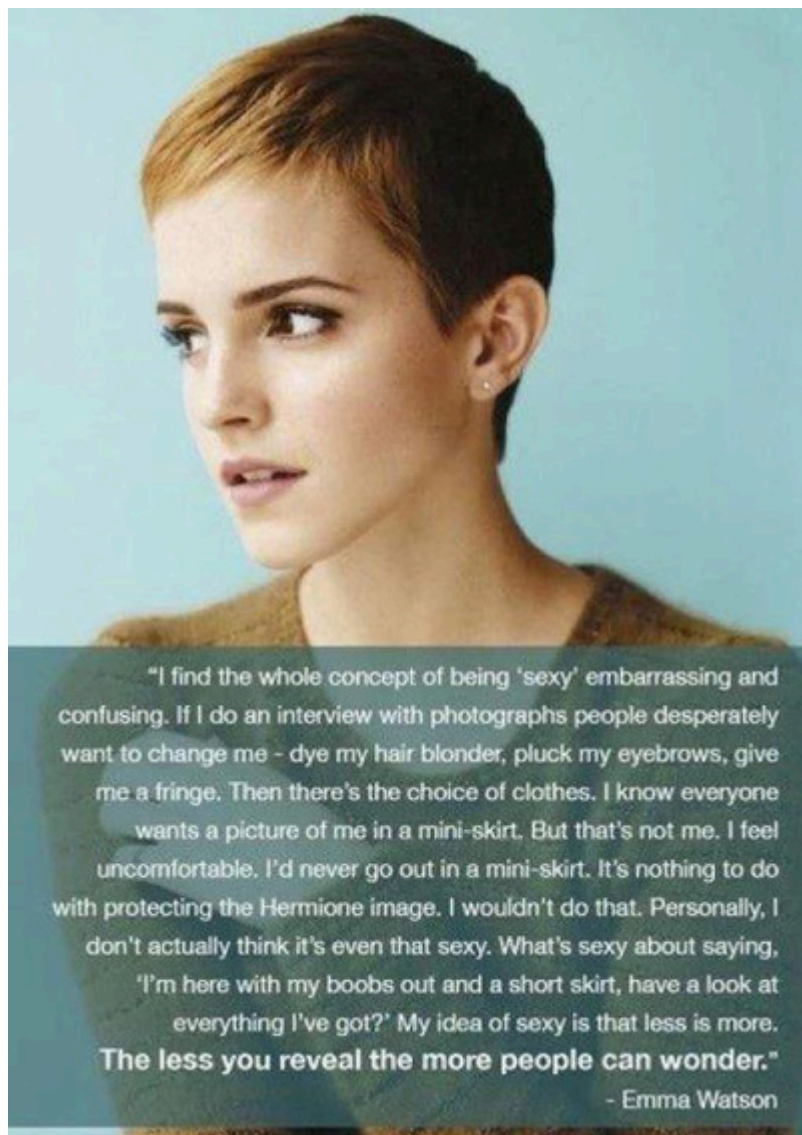
50 Shades of Emma

October 8, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



"I find the whole concept of being 'sexy' embarrassing and confusing. If I do an interview with photographs people desperately want to change me - dye my hair blonder, pluck my eyebrows, give me a fringe. Then there's the choice of clothes. I know everyone wants a picture of me in a mini-skirt. But that's not me. I feel uncomfortable. I'd never go out in a mini-skirt. It's nothing to do with protecting the Hermione image. I wouldn't do that. Personally, I don't actually think it's even that sexy. What's sexy about saying, 'I'm here with my boobs out and a short skirt, have a look at everything I've got?' My idea of sexy is that less is more. **The less you reveal the more people can wonder.**"

- Emma Watson



Sorry, but this was too good not to post today.

Back in February Aunt Giggles felt compeled to call me to the carpet for *allegedly* attacking poor little Emma Watson over this FaceBook, fem-popularized, meme.

In all honesty my intent with that post was to draw attention to a larger social convention, and Watson's public declarations of '*bringing sexy back*' that made androgynous, pixie-cut asexual women feel good about themselves was really just a convenient illustration. I mean, we all know what a horrible Man I am for revealing that it is in fact men who define what's sexy about women, and questioning Emma's sexiness and her commitment to "The Less you reveal the more people can wonder."

Well, as curious as I am to report this, it appears that Emma has had a change of heart about her commitment to 'revealing less'. You see Emma is actually more than comfortable with full frontal nudity now, so long as it's in portraying Anastasia in the upcoming movie adaptation of 50 Shades of Grey.

"I've been saying since I was 16 that if it's the right role and important for character development and the story, then of course I'll do it," the 22-year-old actress told Hello!

Ah! Such dedication to her craft, and she decided at 16 that she'd do it under the right circumstances. Run hamster, run! The celeb nude aficionados on 4 Chan are ready to welcome your *craft* with open

arms. To think we'd live to see the day that it might no longer be necessary to clone Emmas face over the girls in bondage porn.

"It's very exciting that people are starting to see me in a different way. It means that they're allowing me the space to grow and develop and reincarnate myself."

I wonder if that reincarnation will include growing out her hair to look sexier for the role? We can only hope. Then again, Emma's not the only one with "dedication to her craft", there are a lot of other starlets who've got more 'sexy experience' and are far readier to claw her eyes out to be sexually dominated:

Emma could also have some stiff competition when it comes to winning the honor of playing Anastasia Steele since many of the other fan favorites for the part have shown that they're comfortable filming nude scenes. Kristen Stewart went topless in *On the Road*, and Emilia Clarke's dragon queen character gets naked in almost every episode of *Game of Thrones*.

Emma Watson's competition for the *50 Shades of Grey* movie could also include Emmy Rossum, who has stripped down in *Shameless*. But perhaps Emily Browning should be the biggest favorite for the role of Anastasia Steele. The alluring actress was Stephenie Meyer's top pick to play Bella in *Twilight*, but Emily never auditioned for the part. Instead the star of the family film *Lemony Snicket's A Series of Unfortunate Events* went on to shock her fans by starring in the 2011 movie *Sleeping Beauty*, which is nothing like the Disney fairytale. The film actually feels a lot like *50 Shades* since it's about a bizarre sexual fetish, but instead of being tied up before having sex, Emily's character is drugged so that she passes out. Needless to say, she was required to shoot a lot of nude scenes for her risqué role

,...and the God of Biomechanics laughed atop his throne of genitalia,...

Sex Debt

October 15, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



While the manosphere and the femosphere endlessly debate the personal merits or collective atrocities of ‘casual sex’, the so called hook-up culture (newsflash, people were hooking-up long before the last decade), and/or the sex-positive feminist definition of it, I’m starting to think that neither are really seeing the overall context within which both sides have agreed to debate – the context of the feminine primary, feminine imperative social norm.

The declared feminists, their uncommitted proxies and their sympathizers can all understandably be acquitted of this blame since they thrive in discussions that ignore the dominant feminine social context they help to create. You can hardly fault pigs in shit for their love of discussing the finer points of shit with non-pigs in the same shit. However, an integral part of a Man’s red pill maturation should include a broader understanding of the feminine primary social normative we live in today. And with that understanding it should also follow that, given time and red pill enlightened observation, a Man will begin to see the code in the Matrix and know that, win or lose, such arguments only serve the feminine imperative.

Soaking In the Matrix

I wish I could credit the quote, but I once read that “Feminism is the mistaken idea that a society can create gender equalism by focusing exclusively on the benefit of only one sex.”

As Mark Minter's now sphere-famous comment illustrates, any debate Men have, without considering the social context of the feminine imperative, ultimately, only serves to reinforce the ends of that imperative. For example, if we engage in discussions about how best to personally or socially conduct our sexual lives (exploits *or* noble pursuits) and all we consider of this proposition is how best to ensure a feminine-optimal reality, it doesn't account for a *true* male-primary perspective. For over 60 years, men have been so conditioned to believe that there is no context other than that which benefits the feminine that they internalize the correctness of the feminine imperative as their own.

This is the scope of the feminine Matrix; you're literally born into it, and as Mark Minter discovered, usually only experience and/or trauma can jar a man into an awareness of this social condition. So as you can see, debating whether casual sex or 'meaningful sex' is more significant in the Matrix is akin to discussing which style of clothing best accentuated a particular woman. The feminine end is the same and men are never a consideration under such auspices.

Letting Go

Letting go of his prior contexts is often the most difficult thing for newly Game-aware Men to release. Letting go of the Fallacy of the ONE, letting go of an expectation of a mutually idealized love with women, letting go of prior concepts of how women *are* in most respects, are all very difficult transitions for men whose best understandings about women and how society operates have been conditioned for him from a feminine-primary origin.

A good example of becoming aware of this is illustrated in how men's attitude towards sex has shifted from pleasing himself towards pleasing a woman. There is a silly, but ironic internet meme that states "Nice Guy's finish last, because their women finish first." implying of course that Nice Guy's are more concerned with their women's sexual pleasures than their own, and it's just this 'niceness' that makes them better and preferred lovers. It's only after she gets off that he's allowed to indulge himself in a simple orgasm. Nothing epitomizes the feminine primary social normative than this base consideration. This is the root of feminism's 'sex-positive' referendum – she cums first.

Everyone's Special

It hardly seems fathomable that there could've been a time when a woman's sexual experience wasn't considered the end-goal of the sex act. The carefully feminine designed Beta-Game idea being (as always) that the more a man identifies with the feminine the more attractive and acceptable he will be to a potential mate. Be sensitive to her needs, find out what she likes, do what she asks, cater yourself to her sexual pleasures and you'll be the unique man who really understands women and therefore will be a high value man to all women.

"Do what she says and you'll be a high value man", became the common sense Beta wisdom. Essentially this was the bedroom doctrine of a larger social whole, only 'do what she says' wasn't enough. Legions of men were all too eager to please their women first, so much so that the woman-pleasers became the norm – **When everyone's special, no one is**. I should pause for a moment here, because not only does this axiom destroy the heart of most Beta chump's concept of how their own Game should operate, but it also illustrates a larger point in that the 'special' guys of today are the ones who stand out by **not** 'doing what she says' and placing themselves, and the male imperative above her wants. In a world full of women-pleasers, women will sing "where have all the cowboys gone?"

However, as I stated, it wasn't enough. As every man became *special*, the request of "please me"

became the expectation of “please me”. The sensitivity to her needs transitioned from making him unique amongst men, to being his liability and a prerequisite of her fidelity to him – get her off or else she’ll find a ‘normal guy’ who can! The courtesy became the expectation which became the demand. This progression can be applied to every social dynamic within the feminine imperative’s purview.

Full Stop

There’s an interesting conflict that arises for men when presented with thinking about sex from a more selfish perspective. Most men begin their sexual maturation with this ‘her first’ mentality preprogrammed for them. I was fortunate enough to have a very sexually experimentative girlfriend (see; slut) when I first got laid at age 17. I learned a lot about women’s pleasure by doing rather than explaining, and while that relationship had its own liabilities, this situation set me up for a very selfish approach to sex that would follow with the consecutive women I banged. I honestly didn’t think about whether a girl got off with me or not, and in fact I discovered it was really immaterial for the women who kept coming back to me.

I’d have guys (serving the feminine imperative) tell me “you gotta fuck her right or you’ll lose her” in my single-man-sex-life, but then, I often didn’t care whether I lost them thanks to my nascent plate spinning of that time. In fact, the only time it ever was a concern was when I became invested enough in one woman to actually be concerned with her pleasure, and even then it was because her pleasure enhanced the sex act *for me*, not due to some threat of infidelity if she didn’t get off. The girl’s genuine desire for me was present whether or not she got off – sometimes I’d make a point of making that happen, but most times it was simply a byproduct of her own desire. In either respect I didn’t view it as my responsibility, and I found that women still enjoyed coming back for sex with some regularity.

One of the few conflicts I’ve observed with Roissy/Heartiste is in this approach to ‘owing a woman an orgasm’ for her continued fidelity. The 9th commandment of poon states:

XIV. Fuck her good

Fuck her like it’s your last fuck. And hers. Fuck her so good, so hard, so wantonly, so profligately that she is left a quivering, sparking mass of shaking flesh and sex fluids. Drain her of everything, then drain her some more. Kiss her all over, make love to her all night, and hold her close in the morning. Own her body, own her gratitude, own her love. If you don’t know how, learn to give her squirting orgasms.

On the surface of it, Roissy is agreeing with the feminine imperative’s notion of the sex debt – “own her gratitude, own her love,...learn to give her squirting orgasms.” I wouldn’t insult Roissy by inferring for him what I think he means here, but there’s more to it than this. Love, gratitude, a strong emotional bond, are all byproducts of ‘fucking her good’, but it’s the point of origin of why you want to ‘fuck her good’ that is at issue.

Stop Worrying About Giving Women Orgasms

I think the operative word here is *worrying*. I wish I had the link available (I did search), but Roissy once had an excellent post and third party study outlining the proclivity of women to fake orgasms with high value, Alpha men, more so than lower value Beta Nice Guys. Naturally the “nice guys finish last, because their women finish first” chumps fired off their comments assuming this was some kind of validation of their Beta Game. Because they still subscribe to the ‘her first’ feminine

primary doctrine as being the normative, their default presumption is that women would fake orgasms with Alpha Men because they were sexually unsatisfied with them. However, as the study indicated, the harsher truth was that women's tendency to fake orgasm with high value men was the result of a desire to secure that man for commitment and breeding prospects – not as some feminine courtesy for a bad lover.

Naturally this is the socialized narrative women follow themselves – a bad lover gets a fake orgasm, nyah, nyah, try better next time – but when you look under the hood, why would a woman be bothered to fake an orgasm with a bad lover? You might argue that it's to end the act, and you'd be right, but a faked orgasm is really an indictment of the Beta mindset, because he's not worth the courtesy of faking one.

In the end hypergamy doesn't even care if the woman is sexually satisfied or not – that's up to her – all that matters is optimizing the best mating that her attractiveness can afford.

*Final Note: Since I know the comments will explode about the importance of a woman's orgasm from a biological perspective, I'm not saying that a woman getting off isn't important. I'm fully aware that a woman's orgasm prompts her cervix to dip and 'scoop up' a man's sperm to facilitate fertility. I'm also aware of the oxytocin and the chemical cocktail release post-orgasm. The point of this post is to outline the social aspect and primacy the feminine imperative has acculturated into men regarding the female orgasm.

(Don't) Be Like Mike

October 17, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

If you haven't seen the movie *Swingers* I highly recommend it. It was one of the first real attempts to reveal the rudiments of Game in the mid 90's, and considering this decade was the apex period for the feminine Matrix it's all the more notable.

Not only did *Swingers* capture the character of the Alpha and Beta mindset, it also contrasted the two by casting both its main protagonists as such. Looking back from 16 years ago this is remarkable considering the almost complete absence of anything resembling the manosphere or a greater understanding of intergender relations, much less the awareness of the society feminization had created.

In the embedded clip we watch Mike epically fail to consolidate on a number close. It's funny because we see our blue pill selves making the same mistake. It's uncomfortable humor watching this from a red pill perspective; like watching Titanic, you know the ship is going to sink, you even know how the ship goes down, but you can't help watching anyway.

I get this feeling a lot when I'm doing a consult, or I'm audience to some guy making the same mistakes my unenlightened blue pill self made. You couldn't tell me shit back then; it was all blind emotion and bewilderment with the expectation that women would be more understanding, more forgiving of even a marginal error in judgement. It's with great difficulty that I force myself to allow guys like Mike to make their own mistakes.

Time's Up

October 18, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I got some 'fresh' insight from a female Rational Reader:

It's sometimes annoying, sometimes painful to read this blog, but it gives me clarity.

As a 35 year old rapidly approaching 36 year old unmarried female, it's makes me cringe to see how snarky guys view the average chick in my demographic.

I hope I don't have the arrogance attributed to my age group. Perhaps I do about my youthful looks, but then again I have lived cleaned and never been a sun worshipping, druggy slut. I'm different than the average modern day American/Western female.

I genuinely like most men and feel sympathy for them that women CAN be so difficult. I enjoy being feminine and girly and only go thru random periods of wanting to achieve a lot.

Pretty happy just being alive. lol

I don't give it up and am closer to being a virgin based on my limited picky dating habits. Sure, I would have loved to be married since my 20s, but feel happy I wasn't like a huge majority of women who rush to get married. If anything, I believe in romantic love too strongly and held on at times when I should've let go.

So not every woman in her 30s is a shrill she-devil harpy who wants be your own personal succubus and suck your life force and rape your wallet.

I have 3 very nice guy friends just got engaged over last few months. (Aged 30-39). They didn't hold these dogmatic views towards women. They moved things ahead in a linear manner and were open to love and hopeful about marriage and kids.

They all met healthy, nice cool chicks in the same age range and got engaged within 1-3 years.

Again, this blog has been an entertaining read, but I take it as seriously as any other entertainment rag out there.

With a grain of salt.

It will excite R. to know that he has many devout acolytes at this point. Ironically, this site is encouraging blind following by unhappy betas instead of grooming strong well adjusted true Alphas.

I'm sure Kate Bolick is crying bitter tears for you as she counts all the licensing and advertising money she's earning from pandering to your demographic on TV and in *The Atlantic*.

The difference between contemporary men's gender doctrines and those of women's is that women's tends toward the ultimate end of marriage or at least an LTR commitment. This is the idealized hypergamic goal state; single monogamous union with the best available mating option in terms of breeding and long term provisioning (i.e. pluralistic sexual strategy). Men on the other hand are biologically predisposed to mating with the best available short term option(s) based on physicality and sexual availability. It's not that men don't *want* an idealized monogamy, but our sexual imperative has to be sublimated in order to achieve it.

Between the sexes, these are conflicting breeding methodologies. For one sex to fulfill it's methodology the other must rescind their own. Thus, in order for one gender to maintain a social dominance in terms of breeding methodologies, the other must be characterized in the negative. This is why men's polygyny is socially vilified while women's hypergamy is the accepted norm. Men are then socially predisposed to accept women not only as the sexual filters of society, but the rules makers and the arbiters of that same social and moral acceptability.

Your indignation at this blog or the community on whole is due in large part to this social framework. You see the summation of dating, Game, romance, etc. resulting in the finality of an idealized, hypergamously perfected marriage (the female imperative). The inner conflict you and most women in your demographic have is that the same hypergamy you hope to perfect has become the source of your worst frustrations. The constant, feminine primary entitlements women have been conditioned to expect from idealized Men becomes the means of their worst disillusionments.

The hope was to assert the dominance of the feminine breeding strategy by conditioning and shaming Men into the internalized belief that it was their moral / social responsibility to accommodate the female methodology at the sacrifice of his own. Marriage is the RIGHT thing to do, so sayeth the

gate keepers of sexuality, but only on women's terms and when it conveniently fits into their life's schedule. Only now that social convention based on feminine hypergamy is running headlong into the realities of biomechanics.

You see, while you may in fact still be sexually attractive at 35, the simple truth is that you are not *as* attractive as the next generation of 22 year olds arriving on the sexual market every year. Today's hotties are tomorrow's clearance rack items. With each passing year you become progressively less able to compete with the newer younger and hotter women becoming available. So, in order to counter this, women are forced to create new social conventions, new gender definitions, etc. in an attempt to level the playing field. Thus we get social dictums celebrating cougars, and myths of women's new sexual prime (38 to 40? shocking).

Feminization's worst failings aren't due to Men awakening (and reacting) to this fresh understanding of feminine primary social dynamics – feminization's worse fear is women finally acknowledging that hypergamy is painting them into corner within their own social constructs. The hope is to cash out their hypergamous chips before an individual male becomes aware enough to see the Matrix for what it is. Your 3 just-married friends may have managed to pull that off, but not you. And it's not blogs like this that are hindering that, it's the inherent flaws built into a feminine primary social structure long ago.

Time's up.

Shit Whipped Guys Say

October 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Ah, what the hell, it's Friday.

Casualties

October 22, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I've been meaning to write this post for some time now. I'd thought about it again in August when the James Holmes Colorado theater shooting incident occurred. There were plenty of other incidents I've had over the years to contemplate this premise, and unfortunately I'm sure there'll be more in the future.

As a few of you know I live in Central Florida and we've recently had a shooting at an area salon. More recently over the weekend there was this incident in Milwaukee as well. As a writer and thinker immersed as I am in red pill awareness, and an observer of the Matrix in general, the first question that comes to my mind when confronting stories like these is to wonder about the perpetrator's personal life. There are a lot more notorious killers than these to speculate about – James Holmes, George Sodini, Seung-Hui Cho(VT shooter), Anders Brevik, etc. come to mind, but there are far more inconspicuous killers and incidents that go unreported.

When I read about killings, and often suicides, of this nature I find myself wondering about how the shooter's Matrix conditioning contributed to his mental state. These are uncomfortable questions for me, especially considering the direct loss of life, when I take into account that what I propose here, the observations I make about the feminine imperative and the correlations I come to in part or in whole may influence the decision for a man to kill his wife, his children, his girlfriend or himself.

Average Frustrated Suicide

The first guy I knew to commit suicide over a woman was my brother-in-law. I don't like to go into too much detail about it as critics may think it's my *casus belli* for getting involved in the manosphere, but suffice to say it was after a 20 year marriage and 2 children. My sister-in-law promptly married the millionaire she was seeing less than a year after he was in the ground. This is a real point of contention her family and I have with her, but it was his terminal beta-ness / ONEitis conditioning that greatly contributed to his hanging himself. The psychologist in me knows there are plenty of imbalances that dispose a person to suicide, but I also know there are plenty of external prompts that make taking action more probable.

My brother-in-law hung himself as a response to having the unthinkable happen to him; his ONE, his soulmate, a woman he was very possessive of, was leaving him after 20 years of marriage (for a millionaire we discovered later). She was the ONLY woman he'd ever had sex with and had been (to the best of my knowledge) a faithful and dependable husband and father since they married at 18 and 19. He did the 'right thing' and married her when he'd gotten her pregnant at 17 and stuck by her, sacrificed any ambition he had and worked his ass off to send both his kids to college – an advantage he'd never achieve. He wasn't a saint by any means, and I'm not going to argue my sister-in-law's motivations, since those aren't my point; my point is that he was an AFC who never came to terms with it and believed his life was only completed with his ONE. He literally couldn't go on without her.

He couldn't kill the beta (if he was even aware of it), so he killed himself.

He never displayed any sign of mental illness, he wasn't an aspie-geek, never saw a therapist, never had issues with depression even up to the day of his suicide and generally had his shit together for the most part. We can call crazy "crazy", but when I read reports of 16 y.o. boys gunning down the

parents of their 14 y.o. girlfriends so they can “be together as they were meant to be” there’s more than just mental consideration to account for.

The Illness

AFCness (for lack of a better term) I see as a form of conditioning. If a man internalizes for the majority of his life that he “can’t live without” a woman and he has even mild self-esteem issues or personality disorders it may be that he literally *can’t* live without a girlfriend or wife.

The second person I’ve known to take his own life was a radio DJ named Nick. Nick decided swallowing a bullet was preferable to life without his ONE girl. I’m not faulting the girl with his suicide for breaking up with him, quite the opposite actually. It’s this proclivity for which men have been socialized into AFCness that makes for fatal actions like this. As part of my coursework in college I once counseled a 17 year old girl who’s former boyfriend stabbed to death (30 times) the guy she broke up with him for. He’s doing life in prison now because “She was his soul-mate.” I had to shake my head when I read *The Game* and about how Mystery got (gets?) suicidal because, although he’s a master PUA, he’s never addressed the AFC that he still is inside.

Now let me be clear, in no way do I mean to infer that these women had anything *directly* to do with these guy’s suicides. They only did what women will do as hypergamy and their conditions dictate. These men were both 100% responsible for their own deaths. And that’s just it, it was their ego-investment in their Beta-ness (for lack of a better term) and in their ONEitis that killed them. It was their inner AFC that drove them to suicide.

This is why I argue that ONEitis is a mental disorder, and in extreme cases, has the potential to be terminal. As I stated, if a man internalizes for the majority of his life that he “can’t live without” a woman and he has even mild self-esteem issues or personality disorders it may be that he literally can’t live without a girlfriend or wife. I won’t blame women out of hand – put simply, women will do what women will do according to their conditions. So when paired up with an AFC and then quite understandably she wants to leave him either for her own good or a better option, this AFC extremisim comes into play. Honestly, I think this degree of an AFC mentality is comparable to Borderline Personality Disorder in neurotic women.

The reason I’ve followed and written in the community at all is because I believe the effort I put out in order to free Men’s (and women’s) heads of damaging ideologies is worth it if it saves a life. I mean that literally. Whether it means preventing an immediate suicide or a slow death in an AFC marriage, so be it.

The fundamental delusion that all suicidal AFCs entertain is the Fallacy of the ONE. They are predisposed (and pre-whipped) to ONEitis even when they are still dateless virgins. I realize this runs contrary to the popular belief that ONEitis is an all-consuming concern to identify with one solitary woman. This presumes the AFC is in an LTR of some kind with an actual subject to base his ONEitis on, however it’s really only one half of the equation. Most men are predisposed to ONEitis before they stumble into an LTR. Essentially they prepare themselves to identify wholesale with what feminized society tells them is their responsibility as a man to do. Once that purpose is removed from them, once they can no longer measure up to even a marginalized hypergamy, this is when men conditioned by the feminine imperative consider suicide as an option.

Generalizations

October 25, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As expected, Monday's *Casualties* post drew a lot of criticism. As I began with in that post, I had been contemplating whether or not to publish it for a while. I'd kept that article in the can for some time because I have discussed the topic more than once on the SoSuave forums in the past with pretty much the expected responses I got both publicly and privately.

When you link a social dynamic to the death of another individual you're bound to get input from people who are passionate supporters, and passionate opposers of your assessments of that dynamic. My hesitation in posting this (and other) articles was due to that expectation and how it might

convolute my message and intent. That intent was to draw awareness to the (albeit extreme) dangers of perpetuating a beta-AFC mindset, and the feminine-primary social framework that reinforces, conditions and predisposes men to internalize that mindset.

It's very hard not to sensationalize life-or-death propositions like this, because readers of either persuasion will have a tendency to emphasize what closest aligns with their beliefs. Granted, I used two personal experiences of my own in that essay, but when I break my rule about using anecdotes, as always it's to better illustrate the dynamic, not to define a universal truth based on my personal experiences. Be that as it may, the inherent risk in doing so does not come without critic's speculations about my reasons for doing so.

As I've come to expect from past discussions, the first thing critics will do is doubt the veracity of my experience with my sister-in-law's history. Either I'm lying or embellishing that experience for gratuitousness sake, or the other perspective is to focus exclusively on her duplicitousness and sometimes accusations of outright malice and evil. Both of these are based on offense of personal investments, but these binary responses only serve to convolute the focus I want on the general, not the specific, premise.

And also as expected, the solipsistic nature of women cannot afford frank discussions about a sensitive topic like this.

“What? So now women are evil bitches contenting themselves with the suicides of their husbands and boyfriends?!! NOT ALL WOMEN ARE LIKE THAT! Why are you so bent on making women look evil?”

Besides the go-to NAWALT® boilerplate, I can understand this response (from a reader who will remain nameless). A man so prompted to suicide due to his inability to relate to, or understand the nature of women, reflects badly upon women as a whole – and particularly so in a society defined by the feminine imperative. Isn't it ironic that the general solipsism and reliance upon individualized, personal experience that define larger, social meta-dynamics for women should be denied to men even for illustrative purposes? In girl-world, only women's experiences have any bearing on universal truths.

For all of my efforts in taking care to avoid the associations of women's specific actions leading to men's suicides, the binary mentality is inescapable.

If you were to discourage a friend from smoking by showing him graphic illustrations of blackened lungs or videos of people having their tongues surgically removed to cut out cancerous lesions, and later it saves his life from lung cancer or worse, you're a hero.

If you help a friend in rehab off of heroin or meth and you have to do so via graphic, ugly illustrations of the end result of their addiction, you're a saint, but if you advise him against marrying a woman you know will destroy his life in the long term or maybe due to suicide, you're a meddling busy-body with nothing better to do than stick your nose where it doesn't belong. “You're a misogynist who hates women and casts them all in the worst case scenario through sweeping *generalizations*. “

Generalizations

generalization

n 1: the process of formulating general concepts by abstracting common properties of

instances [syn: abstraction, generalisation] 2: **reasoning from detailed facts to general principles** [syn: generalisation, induction, inductive reasoning] 3: an idea having general application; “he spoke in broad generalities” [syn: generalisation, generality] 4: (psychology) transfer of a response learned to one stimulus to a similar stimulus [syn: generalisation, stimulus generalization, stimulus generalisation]

Source: WordNet ® 2.0, © 2003 Princeton University

In the same vein as NAWALT® one of the most common fallbacks of women and feminized men is the presumption of generalization. Generalization gets a bum rap. The term really ought to be used in the way it was actually intended – drawing hypothesis and conclusions from a greater, *general* whole of observed behavior. Pay close attention to #2 in the above definition,

“reasoning from detailed facts to general principles [syn: generalisation, induction, inductive reasoning].”

I am sorry if this process offends women, but I’m interested in the general rule, since it, – and not the exceptions to it – help to better predict an outcome.

Like it or not generalizations are useful and we use them all the time to see the forest for the trees. It’s not isolated abnormalities in a system that we use to describe the circumstances of that system, it’s the whole. We study majorities to assess overall condition, not isolations. That’s the scientific definition of generalities, but when they refer to things that are close to us we tend to put ourselves into the generalization and cop the “not-in-my-case” mentality. We’d like to think that our experiences are unique and special (and they are, to us), but in the generality we’re simply statistics. So the word ‘Generalize’ gets a negative connotation and the person using it is vilified, because it’s an affront to our “special” conditions.

The concept of generalization is the antithesis to women’s innate solipsistic, individualist perspective. That’s not to argue that women cannot be analytical or scientific in various areas, but it is to say that in regards to personal and larger social contexts, thinking in generalities is not their native cognitive process. So when the social implications of a particular dynamic (in this case male suicide) become amplified to life-or-death propositions so too does the urgency for wholesale absolution of the gender become amplified. Collective generalities of this lethal nature become associative personal affronts; in fact so much so that women’s ego-investment in a feminine-primary social framework, and their personal association with it, link themselves personally to the responsibility of these *generalized* men’s suicides.

Play us out Rhianna:

Story of my life / Searching for the right
But it keeps avoiding me / Sorrow in my soul
‘Cause it seems like one / Really loves my company
He’s more than a man / And this is more than love
The reason that the sky is blue / The clouds are rollin’ in
Because I’m gone again / And to him I just can’t be true
And I know that he knows I’m unfaithful / And it kills him inside
To know that I am happy / With some other guy
I can see him dyin’

I don't wanna do this anymore / I don't wanna be the reason why
Everytime I walk out the door / I see him die a little more inside
I don't wanna hurt him anymore / I don't wanna take away his life
I don't wanna be...A murderer

I feel it in the air / As I'm doin' my hair
Preparing for another date / A kiss upon my cheek
As he reluctantly / Asks if im gonna be out late
I say I won't be long / Just hangin' with the girls
A lie I didn't have to tell / Because we both know
Where I'm about to go / And we know it very well

'Cause I know that he knows I'm unfaithful / And it kills him inside
To know that I am happy / With some other guy
I can see him dyin'

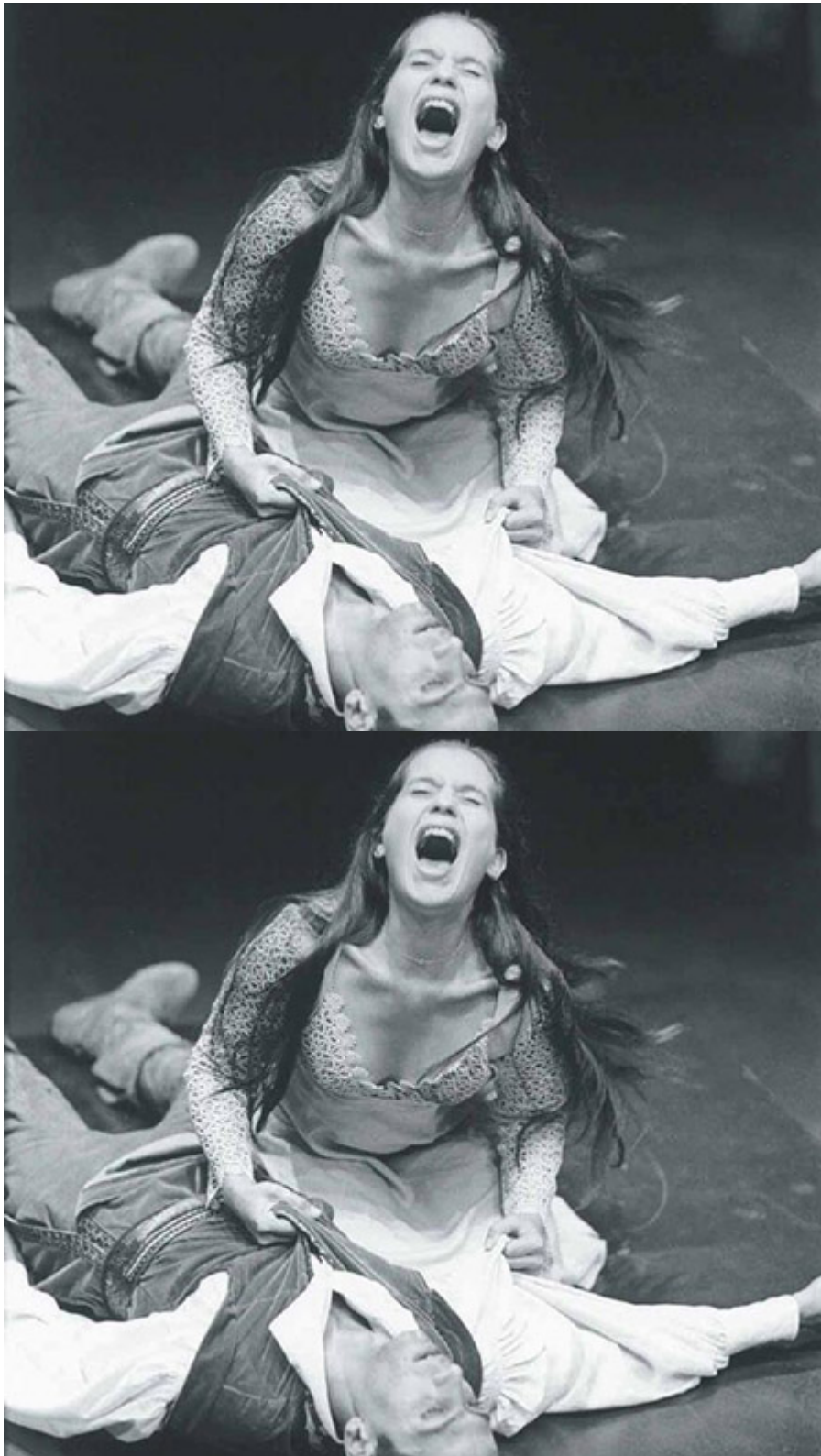
I don't wanna do this anymore / I don't wanna be the reason why
Everytime I walk out the door / I see him die a little more inside
I don't wanna hurt him anymore / I don't wanna take away his life
I don't wanna be...A murderer

Our love / His trust
I might as well take a gun and put it to his head
Get it over with
I don't wanna do this
Anymore, ooh ohh, anymore

I don't wanna do this anymore / I don't wanna be the reason why
And everytime I walk out the door / I see him die a little more inside
I don't wanna hurt him anymore / I don't wanna take away his life
I don't wanna be...A murderer

The Soul Mate Myth

October 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



With apologies to Dalrock for thread-jacking his “The one” vs “my one and only” post. After reading Dal’s take on the fallacy of the ONE and picking back through the comments on *Casualties* I thought I might clarify a few things about the concept of the ONE.

There is no ONE.

There is no ONE. This is the soulmate myth. There are some good Ones and some bad Ones, but there is no ONE. Anyone telling you anything else is selling you something. There are LOTS of ‘special someones’ out there for you, just ask the divorced/widowed person who’s remarried after their “soulmate” has died or moved on.

This was one of my earliest posts back on the SoSuave forums from around 2003-04. I was finishing my degree then and had the Fallacy of the ONE graphically illustrated for me in a psych class one day. I was in class, surrounded by (mostly) much younger students than myself, all very astute and as intellectual as they come for mid twenty-somethings. At one point the discussion had come around to religion and much of the class expressed being agnostic or atheist, or “spiritual, but not religious”. The rationale was of course that religion and belief could be explained as psychological (fear of mortality) constructs that were expanded to sociological dynamics.

Later in that discussion the idea of a ‘soul mate’ came up. The professor didn’t actually use the word ‘soul’, but rather couched the idea by asking for a show of hands as to how many of the class believed “there was a special someone out there for them?” or if they feared “the ONE that got away.” Damn near the entire class raised their hands. For all of their rational empiricism and claims to realism in regards to spirituality, they (almost) unanimously expressed a quasi-Karmic belief in connecting with another idealized person on an intimate level for a lifetime.

Religion of the Soul-Mate

Even the Frat guys and hook-up girls who I knew weren’t expressly looking for anything long term in their dating habits still raised their hands in assent to a belief in a ONE. Some later explained what that ONE meant to them, and most had differing definitions of that idealization – some even admitted to it being an idealization as the discussion progressed – yet almost all of them still had what would otherwise be termed an irrational belief in ‘destiny’ or, even amongst the least spiritual, that it’s just part of life to pair off with someone significant and there was “someone for everyone”.

This discussion was the catalyst for one of my red pill realizations – despite all odds, people largely feel entitled to, or deserving of, an important love of their life. Statistically and pragmatically this is ridiculous, but there it is. The feminized Disney-fication of this core concept has been romanticized and commercialized to the point of it becoming a religion, even for the expressly non-religious. The shakespearean longing for the ONE, the search for another soul (mate) who was destined to be our match has been systematically distorted beyond all reason. And as I elaborated in *Casualties* men will take their own lives in the delusion of having lost their soul-mate.

Soul-Mate Men

This perversion of the soul-mate myth is attributable to a large part of the feminized social conventions we deal with today. The fear of isolation from our imagined soul-mate, or the fear of having irrecoverably lost that ‘perfect ONE’ for us fuels so much of the personal and social neuroses we find in the Matrix. For example, much of the fear inherent in the Myth of the Lonely Old Man loses its teeth without a core belief in the Soul-Mate Myth. The fear of loss and the delusions of Relational Equity only really matter when the person men believe that equity should influence is their predestined ONE.

The feminine imperative recognized the overwhelming power the Soul-Mate Myth had over men (and women) from the beginnings of its rise to ascendancy as the primary gender social imperative. Virtually all of the distortions of the core soul-mate dynamic evolved as a controlling schema for men. When it is soul-mate women who are the primary reward for a soul-mate necessitous man, there

are a lot of opportunities to consolidate that power upon. To be clear, don't think this is some fiendish plot of a fem-centric cabal socially engineering that soul-mate fear into men. Generations of men, raised to be oblivious to it, willingly and actively help perpetuate the Soul-Mate Myth.

Soul-Mate Women

Although Hypergamy plays a large role in determining what makes for an idealized soul-mate for women, they aren't immune to the exploitations of that core fear. Though it's more an unfortunate byproduct than an outright manipulation, I'd argue that in some ways hypergamy intensifies that neurosis. Alpha Widows know all too well the languishing associated with pining for the Alpha that got away – particularly when she's paired off long-term with the dutiful, Beta provider after her SMV decline.

For women, the soul-mate represents that nigh unattainable combination of arousing Alpha dominance matched with a loyal providership for her long term security that only she can tame out of him.

Hypergamy hates the soul-mate principle, because the soul-mate is an absolute definition, whereas hypergamy must always test for perfection. Hypergamy asks, "Is he the ONE? Is he the ONE?" and the Soul-Mate Myth replies, "He HAS to be the the ONE, he's your soul-mate, and there's ONLY one of those."

Building the Mystery

Due to this core concept and soul-mate mythology, both sexes will seek to perfect that idealization for themselves – even under the least ideal of conditions and expressions. We want to build our intimate relations into that soul-mate idealism in order to relieve the fear and solve the problem, and most times so badly that we'll deftly ignore the warnings, abuses and consequences of having done so. For women the impact of the most significant Alpha is what initially defines that soul-mate idealization. For men it may be the first woman to become sexual with him or the one who best exemplifies a woman he (mistakenly) believes can love him in a male-defined orientation of love.

However, these are the points of origin for building that soul-mate ideal upon. This ideal is then compounded upon with layers of investments in the hopes that this person "might actually be the one fate has prescribed for them." Emotional investment, personal, financial, even life-potential investments and sacrifices then follow in an effort to create a soul-mate.

This process is why I say the Soul-Mate Myth is ridiculous – it's psychologically much more pragmatic to construct another person to fit that ideal than it ever will be to "wait for fate to take its course." People subscribing to the myth would rather build a soul-mate, consequences be damned. So women will attempt to Build a better Beta, or tame down an Alpha, while men will attempt to turn a whore into a housewife, or vice versa.

One of the most bitter aftertastes of having taken the red pill is abandoning old paradigms for new. I've described this before as akin to killing an old friend, and one friend that needs killing is exactly this mythology. Disabusing yourself of this core fear is vital to fully unplugging, because so much of fem-centric social conditioning is dependent upon it.

Dropping the Soul-Mate Myth isn't the nihilism a lot of people might have you believe it is. If anything it will free you to have a better, healthier future relationship with someone who is genuinely important to you – a relationship based on genuine desire, mutual respect, complementary understanding of each other and love, rather than on a fear of losing your one and only representation

of contentment in this life.

Case Study â◻◻ Adam's Lament

October 31, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The following dialog is from a recent consult (published with permission) from a young man, Adam, who's becoming red pill aware in the wake of a breakup. I'll let his quotes tell the story here:

My girlfriend broke up with me last month due to her want to find herself and her self-imposed reasons to remain single (she just turned 22 and I just turned 24).

The first consideration I'll make is that both of you are far too young for a monogamous relationship. Your 20s should be a period of learning for both sexes. Unfortunately it's becoming more common for guys to hear this and take offense due to this socialized romantic notion that an LTR ought to be some idealized goal state, but the truth of it is that an LTR in this period of a man's life more often than not becomes debilitating in his maturation.

What young men raised on Disneyesque romantic ideals fail to consider is that a mature LTR requires responsibility, liability and accountability that limit a young man's potential and paralyze him in the prime years of his life. These are the years that should be devoted to ambitions and passions that will lead to financial and personal success (i.e. college, career, etc.) and contribute to his peak SMV later in his life.

Too many men lament later in life that they should've done more in these years preparing for their own successes rather than becoming saddled in dead end relationships. They lament their lives that could've been once they realize that their SMV maturation happens *after* women's peaks. Time and the freedom to maneuver within your interests are a man's most valuable resources. As a Man on the other side of this I can tell you that there are few material things I have a want for now, but time for myself and my passions, that is constantly adjusted by my career, my wife, my daughter, my commute in traffic etc., is the most precious thing I can think of. Why young men who would otherwise fiercely defend their own independences would so readily and voluntarily give this up in order to secure the intimacy of a single woman is one of the greatest crimes perpetrated on men by a feminized, romanticized society.

Also understand that your Ex is going through a similar phase as well. Between the years of 18 and about 26 are the prime years for a woman to weigh her hypergamous options. I call these the "party years" for attractive young women. Generally they include college, but it's during this period that women explore the benefits afforded to them by their peak SMV and looks.

The hard truth is that most women on some level understand that this period represents the peak of their sexuality and attractiveness and this is their best chance to explore sex and relationships without consideration for limiting the conditions they place on their intimacy. All women have an innate understanding that the older they get the less sexually marketable they become.

This frustrates young men (particularly plugged-in betas who internalized an ideal that an LTR is a goal state) until they come to the realization that the older a man gets, the more sexually marketable he becomes since this generally implies he has attained a certain amount of confidence, professionalism, status, affluence and a list of other conditions women value in trading their intimacy for long term security. At 22, these principles go unrecognized in women, yet their behaviors are predictable enough to prove that these conditions and understandings are in play later in life.

She complimented me when we dated for the 5 month relationship that I was the best catch she had found so far, but the timing was off in that she met me at a time where she was trying to force herself not to be co-dependent (she broke up with her last b/f of 1.5 years so she could find herself and remain single) it didn't last long because she found me 2 months later and dated me for the second half of this year.

You were flattered by her compliment because it affirmed your ego-investment in LTRs as a goal state as correct. Your frustration is that her behavior and her stated reasoning for it confounds this ideology. Lets also consider that if she had a year and a half "relationship" with a previous boyfriend, a half-year with you, and she's now 22, her relationship experience has been limited to adolescent socializations. She still uses whatever behavioral skills she learned in her adolescence. Not a good benchmark for validating you as the "best catch she has found so far" to put it mildly. Rather, this is a convenient way of "letting you down easy" in order to preserve her own ego and hopefully make you feel better for going off to do what she really wants to do anyway.

| *She was my first g/f in nearly 6 years and also the girl I lost my virginity too.*

And here's the rub. I swear, basic math skills are all a red pill advocate needs to pick apart situations; If she was your first girlfriend in 6 years and you are now 24, this would mean the last girl you considered a girlfriend was back when you were 18. Again this implies that you yourself are employing an adolescent social skill set in evaluating what course you think inter-gender relationships ought to follow. There's no shame in this, I'm not pointing it out to put you down, but understand that this is how you and she are operating even if you're unaware of it.

You also lost your virginity to her. Stop thinking of it in these terms, this is what I'd expect to hear an emotional girl say. Only women "lose" their virginity, this is part of the feminine imperative's controlling of the language. When women 'lose' their virginity it perpetuates their vaginas as the precious prize while also continuing the narrative of default female victimhood.

For you it was the beginning of opening a new part of your maturation process since sex (even casual sex) always implies new responsibilities that must be compensated for. However I do understand your attachment to her due to this and the fact that you've internalized monogamy as goal state myth. We all have a life long affinity for our first sexual partner since they are the ones with whom we share this life experience – you never forget your first.

| *I matured a lot and unfortunately didn't find your blog until too late. I've read all the articles online and now started reading the DJ Bible at SoSuave so I won't get so screwed next time and be able to walk away sooner instead of dragging it out.*

Good.

| *Do you really think she broke up with me because her reason?*

No, I think she's obeying her hypergamous biological imperative that the phase her life is in is dictating for her.

| *Personally, I think it's a copout and she's afraid of commitment.*

This is, to the letter, exactly what I'd expect a girl to say about a guy when she is 30+ years old and ready to cash her chips in on marriage. The irony of a guy using the same jingoisms ("commitment phobic") women use to describe the men they want to coerce into monogamy with them is an indictment of the power of the feminine imperative. Stop thinking like a chick and start thinking like an adult man with a firm understanding of his own masculinity. You **MUST** unlearn the idea that an LTR is the key to life's happiness; it is not.

| *I think that she'd rather be able to have one night stands where she lives (bay area) whereas I live in San Diego.*

Of course she would, she's in her party years and it is what it is – so long as she's mature enough to acknowledge and accept responsibility for her actions (doubtful). Also, this isn't a statement on yourself, stop interpreting it like it is. She's not a worse person for not subscribing to your romanticized conditioning of how women ought to want commitment. On some level of consciousness she understands the hypergamic opportunities this period of her life presents her with and her behavior is the result of this.

Will she regret this part of her life later? Most likely. Will she look back to you as someone

significant to her during her 20's when she's 30 and ready to cash her chips out? Probably not, but this isn't your concern. This episode represents a point of departure for your life – departure from your old adolescent self into a mature, Game aware Man. You're unplugging.

What's more concerning to me is that after all you've described to me, this half-year "relationship" is long distance. Are you kidding me? How often could you have had sex with her while you're on opposite ends of the state? You're pining over an LDR and my take on this is that there is no such thing as an LDR; you do not have a relationship with her, nor did you ever really have one.

One or both parties in an LDR are going to "cheat" – though I can't really call it cheating since it's simply behavior manifesting itself in conditions that aren't conducive to what our natural impulses are. Adam, this girl hasn't hurt you, she's helped you. By breaking it off she's given you the freedom you need to grow beyond these silly adolescent ideologies that an LDR should ever have been an option for a mature Man.

She's an atheist whereas I am a Christian and that kind of bugged her even though I dropped some values to date her... [T T T]
[S E P S E P]

For men, sexual impulse will almost universally trump moral conviction when the opportunity presents itself. Again, no shame here, but it's telling that you'd expect her to appreciate your having sacrificed some (loose) convictions for doing what you wanted to do anyway. You're not a martyr for dropping any values for having sex with her and it doesn't place you on some moral high ground that she should change her mind about entertaining an LTR with you.

She said even if I moved up north to be with her or her down here she'd still break up with me to "find herself" because of her major need to be single.

The very fact that you considered altering the course of your young life to better accommodate your idealized relationship with this girl by relocating to San Francisco ought to scare the hell out of you. Are you so optionless that a girl 600 miles away is a better prospect than exploring other women in your own area? I can't tell you how many men I've counseled who've irreparably damaged their lives, made career choices they've regretted for decades and voluntarily killed any hope of genuine ambition they may have had by doing exactly what you considered here – changing their address to better facilitate a ONEitis hope that the one girl who ever fucked them would eventually become their soul-mate wife.

I just don't get this girl. After a month of blackout and breakup now she's really trying hard to be friends. I suspected her screwing a guy before she came down to see me, so maybe that's why she called it off when she did.

So what? Spin more plates. If you had other potential women interested in you it would make no difference whether she wanted to play "friends" with you or screwed some other guy.

I was an AFC then, but I still spoke up for myself and stood my ground. Basically, I gave her an ultimatum.

Sorry Adam, but you still are an AFC or at least an rAFC. Ultimatums are declarations of powerlessness; by doing so you'll kill any interest a woman may have had for you as this is the last resort of a lack of confidence. This is the kiss of death. You get points for manning up and speaking your mind, but it's not what you said, it's how you said it.

I said if we have sex then we need to be exclusive. It's all or nothing and if she doesn't then she needs to be out of my life because I couldn't trust her with all the guys I knew that were trying hard to sleep with her.

For as noble as your intent, she will only interpret this as a supreme insecurity on your part. You're not going to talk her off the cock-carousel, neither should it be your responsibility to do so.

Adam, you need to let go of this notion that you require exclusivity in an LTR, particularly at your age. It's self-defeating.

You have to unlearn this misguided idea that exclusivity is a necessity at your stage of life. All the Game skills in the book won't help you get past this basic idea. You will only settle for the first girl to respond to them. My advice to you is to NEXT this girl and get out into the field and sarge. Stop it with this LDR crap, they are fundamentally flawed and are only exacerbated by the ONEitis you have for this girl and will fluidly develop for the next one because it fits your old paradigm.

Mate Guarding

November 1, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Ah, another week, another fantastic article from the Chateau. I found [this particular post](#) interesting because the study (once again by our friend [Dr. Martie Haselton](#)) he breaks down here confirms virtually everything I was developing in *Your Friend Menstruation*. It pretty much sums up in no uncertain terms what I was detailing about how women in their follicular (proliferative) phase of menstruation become more sexually aroused by men exhibiting Alpha physical traits and behavioral cues.

However, Heartiste and this study go one step deeper than just the observable arousal from Alpha cues. It also demonstrates women's observable aversion (disgust) to beta cues in men during the same menstrual fertility phase.

At their most fertile period, these women are less likely to feel close to their mates and more likely to find fault with them than women mated to more sexually desirable men, the research shows.

“A woman evaluates her relationship differently at different times in her cycle, and her evaluation seems to be colored by how sexually attractive she perceives her partner to be,”

said Martie Haselton, a professor of psychology and communication studies at UCLA and senior author of the study.

Through a series of high-profile studies, Haselton's lab has revealed telling changes that take place in women's behavior during ovulation. Possibly to increase the odds of attracting suitable mating partners, these behaviors include a tendency to dress up and to speak in a higher-pitched, more feminine voice and — in a potential inbreeding-avoidance mechanism — to refrain from contact with male kin. In addition, the lab has found that women whose mates are less sexy and masculine tend to be more attracted to other men during the few fertile days leading up to ovulation.

The researchers found that women mated to the less sexually attractive men were significantly more likely to find fault with their partners and, again, feel less close to their partners during the high-fertility period than the low-fertility period. **Women who rated their mates as more sexually attractive, meanwhile, did not exhibit these changes and instead reported being more satisfied with their relationship at high fertility than at low fertility.** [emphasis mine]

Most of this I elaborated on in *Your Friend Menstruation*, however Heartiste then gave me some food for thought here right after this research finding:

When a man's woman is being bitchy, the problem is him, but not in the way most men would think. Most men will promptly resort to DEFCUNT Level 1 Beta Supplication Mode to appease their harridans, thinking, wrongly, that their women are bitchy because they haven't gotten enough signs of commitment and support from their partners. And who could blame these men for thinking this? When nagging, inconsolable women lob heat-of-the-moment accusations at their men, the accusations usually take the form of scattershot wails about one-size-fits-all conventional relationship issues that come straight from therapists' hackneyed textbooks.

"You don't care about me." "You never listen." "You don't support this marriage like I do." "You forgot to go food shopping AGAIN. How many times do I have to remind you?!"

So these beta men, quite reasonably, care harder, listen longer, support stronger, and buy enough groceries to fill a fat housewife's appetizer plate. He reasons, "This is what she claims she wants, so this is what I'll give her. And that should make her be nice to me like she was last week."

In the meantime, the alpha male is now on his fifth year of forgetting to go food shopping, and his lover hasn't bitched once about it

The subconscious default Beta behaviors Heartiste is alluding to here are exactly what I'd classify as Mate Guarding behavior. Appeasement, supplication, sensitivity, etc. are all the classic default behaviors Beta men will resort to in order to solve the "problem" of their mate's apparent dissatisfaction with him. You see, the man with a Beta mindset earnestly believes that Beta Game is his best strength in attraction with women. So when something is wrong with his precious little snowflake he automatically defaults to upping the Beta.

The more Beta the man the more his proclivity to Mate Guard will be.

I realize this is a very bold statement, but judging from the principles of sexual selection and how women's biology has evolved to better effect her innate, sexually pluralistic hypergamy, only less

sexually arousing Beta men would have needed to psychologically evolve mate guarding mental schemas to protect their parental investments with biologically hypergamous women.

Furthermore, the more organically Alpha men would be rewarded not only with relational fidelity (for fear of losing the hypergamic optimization he represents to a woman), but also sexually due to women's natural arousal by them during her fertility phase. You could also make the case that predominantly Alpha men would be less prone to mate guarding since their sexual selection and mating frequency would be greater than predominantly Beta men, but this is also further compounded by women's biological arousal and sexual rewarding of Alphas as dictated by her menstrual cycle.

End result? Alpha men would have been less environmentally motivated to evolve mate guarding strategies that Beta men evolved as a contingency to women's sexual pluralism (i.e. cuckoldry)

Beta Contingencies

In *Mrs. Hyde* I quoted yet another study by Dr. Martie Haselton from *Why is muscularity sexy?* (Aunt Giggles wept):

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to **investing heavily in their mates** and offspring and spending relatively less time seeking additional mates.

From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000). The most straightforward prediction that follows is that women seeking short-term mates, when the man's only contribution to offspring is genetic, should prefer muscularity more than women seeking long-term mates.

Using strategic pluralism theory as a guide, we can see how mate guarding behavior in predominantly Beta men would have evolved out of necessity. While women (in the past) may have to face trade-offs in weighing genetics versus provisioning, vows of fidelity do little to quell her arousal for Alpha seed when she's in the proliferate phase of her cycle. In fact I'd argue that the advent of monogamy and monogamous marriage itself is a mate guarding strategy evolved by the meta-interests of Beta men (the most numerous men).

Just to end this on a positive note, I think it's important to remember that through Game, self-betterment physically & educationally and red pill awareness men aren't doomed to the absolutes strategic pluralism outlines. In fact this theory, I think accurately, only defines the contingencies and logical outcomes of the SMP – it's not outlining determinism, it's illustrating *probablism*. It doesn't mean a man can't transform himself into a contextual Alpha.

The Fade Away

November 2, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

God do I love these girls.

I'll just let the song do the work for me here, but I should point out that in girl-world, only women are allowed to be critical of other women when it comes to gender issues relating specifically to women. Whether it's *Garfunkle & Oats* or *Girl Writes What?* only women are permitted to analyze and criticize the behaviors of the sisterhood.

Imagine the girl-world social repercussions of a man writing and singing this song from the male perspective.

We've been on a bunch of dates
I weigh debates that this creates
And hate that state of forced introspection
We traded wit, we swapped some spit,
You fingered me a little bit
But we never really had a connection
You did nothing wrong, I have no excuse
Just my intuition telling me we shouldn't reproduce
I know I have to end it
But pretend to just suspend it
By contending that I'm busy all week
I let the foregone linger on
Text back with an emoticon
Withdraw from you by being oblique
Inside I know my tactics just delay it
But I'd do anything so I don't have to say it
I'll draw this out forever like it's Vietnam
Then one day I'll be gone like Bambi's mom Awww
Cause there's the right thing to do
Then there's what I'm gonna do
There's so much I should say
But instead... I do the fade away
Now I'm fading like chalk on a sidewalk
Or the polio virus after Jonas Salk
Like a Jewish guy at Arby's on Yom Kippur
The Whig party post Millard Fillmore
The erection of a man on antidepressants
The cast of Diff'rent Strokes after adolescence
Reproductive rights below the Mason Dixon
Native Americans after the barter systems
Your thyroid gland after Hashimoto

The family in the Back to the Future photo
Yeah I fade away

We say that men are asshole who don't communicate
We revel in our victimhood and amplify our hate
We find ways to be indignant like it's a sport
Then dissect their malignance with the views we distort

The way men break up may be sloppy and terse
What they do is bad, but what we do is worse

We pretend to ourselves it's the nice thing to do
To let you down gently by just not fucking telling you
And deep down we know it's the worst way to play it
But we are what we have... huge pussies

And women are hypocrites
Especially ones in comedy bands
We see your faults but not our own
Then we wonder why we're all alone

We fill you up with maybe's, excuses and stalls
But like a baby in China... it's better to have balls

Not the Good Wife type like Christine Baranski
So I'll pull out and leave like I'm Roman Polanski

Cause there's the right thing to do
Then there's what I'm gonna do
There's so much I should say
But instead... I do the fade away

Like Verbal Kint fading into Kaiser Soze
The rights in Arizona for a guy named Jose
Opportunities for a college grad
The love between your mom and dad
Gonna Peter out like a gay Cetera
Iranian relations since the Regan era
Black Nike sales after Heaven's Gate
Summer Camp attendance at Penn State
The name Adolph after World War Two
Like Debbie Gibson's pop career, Out of the Blue

Yeah I fade away

Cause I don't wanna get to know you
I just want to blow you... off

People are People

November 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the most predictably common responses I get when I read comments on other blogs or forums linking back to one of my own articles goes something like this:

“He’s a great writer, but it’s all such bullshit because people are people, everyone is different. We’re all individuals, there is no universal ‘human nature’.”

I will admit there was once a time when I would’ve had the same response. An integral part of our feminized, equalist conditioning teaches us to reject propositions of ‘human nature’ – really even venturing to guess about it – in favor of a blank slate philosophy. Equalism, the religion of feminism, cannot exist in a world predicated upon even a margin of common influence determined by our biology’s, our evolved psychology, or even evidence of the mechanics which account for that collective influence on human beings.

It’s not that most people subscribing to this wont admit to extrinsic influences on the individual when pressed, it’s just that they believe that freewill, conscious effort and determined conviction will lift the individual above their biological *limitations* and therefore the greater collective. And, in focussed concentration, on a by-person basis they’d probably be right. What they don’t account for is

acknowledging the subconscious influence of extrinsic and intrinsic prompts that motivate human beings to hold those convictions in the first place. The evolutionary, innately biological *limitations* they wish to rise above aren't "bugs" they're "features"

The standard rationale fallback of the feminine mindset, NAWALT ("not all women are like that") finds its roots in the individuated, experiential reasoning of the blank slate, "people are people" equalist reasoning. While I think that a wholesale rejection of individual personality development is an extreme, it's merely the other side of the extreme coin compared to a wholesale rejection of environmental and biological influences on personal development – then extrapolated to social and cultural extremes. This is where the "people are individuals" mindset flourishes.

Peripheries

When I was in college I was a competitive fencer (Epée and Sabre if you must know), and it was from my fencing coach that I learned a very valuable lesson in psychology. He told me, "When you are facing your opponent, concentrate your vision directly at where his eyes would be behind his face mask. You cannot possibly track the tip of his weapon with your eyes, and neither can you focus enough attention to follow all of his body movements." What I learned was that when you apply focus to that central point, your peripheral vision aids your subconscious understanding of what your opponent is doing. It's in the uniting of this gestalt, peripheral awareness and a focused awareness that makes for the best competitors.

Human beings have an amazing capacity to multi-task, but a real trained focus on multiple sources of stimuli was problematic for us in our evolutionary past. Too much constant stimuli leads to sensory overload and a breakdown in functionality, which then proves fatal if we're distracted from reacting to a lethal threat. Thus we evolved psychological mechanisms to push less (though still) important information to the peripheries of our conscious awareness, to afford us a mental acuity on information of more importance.

An entire world goes on around us that we are only peripherally aware of, and in some sense only exists in our peripheral consciousness. For instance, at this moment you're probably focusing your attention on this text on a computer monitor or maybe a mobile device, but in your peripheral vision you interpret and understand that there are other things in the environment with you, pictures on the wall, a cabinet, maybe a nearby printer, etc. You're reading this text, but you know they're there. If someone threw a ball at your head right now you'd reflexively react to it by focusing your awareness on the incoming projectile.

Our conscious awareness works much in the same way. We push less pressing information and conditional awarenesses to the peripheries of our awareness and concentrate on more pressing information until such time (if ever) that we choose to address those issues. Sometimes we call this insight, but it's really the focused effort of applying our consciousness to conditions, thoughts and self-acknowledgements that we have pushed to our peripheral awareness. For instance, I'm typing and concentrating on what I'm writing here, but in my peripheral awareness I know I have a meeting to attend in a few hours, and deeper than that I know I'm a 44 year old married father and how am I going to make a significant impact on the world in my next 10 years?

One of my personal, foundational theories about psychology is that people are intimately aware of their own conditions.

On some level of consciousness people understand what has influenced them, what has motivated or demotivated them. They may only be peripherally aware of those conditions, they may be more

introspective of them, but they understand that those influences exist for them. For as much as a single mother may say she's not looking for a supportive father figure for her child, she still knows, if only peripherally, the reality of her condition as a single mother. A post-Wall, childless never-married woman of 38 is intimately aware of her condition and the reality that comes from that.

This isn't to say that people are all-knowing about what creates these conditions, but it is to say that we are aware of them. In fact I'd argue that for the better part most people are unaware of the origins of their conditions until someone or something with a broader perspective can bring them into an awareness of their origins, but they realize the conditions that contribute to their present state.

The Devil Biology Made Me Do It

A large part of the red pill perspective leans on evolutionary psychology. Of course evo-psych isn't the only factor in red pill awareness, but for the vast majority of Game deniers (people unaware of the origins of their conditions) this poses a problem of convenience. When the revelations of evo-psych agree with our comfortable social models and ego-investments we're all too happy to embrace the science. But when the science shows us the more uncomfortable truths about evolved human nature, the reaction is to either question the 'science' or blame the moral conviction, resolve and character of the person/people expressing that aspect of human nature.

Presently we have an active debate on SoSuave all sparked by a woman decrying the evils of 'men behaving badly' (i.e. not in accordance with the feminine imperative), and her presumption that those men find a convenient absolution for that behavior in blaming how nature has made men 'the way they are.' This of course is the inconvenient flip side to the War Brides phenomenon, but the basis of her argument is rooted blank slate individuated equalism.

Hypergamy (an evolved species-survival schema) doesn't care about personal conviction, freewill or definitions of moral behavior, it just *is*. So in the interests of perpetuating the best interests of one sex (and by extension the entire species) social and cultural norms fluidly evolve around it to accommodate what's really an uncomfortable aspect of our humanity. Can Hypergamy be controlled? Can men's sexual impulses be tempered? Of course, but not without the effort of freewill, conviction and social structures. I know of precious few men who've blamed their infidelity or sexual impulsivity solely upon their biological makeup. With the exception of the more natural Alphas, more often than not it was a carefully calculated (Game) and coordinated event.

People don't like the idea of not being in control of their lives and themselves, and they certainly won't tolerate the uncontrollable extrinsic reasons for other's behaviors. We like the idea of personal responsibility, because it implies order in an otherwise chaotic world. In fact, due to this, people are far more likely to attribute their failings to their own personal decisions. It may be a confession of a lack of their own control, but it still implies that they once had that same control to lose and can again regain it.

I've written in the past that nature trumps conviction, and I still hold to that estimation. People have called me to the carpet over that assertion, but I don't think they really understand what I mean by it. The nature is the environment in which we live in, the nature is the condition. Conviction, freewill or even notions of morality cannot exist if 'nature' isn't the dominant, operative environment we exist in. It's not that we can't rise above our natures, it's that we should have to in the first place.

System Failure

November 7, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As a personal rule I never engage in political discourse either on this blog or on the SoSuave forum. For the same reason I'm cautious about relating my own personal experiences as illustrations of larger social dynamics, so too am I not inclined to relate my political views because they pollute a clearer understanding of these dynamics with suspicions of bias. That bias comes in many forms – personal, moral, political, etc. and I make a conscious effort in every post I publish to focus strictly on the underpinnings of every dynamic I explore with a minimum of personal input.

I realize that observing a process will change it, but I make my best efforts to be an objective observer of whatever I explore. Sometimes those observations are complimentary to those who agree, and sometimes they're insulting.

That said, some specific inter-gender social dynamics demand a recognition of elements that contribute to bias when that element is itself the social dynamic. Issues of morality, ethics and social conduct are the easiest examples of where the particulars of a truth run headlong into how the genders perceive or modify that truth to their benefit.

Our modern political landscape and how it has evolved according to gender specific influences is another dynamic that deserves observation. I understand even a cursory analysis of political dynamics is fraught with the dangers of speculation, bias and deliberately distorted perceptions, but these liabilities shouldn't excuse us from making the attempt to analyze them.

What's brought me to this subject today was a very profound comment made by none other than Mark Minter, a Rational regular and in my opinion one of the manosphere's best assets. I'm going to repost his comment below and let it speak for itself. Some of his analysis I may disagree with, but really only in terms of his attention to details. However the majority of it I do agree with and I thought his observations needed a larger stage to be expressed upon.

Before you read this, let me be clear, I have never edited nor censored any comment (except spam) in the history of Rational Male no matter who comments or and no matter how I may disagree with what's expressed. That said, I would ask that commenters on this post be conscious of its purpose – observation of the social dynamic. There is a plentitude of postings on which to comment about our political environment over at The Spearhead if you wish to vent your ideological frustrations. I'm interested in social mechanic of what Mark is proposing here.

This is my analysis of the election. And this is my manifesto.

Here you had a sitting president that had everything going against him in voter sentiment, ambivalent economic data, if not bad data, a general lack of confidence of his ability to be a significant leader, and still he could not be beaten by his opponent.

This has been the on going theme of my comments. Women are winning. Women are going to win and impose the changes on society that they wish and there is nothing you can do to stop it.

The reason Obama won this election and why the Republicans were not able to gain any ground in the legislature was women. Pure and Simply. This election was about women. And the men lost. If the economy had improved even by a few percent more, then the

election would never have been this close. Obama appealed to women and would've blown Romney away. Romney was only in the race because of his ability to run on the economy and the antipathy that conservative white voters have towards Obama. In the Senate races, Women won every race except for Maine where an independent candidate won, and the woman came in second. The conservative came in last.

The forces arrayed against you, socially, economically, and politically are insurmountable. You can scream, whine, blog, comment, whatever, and you will not turn back the march of history. Even if the number of Red Pill aware men increases ten fold in the next few years, it still will not stop the inevitable erosion of the position of men, not only in America, but throughout the rest of the world.

Now, I am going to tell you in no uncertain terms, if you have a dick then you are on your own and the forces of the world are arrayed against you. You can expect no political support, no social support, no support in the workplace, no support in the courts, with the police. Whether you realize it or not, women are a bigger enemy to you than any Arab, any Iranian, any Chinese.

Your last chance to even slow this march was just lost. Democrats made a lot of hay about the Clint Eastwood presentation during the Republican convention where he used a chair as a prop and addressed a hypothetical Barrack Obama in the chair. It was said that was the essence of the Republican party, angry, old white men railing in their anger at a black Democratic president. And more and more of are those old, angry, white men are going to die and not be replaced in the pipeline. In 2016 there will be even fewer of them and more and more non-white voters will move onto the voting rolls to replace those white male voters that will die over the next four years. Obama received 93% of the black vote, 69% of the hispanic vote, and 74% of the Asian vote. Romney won 59% of white voters. There will a smaller percentage of white voters in every election cycle from here on out.

But the real issue was the gender gap. Women favored Obama, 54 percent to 44 percent, while men chose Romney by an almost identical margin, 53 percent to 45 percent. Mothers were more likely to support Obama (55 percent to 45 percent), while fathers sided with Romney (55 percent to 43 percent).

“Democrats effectively made the case that issues important to women, not just issues like abortion and reproductive rights but economic issues of equal pay and access to jobs, those issues resonated with women,” said Ron Schurin, a political scientist at the University of Connecticut. “The Romney campaign seemed at times to be tone deaf on those issues. They tried to make a case, they just didn’t do it effectively.”

The key race in the election cycle, the bellweather indicator of things to come, was the race between Scott Brown and Elizabeth Warren. Expect this formula to be repeated by Democrats in subsequent elections. Elizabeth Warren was an academic, a law professor from Harvard, with a specialization in Bankruptcy. So expect more races where a female former professor without any political baggage or experience will run, and win, on women’s issues that are masked as issues for families, for the “middle class”. It is my opinion that Elizabeth Warren will run for president in 2016 and will become the nominee. And more and more women will move into elected office and those women will push issues favorable to women as their primary agenda masking those issues as “for children”, “for education”,

“for families”.

Also, the story of the next four years will be stagnation on issues involving spending, spending cuts, unless it is a measure that effects women. Then public opinion, the media, and the army of women will coerce the Republican legislature into caving. When there are cuts or spending deals to be made, expect the deal not to cut things that would have a more direct effect on women and pushed towards cuts that will affect men. If defense is cut, that effects men, fewer soliders, fewer defense contracts. Expect less stimulus spending on infrastructure, again more jobs for men. Expect this ongoing deal, tax cuts for the wealthy or business in exchange for what women want. Expect head start, health benefits, food stamp progams, education, aid to dependent children to be untouched. Expect more legislation like WAVA and IMBRA. Expect an EEO interpretation that further broadens sexual harrassment and sexual discrimination.

You all need to understand in no uncertain terms, women despise you, they think little of you. They believe you brutish and violent, bull headed, and fundamentally stupid. They see you as big children that must be controlled and disciplined in order make you useful to them. And if you are not useful to them, if you do not provide those things that they wish from you, actually, more correct to say, those things they need from you, then you will not be a part of their lives.

And they are earnest and driven in structuring society and the law in such a manner that you are no longer needed.

They are now avoiding marriage in droves, deferring pregnancy and motherhood, and using men, more and more, as forms of recreation and, less and less, as a necessary partner in the scheme of life as they are defining it. Their job and their female friends are more important to them than you are. They are celebrating and defining single motherhood as the form of child rearing preferable to a two parent household.

And you should expect the bad behavior of women in relationships and in social situations to only get worse. There is a massive demographic shift that has been occuring since the end of the birth control. Compare the dearth of child bearing age women against the number of men from 19-55 that chase those women, men that throw deals and enticements at the feet of those women, with the rise in social media mechanisms available today that permit women to be approached and have those deals thrown at their feet, and you have a recipe for more trouble ahead for men. Pity the poor boy born in 2007 when there was a birth rate of 4.32 babies born per 1000 people to the birth rate in 2011 of 1.9. There will be no girls for 50% of those boys, given that men tend to pair with younger women. If you wish to see the impact of demographic discrepancy on female behavior, study the history of Wyoming. Men literally had to pay women to have relationships and she shopped for the best offer. She would go to a dance with one man and leave with another because she received the better offer.

So, I say to all of you, on this key date, this moment of national introspection that occurs every 4 years on election night when the character of our society unveils itself in the form of the ballot, we most certainly have entered into a new era of history. I call it the PostModern because I can only define it right now as what it isn't and I am not yet able to define it for what it is. You can call it Post Industrial. You can call it the Third Wave, the first being

agriculture, the second being industrial.

But you can expect to see the world, society, and the relationships between men and women begin to organize in other means, other forms, other measures, than anything that has ever come before. The Modern Era, for as long as we have any sort of social memory has been organized along the lines of the family and the marriage between men and women.

Everything was based on this, from work, to taxes, to even how houses are aligned along steets, neighborhoods are built, and how maps are drawn.

You need a new paradigm, new thinking about how you filter the information that your senses provide you and what you make of it. You need to question any value, any moral, any religion, your patriotism, your chivalry, your male code of conduct, any generalization, any stereotype, any caricature, anything that is an artifact from the Modern Era. And you need to replace it with something, something more PostModern. You can't look back any fucking more. Those days are gone and will never, never return.

Start with this statement right here and make it the first declaration in who you are, what you will be, and will do, what you won't be and what you won't do, and how you judge and think about the world

"I will be nobody's fucking slave and nobody's fool".

You owe nobody anything. You owe women nothing. You owe society nothing. All of those things, those forces, those structures wish to impose a slavery on you and you need begin to reject it right now. You need redefine to yourself, "What it means to be a man." And you need to begin to live that declaration of what it could, should, and would to be a man if you filter that determination with the first filter.

"I will be nobody's slave and nobody's fool".

We will stop being men that are useful to women, useful to society and start being men that live life on their terms. You have a power that you give away. We voluntarily let chains be placed on you because we think that is what "The Good Man" does.

Re-evaluate everything.

Revolt.

You cannot change where the world and society is going. But you have the power to change your life so that you live it on your own terms. There will be no "macro" solution to the angst that you are feeling. There will be no grand social movement to correct the wrongs that you experience in your dealings with women and in how society views and what it expects from men.

But you have the solution in your hands.

Game.

Not just "Game" as pick-up lines, but "Game" as a way of viewing women, as a way of viewing life, as a way of reconstructing what is right and what is wrong, as a way of reacting to the changes that are beyond your control, as a way of dealing with the structural and social changes that already have come and inevitably are coming.

Don't worry about the world, worry about your world.

"I will be nobody's slave and nobody's fool.

Ever.

So when future historians look back on this PostModern time and make generalizations of this age, let them say:

“It was time when the men started being men, free men, that lived free, and no longer accepted the roles as slaves that society and women had imposed on them.”

All In

November 12, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I can remember reading with great interest the particulars of Tiger Woods' affairs when they went public. Considering his talent and drive I had always thought he'd cashed in far too early by marrying his Swedish model, but this woman represented the feminine archetype most men idealize for most of their lives. When the unattainable becomes attainable for a man so deprived, he tends to look past anything but his most immediate gratification.

However, Tiger was following a common script for beta men, and just this weekend a new example of this script has been illustrated for us in the resignation of General David Petraeus. Petraeus' story

is a classic tale of when youthful beta idealism, an almost self-affirming obliviousness of the SMP, and a Contextual Alpha status run headlong into the realities of our contemporary sexual marketplace and the brave new world of a fem-centric society.

Understandably most of the media concern about Petraeus revolves around the political implications of his resignation as CIA director, but there's much more 'under the hood' here with respect to how he came to resign. For the breakdown have a read here for the timeline of events.

First and foremost, Petraeus is a beta. I realize that's going to come off as presumptuous on my part, and possibly offensive, but I'm making this assessment based on history and behaviors here.

Disgraced former CIA Director David Petraeus exchanged a sexually explicit email about having sex under a desk with his mistress and continued to pursue her by bombarding her with thousands of messages even after she had broken off the affair it has been revealed.

I have no doubt that manosphere readers subscribing to the "Leaders of Men" definition of Alpha will have their rationales about how Petraeus was never really Alpha, or his actions prove his betaness, but his story follows a common pattern for betas in a feminized social structure. He married his idyllic 'high school sweetheart' and launched his military career. Only later in life does he become aware of his true SMV as his wife's nose-dives after hitting the wall. After his contextual Alpha status has been established he begins to come to awareness of his now matured SMV, and a flirty, subjectively attractive, late 30s PhD looks a whole lot better than clinging to the idealism that's kept him unaware of how the SMP really works.

For young idealistic betas, the fairytale scenario of marrying the 'girl of your dreams' out of high school (college?) seems perfect. If you need a musical example of this, listen to any Taylor Swift song or 'Hey there Delilah' by the Plain White T's. The idea of only ever having sex with that one special girl, that "genetic celebrity", only reinforces the fantasy for a young beta who's never gotten laid before. At 17-19 this seems like conviction, but 37 years later, and after realizing his true SMV it's a liability; it's a sacrifice that cannot be appreciated.

The cruel hoax is then revealed once a man becomes established in his personality, his career, his maturation and mastery of his particular elements. His achievements are commonplace to the wife he's been with for decades, but they're a wellspring of attraction and arousal for women unfamiliar with how he achieved them. As I outlined in Navigating the SMP, there comes a point (usually by his early 30s) that a man, at least should, become aware of his higher sexual market value while realizing the SMV declination of the woman he's committed himself to. He starts to see the code in the Matrix, and the long term wisdom, or lack of wisdom, his youthful idealism led him to.

The Status-to-Marriage Failsafe

As I stated though, a man *should* become more aware of his higher SMV as he matures. For some, this is an internalized, subconscious acknowledgement –it's something a man knows, but either hasn't the reason or the opportunity to act upon it. For other men it may be a more overt acknowledgement, one useful in prompting dread or reigniting competition anxiety in women. Still for others, such as Petraeus, the acknowledgement doesn't really come until the right opportunity to address it comes along. In this case in the form of Paula Broadwell.

One societal fail-safe against this inevitable male SMV awareness the feminine imperative has established for women comes in tying a man's status to his degree of commitment to his wife. For as accomplished and determined a man is, for as lofty as his achievements may be, in girl-world none of

that matters unless it directly benefits a woman he's committed to in an enduring security. Beyond the obvious financial imbalances written into our contemporary divorce laws, there is the societal aspect that accompanies a man's 'downfall' when he cheats on his wife. Tiger Woods could weather the cash & prizes settlement of his divorce, but what he couldn't weather was the hit to his reputation. His status, his personal perception, was damaged as a result of his breach of contract.

Similarly Petraeus, a General with the distinction of a storied military career and directorship of the CIA had his status diminished as a result of this status-to-marriage association.

To further complicate matters Petraeus himself 'believes' in this status association so strongly that he was willing to resign his position – relinquishing the source of status that made him attractive to the likes of Broadwell – in order to comply with it.

Back to Beta

Petraeus' story of beta doesn't end here. As his relationship with Broadwell decayed we can see further evidence of reverting to beta in his 'thousands of emails' to her. As with most people reinserted into the SMP after having married in their youth, Petraeus reverts back to the only social skill set he knew when he was dating his wife – an adolescent social skill set. So the beta desperation comes back strong. For all of his post-revelation posturing about how "We all will make mistakes. The key is to recognize them and admit them, to learn from them, and to take off the rear view mirrors – drive on and avoid making them again." Petraeus literally made thousands of them. Like any desperate beta I've consulted with, he 'wants his girlfriend baaaaack' and so, like a teenage boy, inundates her with a barrage of emails over the course of months – not unlike the battery of texts Tiger Woods sent to his mistresses.

I often get criticism for suggesting men 'explore their options' in their 20's. Spin Plates, learn Game, understand the intricacies of how a feminized acculturation has crafted men to be what the imperative would have them be. The idealistic zeal of young men is admirable, (it's what makes us men) but it's important to take a long-view of how that idealism is useful to a feminized society. Have a look at the context and reporters uncovering this story. There is no male perspective, there is no male insight, only the reactions of a female perspective in accordance with the feminine specific understanding of the SMV and the social failsafes instituted by fem-centrism.

The set of convictions idealistic young men cling to today aren't what they believe they are. Your ideal of a "quality woman", you're grandfather's high school sweetheart who was your grandmother are useful archetypes that the imperative is more than happy to have you delude yourself with. There may have been a time when that idealism meant something, but it's important to understand that it is now a tool of a feminine-primary acculturation.

Case Study â◻◻ Inspire Her

November 14, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



My good friend Greasy Pig from the SoSuave forum needed some Game analysis.

Damn, Rollo! Now I'm starting to second guess myself. lol

One of my plates sent me a topless pic, so I responded very positively. I didn't gush compliments, I just told her it was an awesome pic and she had nothing to be ashamed about with her body.

I was using the 'reward good behaviour by giving her your attention' philosophy.

Interestingly, she hasn't sent any more pics. I've subtly suggested she should send more but she just laughs it off.

Maybe I shouldn't have been so quick to respond? But how do you know when and what to reward with your attention?

Context is King.

The deductive (beta) response for a guy receiving a topless pic is to applaud it, encourage it and reinforce it in order to get more and / or confirm for himself that he's "in there" with this girl.

The problem is that the attention you give her is in the context of your approval. Your approving of her topless pic satisfies her reason for sending it – male affirmation of her attractiveness. Once satisfied there's no reason to send more, or really any reason to pursue a guy who will default to giving her unearned approval. Strippers know this dynamic well.

The counterintuitive (Alpha) response is a measured disapproval, or casual indifference. That disapproval shouldn't be a negative rejection of her, but rather an invitation to try harder with the next one. This is exactly why short text-long response time Game is effective – it provokes imagination in women. Neg Hits are based on the same premise; redirection of qualification. Most of women's shit tests can be circumvented or turned to your advantage by keeping your focus on redirecting her qualifications *of* you into her qualification *for* you.

Shit Tests (revisited)

The subconscious understanding is that a man with options (a presumptive Alpha) will be preoccupied with more important issues than a topless shot of some new girl he may or may not be interested in, and, is so flush with other potential women who are interested in him that hers may be one of many women's boobs he's seen previously or even that day.

Try to imagine the process of what went on in this girl's head. She had to think about taking the shot and what it would prompt in you. She probably wore something she thought was sexy to cover the rest of her, looked herself in the mirror, posed, took the shot, reviewed the picture to make sure she looked good, then pressed 'send' and sent it to you. It may not seem it, but that's a lot of complex decision making on her part.

The suspense, the imagination of what your response would be, all serve to stimulate that chemical rush she finds thrilling. You might think, "well duh Rollo, that's the principle of 'gina tingles'", but it's really different because she is the one self-stimulating that rush, not a guy, not you. She may get tingles from your response, or her imaginings of how you'll respond, but it's the uncertainty that prompts the rush. Now think about the millions of 'self-shooter' girls doing exactly the same thing, for exactly the same reason.

When you immediately respond in the affirmative it ends the rush she wants to savor. Conversely, when you prolong that rush (and maybe add a bit of playful indignation) you stoke that Alpha fitness uncertainty in her even further. In a sense this puts you into the position of being her drug dealer – you're the guy who gives her that rush. And like the junkie she is, she will pursue you to get it.

Right now this girl is laughing off your suggestions to send you more topless pics because you failed her shit test. A lot of men think that a shit test always comes in the form of bitchiness or sarcasm, but women test more often with lures of access to their sexuality as a measure of men's Alpha fitness. And the more you suggest that she send you more pictures of her tits, the more certain she is that you aren't the Alpha who gives her that rush.

You must inspire a woman to acts of sexual spontaneity, you can never ask for it. When you ask a girl "show me your tits" and she does, it's great, but when she flashes you without asking, it's inspired.

Glitches in the Matrix

November 16, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Every so often there's a visible glitch in the feminine Matrix. Usually these come in the form of some notable men making an obvious push back against the fem-centric social undercurrent. When these 'glitches' are brought to the notice of femcentrism the predictable social response is to resort to the standard shaming schemas and brandings of 'misogyny' of the offenders and moving on.

I was going to use super bowl commercials as a convenient illustration, but in the recent decade even these have been sanitized and reformatted to serve the feminine imperative. But this commercial is something else. Naturally it's a european TV spot; the thought of doing a spot like this would never enter the minds of fem-centric American ad agency creatives.

A few years back Harley Davidson brushed the surface of the dynamic this commercial taps into. They had a campaign with the tag lines of "Go ahead, we'll wait 'till you ask your wife." and "Your wife called, she said it was OK." all referring to men purchasing a new motorcycle. In Harley Davidson's instance the sales motivation was male shaming with the intent of questioning the men's "manhood" in who really makes the decisions for them. Women get a knowing snigger from it, and men are pressured to buy with the reminder of how truly controlled they are by the women in their lives.

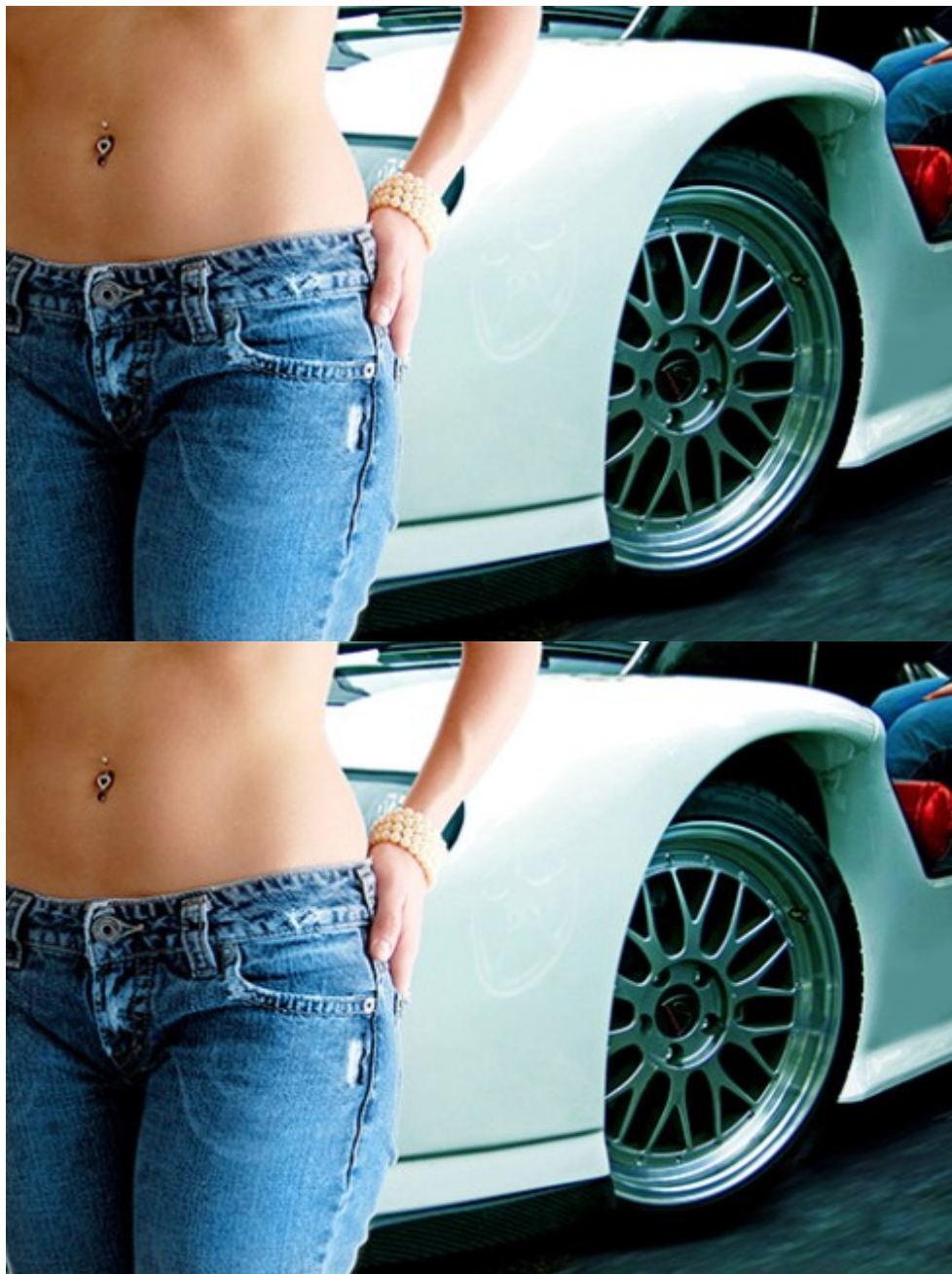
Where the Harley campaign had an element that women could positively relate to, this commercial pushes past this dynamic and exposes in no uncertain terms the ugliness of fem-centrism. I can't be sure, but my guess is that most of the reactions these men's wives had were genuine. With the exception of the woman at the end smashing the windshield (dramatization) it looks as if most reactions were shot unbeknownst to the women. The producers wanted a visceral effect and they got far more than they probably bargained for. The commercial has since been excoriated by women, the advertising community, and was of course pulled by Toyota. Women didn't like what the mirror reflected back at them.

The dichotomy here is that hypergamy propels women toward the most dominant, *decisive*, Alpha their capacity to arouse can afford them, but their need for long term security conflicts with entrusting a man with decisions that directly affect her. The solution then is to socially limit or eliminate a man's ability to make decisions based on his (a masculine primary) frame. When one woman in the clip screams, "You are so selfish!!" you're seeing the visceral reflex of the feminine imperative clashing with the masculine imperative.

If and when a new masculine-primary social paradigm evolves, expect the feminine social reaction to be equally as hostile.

Mid-Life Crisis

November 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



After watching last Friday's video a few times I thought about how ironic it is that a man should be made to feel infantile, or "less than responsible" for indulging in his own wants. For certain a surprise sports car purchase may be an extreme example, but sometimes over-exaggeration is necessary to illustrate a larger point. That larger point is the nature of defacto personal and social control women exercise over men. It's part of the feminine Matrix to think that 'responsibility' should be uniquely framed in what best serves the feminine. We literally don't know any other way to interpret it most of the time.

When a man begins to 'go rogue' the feminine imperative has many pre-established social conventions to mediate this. Obviously designating 'responsibility' to serve the feminine frame is the social control, but there are other powerful conventions that the imperative uses. One of these is the Myth of the Mid-Life Crisis.

A lot of hokey comedies have been produced covering mid-life crises. Usually the main characters are cast as overweight schlubs trying to recapture their by-gone days. In real life men are ridiculed, usually around age 40, for losing their mojo and acting ‘irresponsibly’ or ‘erratically’ in some silly gesture of reclaiming his independence. However, this masculine shaming hides a more desperate latent purpose for the feminine.

The SMV Crossover

The most stereotypical mid-life crisis occurs for a man around age 40. It’s important to remember that a man’s SMV really begins to peak between 38-42. It’s at this point that men have the best chance to truly unplug from the Matrix; and it is also at this point that the Threat of a man becoming self-aware of his now fully developed SMV has it’s greatest urgency for women to repress him from realizing it. Even life-long blue pill men *generally* come to an understanding that their wife’s SMV has dropped and their own SMV is greater. For the first time in his relationship history, he faces the Cardinal Rule of Relationships from his own perspective – women need him more than he needs women.

The feminine imperative has come to expect this awakening. In decades past, before there was a formalized Game, before there was the connectivity we have today, the feminine imperative relied upon social controls that limited a man’s becoming aware of his SMV. Through pop-culture and mass media men were taught to expect this ‘crisis’, even enlisting men to promote the idea. However, the imperative cast the ‘crisis’ as irresponsible and juvenile. It relied upon the time-tested shaming of masculinity in the hopes men would self-regulate when the time came that his SMV outclassed that of the women in his life. So we got hokey movies, and ridicule of men wanting to trade-up their wives for ‘trophy wives’.

Mid-Life Awareness

Probably the most common story I experienced when I did peer counseling back in Nevada was the disillusioned married guy. Most of these guys were professionals, mid to late 30’s and all their stories were the same; “I feel like I’ve done everything anyone ever expected of me for the past 10-15 years and I get no appreciation for it.” These guys “did the right thing” and either their wife’s were unresponsive to them or they still viewed these men as a “fixer upper” project that they were constantly working on.

This experience is what helped me to better understand the myth of the Mid-Life Crisis. Men, in most western culture’s do in fact experience a mid-life crisis, but this isn’t due to the trivialized and oft ridiculed by pop culture reasoning. Women, and feminization, would have us believe that men experiencing a mid-life crisis need to buy a sports car or divorce their wives in favor of a ‘trophy wife’ due to some repressed need to recapture their lost youth. This of course fits into the feminized myth that men are egoistic, simple creatures and masculinity is infantile in nature, but this only serves to reassure women that they “still got it” at 40.

The truth about men’s mid-life crises isn’t about recapturing youth, it’s about finally understanding the trappings they’ve been sold into through their 20’s and 30’s and coming to terms with that often horrible truth. Some men do in fact buy the sports car, get the new hottie wife or act in some fashion that appears reckless and irresponsible. This isn’t due to infantilism, but rather new understanding of their own position as men. They’ve “lived responsibly” for so long and for so little appreciation that when that true realization is made they feel the need to move. They’ve become respected, put in the hours, the sacrifice, the censoring of their own views. They realize now that they’ve sold off true

passions in favor of maintaining what others have told him was his responsibility – whether it was his choice or not. And all for what? A fat wife? A shrew? Maybe even a fantastic marriage and a wonderful family life, but also a nagging doubt about not seeing enough of the world by 40 because of it.

I worry about men who don't come to this crisis, these are the men who are truly lost. These are the guys who remain life long AFCs, happy in their ignorance.

Shallow

November 20, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Recently Vox had a not unexpected run-in with the ladies over at [Aunt Giggles' Beta Emporium](#) regarding one of my favorite feminine social conventions. There's a very definitive feminine ownership of certain terms that the feminine imperative uses to maintain its primacy. Like any good ideology, control of the messaging is vital to perpetuating the feminine social frame. Thus terms like "shallow" and "superficial" are contextually defined from a feminine perspective and, through shaming, serve to enforce feminine primacy.

There are a lot of applications women will use "shallow" for, but the primary use is to shame men's natural arousal/attraction cues being based on physicality. As I detailed in [The Wall](#), women have a life long relationship with the impending decay of their only real agency over men – their physicality and their sexual access.

Why should physical appearance be a criteria for anything? The operative question; Why should the importance Men place on the physical always be characterized as "superficial"? Why is it that a man is "shallow" for following his biological imperative, while a woman seeking commitment is considered "prudent"?

Because women are only acting on behalf of their own biological imperatives when they do so. Like all feminine social conventions, if men can be made to believe that a woman's best interest is actually his own, she retains control of the frame. How do they effect this? Repeat it over and over until men identify with it and it becomes a societal norm. This then places men into a state of internal conflict – they're not *supposed* to want hot women for fear of being deemed “shallow”, but yet they always seem to find themselves attracted to, and aroused by, the most physically ideal women they encounter.

Controlled Selection

So, how, and why, then does this social convention work? Why is it necessary? The simple answer is that the latent purpose of shaming men into denying their own biological imperative better serves to maintain women's control of hypergamous sexual selectivity.

The cold hard reality all women face is that, in the sexual market place, they are always a depreciating asset. In a biological sense, a woman's sexual marketability decreases as she ages, but even when this isn't universally the case, the insecurity that comes from realizing this decline is still present for women. With effort, a woman can be sexually desirable at 40, but the internalized anxiety she experiences from having to remain sexually competitive with women 20 years younger doesn't diminish – at some point she'll lose her edge.

In order to counter this dynamic a social mechanic had to be developed. Men would need to be shamed for their biological preoccupation with younger, sexier, more sexually available women that they naturally, and observably, prefer. If men could be socially and psychologically convinced that physicality (their primary determinant for attraction & arousal) was less important than intellect, integrity, or any other esoteric, moralized virtue (or the perception of it at least), this then (theoretically) levels the playing field of intra-sexual competition among women. By making his importance of physicality “shallow”, women of all shapes and sizes could be instilled with “inner beauty”. It's what's on the inside that counts and any man to disagree is “shallow”, “superficial” and thus undeserving of their intimacy.

With this social convention in place women can have their cake and eat it too. Sexual selectivity in their youth and a relative assurance of that same selectivity in securing a long term commitment of male provisioning as they age. Social convention circumvents biology and women retain the frame. It's only when “scientists” such as myself pull back the curtain and show you the Wizard of Oz that men are labelled “misogynists” or “superficial.” It's the perfect convention; one that even in revealing it still shames the one doing so – or at least calls into question his motives for doing so.

“Shallow” at Home

How important does the role of attraction play in a relationship? The funniest thing is you can apply the same idea to women with regards to a man's level of success. If a guy cheats on his girlfriend or wife after she ‘lets herself go’ and puts on 20 extra pounds he's called ‘shallow’, yet if a woman leaves a guy who's out of work and/or lacks a certain level of ambition she's just “being prudent” or doing what's in her best interests and her children's. It's a man's biological imperative to mate with as many fit and attractive females, while it's a woman's imperative to choose the male who is best capable of satisfying hypergamy and providing her with long term security, and by default to ultimately share in parental investment. But, feminized society calls a man ‘shallow’ and a woman ‘wise’ for embracing the sexual strategies and arousal cues nature has dealt for them. So it's my advice that we stop accepting this epithet of ‘shallow’ as some kind of punishment for simply being a

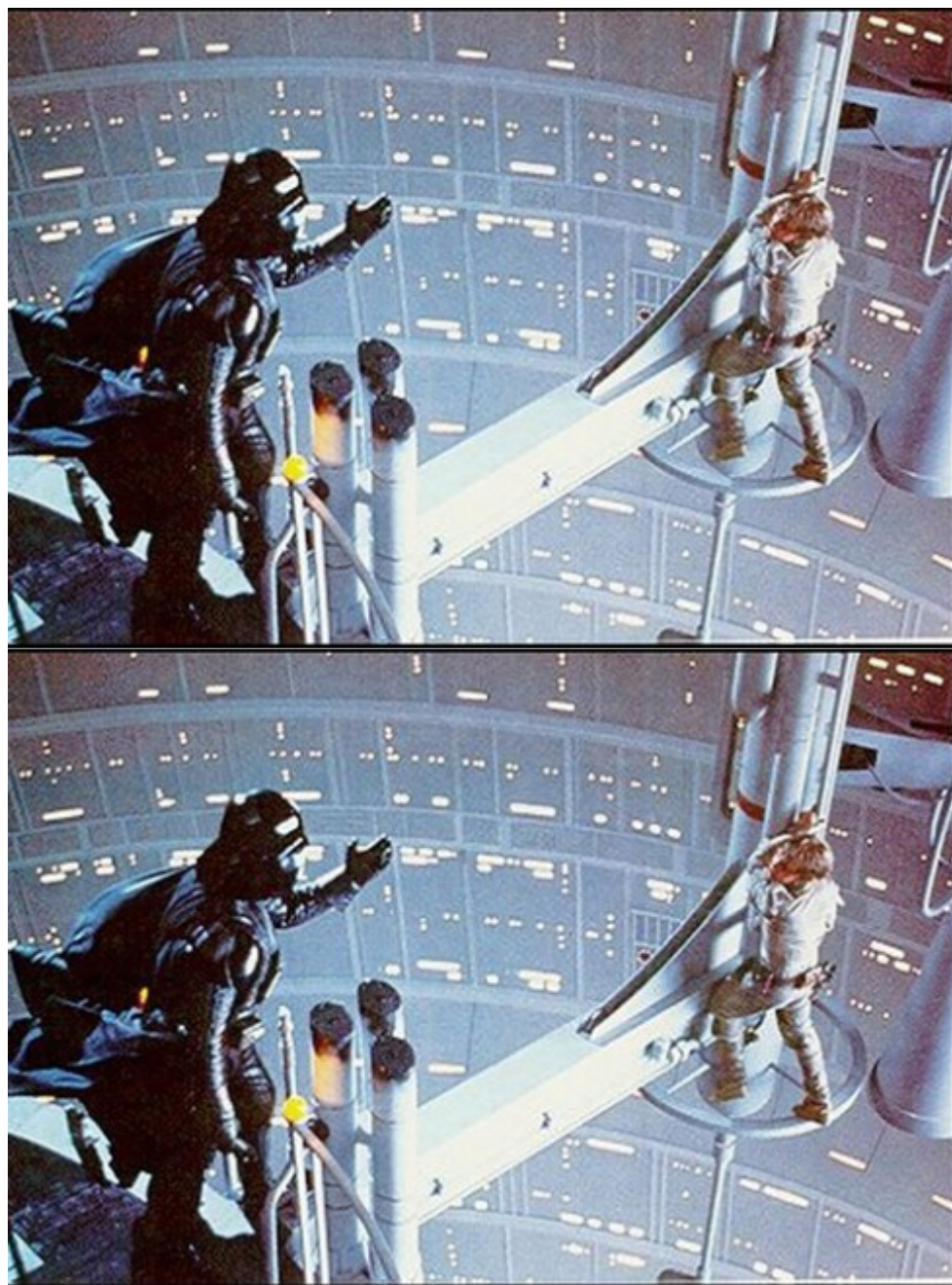
man.

I can remember a poll thread on SoSuave we started that went something like, “What do you notice first about a girl?” and went on with physical attributes like Boobs, Ass, Legs, Hair, etc. The thread basically devolved into a ‘you’re just shallow’ flame-fest, but it was fascinating to see the pre-set responses from the teenage male members. Answers that didn’t even apply to the topic like, “I’m really only interested in her ‘great personality’” were common from the more plugged-in responses. This idea of not coming off as ‘shallow’ even in a relatively anonymous forum just proves how endemic this notion of ‘shallowness’ really is.

Embrace your testosterone, really, it’s OK. No one faults a woman for not being attracted to an ambitionless, unsuccessful guy. You shouldn’t feel guilty for admitting to a preference for a girls ass or the size of her chest.

Promise Keepers

November 21, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had a 25 year old guy relate to me recently how disappointed with himself he was. He'd gotten together with a new girlfriend, made that commitment of exclusive monogamy, and had all the noble intents most betas assume when they enter that form of pseudo-marriage. The problem was that he'd had a fuck buddy for some months prior to his 'legitimately' dating his now girlfriend and regrettably had to cut her out of his life. Predictably, the FB was upset as most become when presented with losing the investment of all those sexual encounters unencumbered with little or no emotional rewards. The guy was determined to honor his arrangement with the new GF, but the FB persisted and became more emotionally invested until they settled upon a 'just friends' solution to their prior involvement.

After a week the guy has doubts about the GF and since he and the FB are 'still friends' they get together to discuss said doubts. Needless to say this discussion then leads to comfortable, reliable,

“sure thing” sex with the former fuck buddy and now we come to the regret and disappointment he feels about himself. One might think that this is a simple case of a 25 year old sorting out what works for him sexually and his struggle with monogamy in the light of having other actionable options, but his disappointment doesn’t originate in this.

“I feel like a piece of shit because i promised my self over 10 years ago I would never do this. I broke my only promise to my self that I always stuck with.”

I found it interesting that a then 15 year old boy would have the prescience to make some vow of fidelity to a future girlfriend (or wife) to himself. For obvious reasons he didn’t strike me as particularly religious – he didn’t have a ‘promise ring’ on either for that matter. So what was it?

“I can pick up girls and bed them no problem anymore, but when it comes to relationships, I’m lost completely. And yes I do feel like something is missing with my current GF.”

That explains part of it. Alpha while single, beta when monogamous is a very common theme for the feminized, preconditioned youth of today. And of course in light of having (and having had) other sexual options that Alpha-Single / Beta-Monogamous conflict about a girlfriend is to be expected, but that still didn’t explain the promise or the disappointment adequately.

“I felt like a piece of shit. Over 10 years ago when my Dad cheated on my mom, I PROMISED my self i will never be like my father and cheat. I never cheated ever, until tonight. I feel numb, confused, and dont know what to do.”

Slay the Father

One common theme I’ve encountered amongst the more zealous beta White Knights I’ve counseled over the years has been this determination, bordering on fanaticism, with outdoing the life-performance of their asshole fathers. Before I go on further, many of them had legitimately rotten, alcoholic dads, who were abusive to them and their mothers. Others had the perception of their fathers colored for them either by their ‘strong independent®’ single mothers, or by watching their fathers resolve their own beta tendencies in a post-divorce life. Whatever the case, each of these guys had a mission – to be a better man than their father was, protect their mothers, and by extension the future mother their girlfriends and wives would become for them. His father’s personal failings would be his personal triumphs.

The problem inherent in this modern day Oedipus scenario is that the feminine imperative is more than happy to use it to its universal social advantage. Feminization and its blue-pill conditioning of boys to be better “men” is defined by how well that “man” is acceptable to a feminine culture. Thus we get gender blurring, and boys are taught to pee sitting down by single mothers because “your asshole dad always made a mess and left the lid up.” Better ‘men’, uniquely feminine-acceptable men, pee like women.

The father-hating boy becomes the masculine-hating adult beta male. Feminine social conditioning is cruel to be sure, but nothing cements that conditioning in better than a living example of what a man is *not* to be and then committing your life to *not* becoming it. As I stated earlier, those considerations may be legitimate, but the end result is the same; a beta who thinks women will categorically appreciate his devotion to the feminine by his promise not to become like “other guys” – like his asshole dad.

This is in fact a very solid extension of Beta Game’s presumption that women will view him as

unique amongst other men for being so well adapted to identify with the feminine. And of course the majority of women who care more about dominant Alpha characteristics, who have no appreciation for his 'promise to be a better man' then become "low quality" common women to him.

This then is the root of the conflict the guy in my example is experiencing. He's coming into a more mature understanding of what his father experienced with his mother and women, and it's clashing with that adolescent declaration of devoting himself to what he thought, and what his conditioning at the time, was his imperative.

"If I'm a better man than dad I'll be deserving of love the way I envision it, I'll be appreciated and hypergamy will be inconsequential due to the equity I'll invest in our relationship."

Only at 25 he progressively finds that he is just as human, just as male, as his father was.

Beyond Oedipus

Unsurprisingly this is a *very* tough psychological schema to dig out of a beta who's invested his ego in it for so long. Even when he experiences firsthand the trauma of realizing that women aren't the way he's always believed they would be and taking the red pill, this 'promise to be better' persists. Layer onto this the social reinforcement of the ridiculous / reprehensible male, and compound it with either his mother's vulnerability or her consistently negative characterization of his asshole father, and you have a recipe for a permanent blue-pill existence.

That said, it's not impossible to unplug 'promise keepers' with enough harsh, experiential reality to awaken them out of their adolescent paradigms. Making them aware is the toughest task, but introspect on their own part is the next step. It's very important to recount the ways 'bad dad', and your reaction to him, has directed and influenced your interactions with women. It is a supremely uncomfortable epiphany for 'promise keepers' to realize that Mom is just as *common* as the women rejecting him, who are helping him realize his adolescent presumptions were wrong. Most 'promise keepers' are shaken awake by two sources: the consistently incongruous behavior-to-stated-motivations by women, or by his own internal struggle with keeping his promise in the face of what he can't quite place is what's in his best sexual interests.

Chauvinism

November 26, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



chau·vin·ism

- 1: excessive or blind patriotism — compare jingoism
- 2: undue partiality or attachment to a group or place to which one belongs or has belonged
- 3: an attitude of superiority toward members of the opposite sex; *also* :behavior expressive of such an attitude. Compare [male chauvinism](#).

I had an interesting conversation over the long weekend about my *Shallow* post with a few red pill friends. The topic of NLP ([neurolinguistic programming](#)) and how select terms are ‘owned’ by the feminine imperative was discussed. It’s interesting to dissect how the terminologies of certain [feminine social conventions](#) have entered our contemporary lexicon as the ‘official’ definitions we simply take for granted in our blue-pill ignorance.

The subjective nature of terms like “Shallow” and “Superficial” are easy examples of this feminine repurposing, but then you get to “Misogynist”, “Sexist” and of course “Chauvinist” and you can see how these ‘official’ terms evolved into what they are today. In fact, “Sexism” was so universally defined as male-specific, Websters needed a new word to describe a female form of sexism, “reverse-sexism.” And of course “Misandrist” still gets the red underscore of a misspelled word in my WordPress spellchecker.

Chauvinists

The problem I see is in defining ‘Chauvinism’, particularly as opposed to ‘Misogyny’ – they’re practically synonyms in the lexicon of the feminine imperative. The biggest fallacy I think most AFC

guys and all women I've read write on Chauvinism subscribe to is that women own this term. It is absolutely possible to describe a woman as a Chauvinist, but in a modern context it has been uniquely defined in the masculine. In fact, to get down to the roots of the term when it was defined as a masculine attribute, the original terminology was "male chauvinist pig" courtesy of Gloria Steinem and the militant feminist movement of the 1970s.

However, more important is how the term has become synonymous with masculinity. For the past 40 years it's been developed in westernized society that masculine = chauvinism and that any uniquely masculine trait, behavior or characteristic is at the very least suspect, if not outrightly so, chauvinism.

Why is this? Why should a man be labeled 'chauvinistic' for expressing his masculinity? Masculinity and the behaviors that are derived from it are no more negative than those expressed in the Feminine depending upon individual conditions. But it's the masculine that is vilified by both sexes (at least in the last 60 years).

Positive Masculinity

Why can't the masculine be a positive? The underlying theme for Rational Male is an effort to get back to a positive definition of masculinity. That's not advocating a wife-beating, caveman ideology, rather it's a move back to defining the masculine in terms that don't equate it with chauvinism. The difficulty occurs in attempting to relate to both men and women a need to unlearn this pre-described terminology, that even our own parents helped brow-beat into cultural consciousness. Chauvinism as masculinity has been parroted constantly for so long now that a new generation of AFC sons from AFC fathers now resort to internalizing this doctrine and ego-investing themselves in avoiding anything even remotely construed as masculinity in a desperate attempt to identify with what other women repeating the same ideology (masculine equals domineering oppression) have been socially conditioned to accept as what a man should be to achieve the 'gift' of their intimacy.

Then men are ridiculed (even by their own) for even prompting the thought that something might not be entirely equitable in gender relations when behaviors consistently don't match ideology. The man to even subtly point out inconsistencies in women's behaviors is automatically a Chauvinist for exposing a feminine weakness in their argument. And now we come full circle and hear a constant bemoaning from feminized pop-culture, "Where are all the REAL men these days?" Why can't we have Superman again? All in complete, blissful ignorance of the history and circumstance that have lead to the decline of positive masculine males.

The only reason men outside the sphere have any impression that the manosphere is based in Chauvinism is because they have no grasp of the true definition of the term, nor do they understand the engineering which evolved the term to what it is now. It's far easier to engage in misguided attempts to identify with the feminine; to spit back the rhetoric women say they approve of as a condition for their intimacy while simultaneously contradicting themselves with their own behaviors.

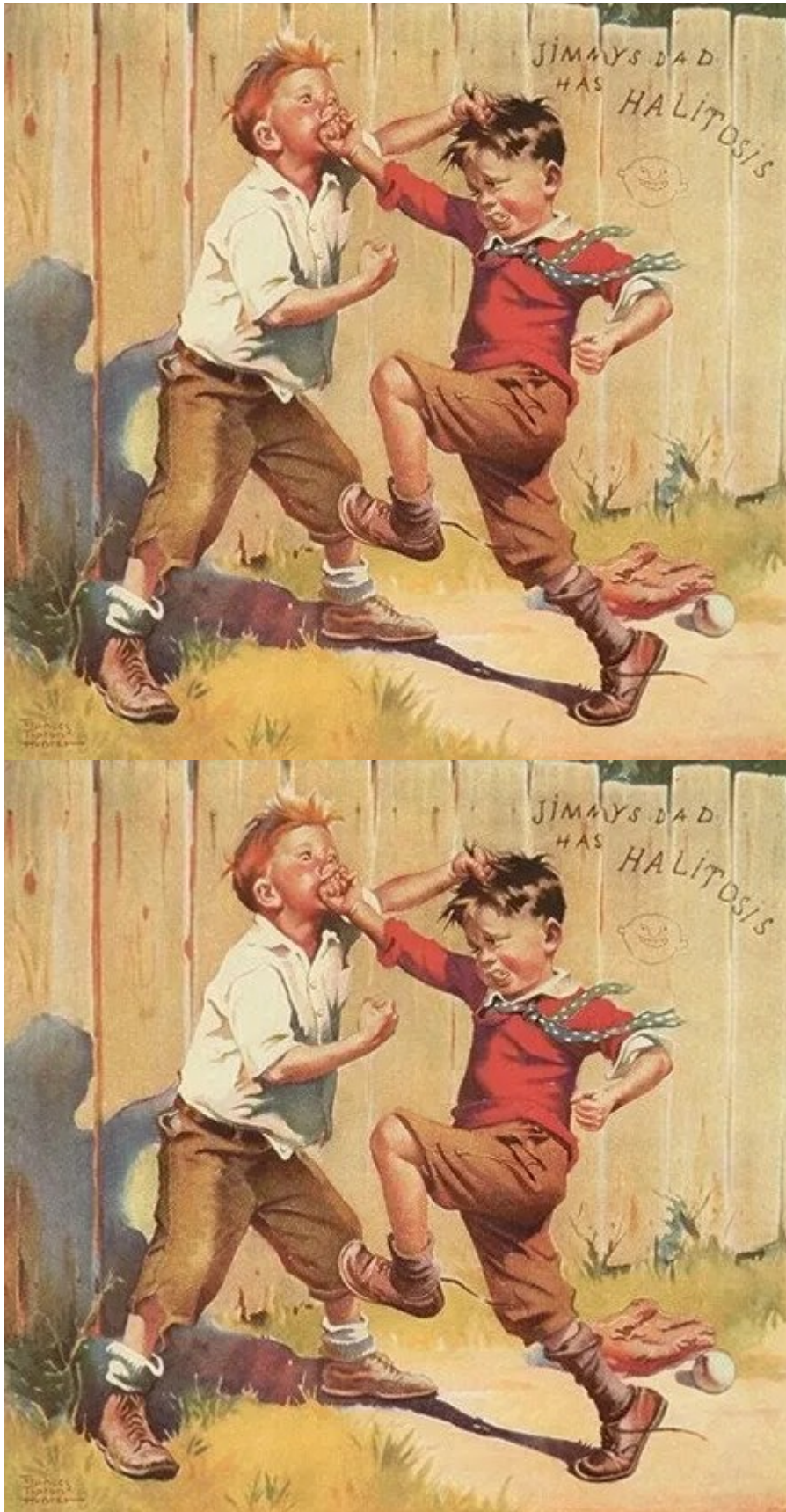
For far too long young men have bought the basic Carl Jung psycho-babble women have repeated since the 60's – "Men need to get in touch with their feminine side" as if this were the ultimate in female identification and an avenue to their intimacy. In fact the opposite is true – men need to rediscover their masculine sides and be unafraid of the consequences. In my experience the manosphere makes the single best attempt to do this in modern culture, *without* resorting to actual misogyny.

It's time to stop buying the lie that masculinity is laughable, ridiculous or definitively negative. The world desperately needs Men. Men with strength of will to pass the meta-shit test of a feminized

popular culture when it tells him he's pitiable because he's been poisoned with testosterone and the traits that make him masculine are to be controlled as character flaws.

Boys will be Boys

November 27, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There is an interesting subset of men that has evolved in our feminized social environment over the past 60+ years. I can't quite refer to them as Betas since that seems too broad, and though Roissy's

initial coining of the term “Herb” (as in ‘herbivorous’) seems useful, these ‘men’ are something belonging to that set, but actively embracing and advocating for the feminine imperative. “Vichy Males” is probably a good starting point; men who are so invested in the conditioning of the feminine imperative that, unaware of how it affects their own interests as men, actively collaborate with and promote the feminine imperative’s social reengineering of masculinity.

These ‘men’ are not the oblivious blue-pill guys that the manosphere takes efforts to unplug from the feminine Matrix. They are the advocates of gender realignment, the male feminists, the men whose perspective it is that a more “equal” society is one in which masculinity is redefined to better convenience the feminine imperative. These are the ‘men’ who emphatically define “healthy masculinity” in a feminine framework where the results of testosterone and all of the innate traits that make one male are character flaws that disturb a feminine defined ‘equality’.

For the better part, Vichy Males are more or less oblivious to the feminine imperative that’s conditioned them. Whether this is a willful denial or simple indifferent ignorance is debatable, but in either case these men take the identification schema of Beta Game to the logical extreme. In some instances I’m certain the most successful amongst them make a livable wage from their dependent feminist evangelism (the feminine imperative rewards only the most Alpha-like crusaders who tow the feminist line), but for most, their advocacy is really an extreme form of identification-for-intimacy Game. In a world of White Knights, to seem unique requires a greater devotion to the feminine imperative.

Social Engineering

I had originally intended to use The Frisky’s most recent ‘feminizing boys’ article as my example for today’s post. It certainly raised the hackles of a few commenters from yesterday’s Chauvinism post, but unfortunately it’s too easy a target – it’s an incomplete beginning that doesn’t show the inevitable result of the feminization of boys. Women are encouraged to teach boys to be more like girls, teach them to pee sitting down, embrace their emotionality, cry on demand, and basically act less like little boys have an innate knack for, etc., but this is only half the picture. Those boys grow up into the gender-confused feminized men women later despise.

For the other half of the picture I present to you the most recent gender-fare from (once again) The Atlantic – The End of Violent, Simplistic, Macho Masculinity. Kudos to *The Atlantic* for its gender neutrality in allowing a Vichy Male like Thomas Page McBee to join the ranks of Kate Bollick, Hannah Rosin and Sandra Tsing Loh for their monthly serving of feminist triumphalism. McBee and his male-apologist sympathizers are the end result of “teaching boys to be feminists.”

While McBee is barking up the Hugo Schwyzer tree, this article reads like an exposé into the mental reasoning of a fully feminized Vichy Male. It’s more or less what I’ve come to expect from masculine apologists but I thought I would highlight the parts of it that give us an insight into the conditioning of the feminine imperative.

From the opening sentence we get an overview of how the Vichy Male’s perspective aligns with his feminine assimilation.

Boys aren’t supposed to do a lot of things: show fear or pain, compassion or tenderness; but of course men feel a full range of emotions, whether we’re “supposed to” or not.

There’s never a question about the dynamic of boy’s / men’s expectations of restraining their emotionality. The main presumption that the feminine imperative indoctrinates in its adherents is that

gender is a social construct, and as such the “supposed to” aspect of this assertion is really a presumed societal expectation. Not even an afterthought is given to the idea that perhaps men aren’t wired for emotions in the same way as women. This of course might give pause to the idea of a blank-slate people-are-people equalism so the imperative conditions those questions away from any critical analysis.

However, even if this were the case, and gender was a social construct, might there have been a good reason that boys were taught in the past to suppress their emotionality and rely more on rationalism and determination to endure pain? Perhaps it led to better, more pragmatic decision making? Again, these are questions the imperative can’t afford to have concrete answers for.

The other is more personal. I know that if you are a man, you’re reading this with awareness or resistance, that how you interpret these men says a lot about the type of man you are. It’s easy to pretend to be objective, to describe a movement as if I’m not invested in its outcome, but as I researched this story I realized that I couldn’t tell the truth without exposing all of it: healthy masculinity as a sea-change, and why I want my own counter-narrative to be part of the turning tide.

Here we have a man parroting the standard male-shaming the feminine imperative conditions into women. The circular argument goes like this; if you’re a Man with a different interpretation of masculinity and this redefinition offends you it’s because you are insecure in your masculinity. This is a standard trope feminism has bred into the past 4 generations of men and women – “if you don’t agree with the feminized interpretation of masculinity it’s due to your insecurity in your own masculinity.” Ergo, you’re less of a man for disavowing the interpretation. And this interpretation of ‘healthy masculinity’ is one which more perfectly aligns with, and doesn’t inconvenience, the feminine imperative.

He points to data: Generation Y men do more housework and are more involved fathers than any generation in American history. They also have more cross-sex friendships, which Kimmel suggests means that young men see women increasingly as true peers—equals—in life and work.

Again, more feminine-centric presumptions about male intent. Nowhere is there a consideration given towards motive or the socio-economic variables that may have led to these data.

He lists some of the words the men at the summit used to describe healthy masculinity: nurturing, kind, positive, good, caring, courage, confident, inclusive, courageous, honest, accountability, and respect. Not your father’s Marlboro man—but maybe closer to the reality of your father. Which is the point. “We have an exercise we do where we ask men and boys to name the strongest man in their life and then talk about what it is that makes him strong,” McGann says. “Most of the time, it’s their father or a counselor or a minister, and the ways in which they care for them. Or it might be about integrity, or it might be about their willingness to stand up for what they believe in, their compassion, all those kind of qualities—which are much more qualities of character. Those are always the things that we’ve associated with healthy masculinity.”

Here we see the feminine imperative evident in the qualities that *should* make for a “healthy masculinity.” Dropping a few of the more subjective qualities on this list, you could easily describe

women having a “healthy femininity” with these characteristics. The aspersions of the ‘Marlboro Man’ is simply one more caricature of masculinity that’s been a go-to derision of the feminine imperative for decades.

The main problem with the Vichy Male characterization of a new “healthy masculinity” is that their comparative definition of ‘traditional masculinity’ has been so distorted by the feminine imperative over the past 60 years that it’s become a straw man parody that’s easily knocked down. The former “masculinity” they oppose is the ridiculous, beer swilling, fart joke, boob mesmerized, borderline abusive masculinity that’s been reinforced in pop-culture courtesy of feminization. A masculinity that requires a uniquely feminine correction is the mental image these men cling to while establishing themselves as the perfected, new and feminized version of masculinity. In other words, masculinity can **only** be positive in a feminine defined social framework.

The toxic narratives of unhealthy masculinity are often unquestioned, and they start very young. “There are no four more depressing words in educational policy circles than ‘boys will be boys,’ ” Kimmel says. “Because when do we say that? We say that when we throw up our hands in resignation that we can’t do anything. Why don’t we say ‘boys will be boys’ when a man wins the Nobel Peace Prize?”

Because doing so would give unique credit to masculinity as being the source of a man’s ability to achieve a Nobel Peace Prize through sheer determination – and that’s a credit the ‘equalist’ agenda can’t afford to have men think about. Boys will be boys and truly, despite the feminized bleating, women wouldn’t want it any other way. Boys will take risks, boys will injure themselves, boys will leave the security of the safe side of the sidewalk their mothers forbid them to leave, because that’s what boys do.

Compassion might be a place to start, for yourself and others. “Trying to hold men accountable connects to unhealthy masculinity,” McGann says. “I’ve said for years that one of the things about unhealthy masculinity, or dominant stories of masculinity, is that men are **socialized** to push past pain, ignore pain, like it doesn’t harm you in any kind of way, you’re not vulnerable. If you can’t really recognize and experience your own pain, then how can you do it with anybody else?”

Men push past pain for good reason – it is the key to growth into a healthy maturity. Men push past pain, not just a social expectation from other men, but because of the same expectations from women. It’s by necessity, not social pressure. Very few men fail to recognize their own pain, but a feminine mindset determined to vilify masculinity would rather we believe that not expressing that pain is always a net negative. The irony this mindset is oblivious of is that at the first mention of a man’s pain, at the first expression of his own self-concern he is accused of bitterness. “You must’ve been really burned to think what you think.” This is the root of the Male Catch 22.

Like a lot of guys, I had a shitty dad. He was uneasy in himself, abusive, shut down. Being a guy to me seemed located in his hamstrung emotions, his uncomfortable displays of drunken vulnerability. I remember him singing Frank Sinatra in this mournful voice, how I pitied and hated him, how **I never wanted to become him**.

“No Luke, I am your Father.”

“That’s not true!,...THAT”S IMPOSSIBLE!!”

I suppose I should mention here that virtually all Vichy Males are Promise Keeper.

Whether or not men know the phrase “healthy masculinity,” signs of changes are blooming everywhere. I think about Kimmel, who says the roots of the shifting gender roles are a movement away from rigidity. Feminism allowed women to unlock the parts of themselves society kept from them, and now men are doing the same. He posits that a cure for what ails us that sounds familiar to me, the work I’ve done to become my own man embodied: “I don’t see us as becoming a more masculine culture or a more feminine culture, I see us becoming a more balanced culture,” he says. Look at the last election: men helped vote women into power all over the country, including a transgender woman in New Hampshire.

Mark Minter, paging Mark Minter, please report to the comments section, thank you. One element I find interesting in feminist men is a desire to experience the same so-called liberation from a masculine gender role assignment that feminist women claim to have. It’s as if the feminine identification isn’t complete unless they can tap into that same gender straightjacket indignation release women do – they can’t be ‘equals’ unless they suffer a similar (albeit self-constructed) gender role release. This is the level of conviction Vichy Males strive for.

One part I do agree with though, “Feminism allowed women to unlock the parts of themselves society kept from them, and now men are doing the same.” The tragic irony of women’s innate Hypergamy’s unfettered release on men is entirely lost on McBee. And yes, Men, Alpha Men, are now released from the same previous constrictions.

Men are embracing a more nurturing fatherhood with zeal, from Michael Chabon to the super-engaged, former stay-at-home dad Chris on *Up All Night*. And *Modern Family*’s dinosaur patriarch, Jay, is as old-school as they come, especially next to his touchy-feely son-in-law, Phil. In a reversal of past tropes, however, Jay’s blundering inability to connect to his feelings makes him the joke to be tolerated and Phil’s the man of the moment. More techy than macho, he’s thoroughly nonplussed when he realizes he’s on a gay date just as he’s being kissed.

As I stated above, the only model for masculinity these ‘new men’ have for comparative purposes are the distorted archetypes of masculinity that a feminized pop-culture and media has characterized for them, and here we have the perfect example of this. When all you’ve ever had representative of a masculine archetype has been ridiculous cartoon characters of men, it’s not such a daunting task to “be a better man” than them. In fact, the episode McBee describes here not only props up a “dinosaur patriarch” archetype, but also knocks him down with a character he identifies with in being the ‘new’ definition of masculinity. Yay, for team ‘new man’!

You can read the article in its entirety if you have the stomach, but it essentially ends on the same note as my last highlight here.

Positive Masculinity

Our popular conscious perspective of masculinity has been remolded by the feminine imperative and fed back to the likes of Vichy Males like McBee here. I wish I could say he was an outlier, but he’s not. He’s one more crab in the barrel pulling frustrated, confused and conflicted men back down into feminization. Maybe unwittingly, maybe as a form of Beta Game, but men endorsing and evangelizing the feminine imperative are the most effective ambassadors of the imperative. It’s men, and particularly ones other men respect, who make the best tools for feminization – in fact men’s

participation is an integral part of the imperative's effectiveness in social engineering.

One aspect of McBee's misgivings I do agree with is the need for a Positive Masculinity. A masculinity **not** predicated on the social interests of the feminine imperative. One defined by uniquely male standards that embrace our natural capacities for focused aggression, that accepts rather than derides the effects of testosterone as a constructive (and yes, destructive) part of our natures. We need a masculinity that recognizes women's innate arousal and attraction to it as something that sets men apart by its difference from women, **not** one that attempts to homogenize and androgynize it to be more palatable to women. A masculinity that is respected for being the predominant driving force in what our species has become as a result of it. A masculinity that is unapologetically dominant *and* beneficent.

We don't need men to get in touch with their feminine sides, feminization has reinforced this for far too long. Masculinity isn't about 'men behaving badly' in a feminine context, nor is it about parodies of men rediscovering "manly pursuits" pre-manufactured by what the feminine imperative laughs at men for.

Masculinity is about Boys being Boys, and Men being Men.

Friends Like These

November 29, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

RT, I just finished reading [Playing Friends](#) and I was wondering, what would be a good way to tell a woman that you don't accept her "olive branch"?

Should I ever encounter this situation, I would like this tool in my arsenal. The best reply I can think of would be "That's not a good idea" and walk away.

Any better phrases out there? What is the ideal "level" of confrontation to use?

As I said in that essay, when you do decline a LJBF a certain amount of tact has to be involved. Any overt 'in your face' response will prompt an equally overt confrontational response. The trick is to convey your non-acceptance of her offer in as covert a fashion as possible, but still courteous or at least "business-like."

The first obstacle men have to get over is that LJBFs are **rejections**. They are not genuine offers of some kind of enduring friendship. This goes back to what I've written about [intergender "friendships"](#), and a lot of AFCs get it into their heads that they're going to buck a trend and actually be 'besties' with their LJBF girl. I've already covered most of this in that essay so I won't go back over that, but the natural inclination for most men when faced with a rejection – that most often comes after a very long period of "sniper mentality" – is to opt for the path of least resistance and certainly the one which will make him and her the least uncomfortable. Women know this. This is precisely why a LJBF has been proven so effective for generations. It gives both parties an acceptable *out*, or on his part, an *out* that at least blunts the rejection.

The Process

The problem with all this is that the LJBFed guy is caught in the process without ever having understood that he's playing a predictable part in a feminine social convention. So he sees the LJBF as an event rather than what it really is, a feminine-approved socially permissible mechanism for rejection. As a guy gets consistent LJBFs he begins to see the process, but all this comes after having had exclusively invested himself in the LJBF girl up until the point of the rejection. This is where the "frustrated" part of AFC comes from; his investment.

That's the first part; a man has to recognize the LJBF for what it is. This is part of the learning process because a guy has to also do some very important self-analysis at this point. Most chumps will self-evaluate and try to find flaws in their sniping. "She might have accepted me if I had done X, Y & Z to prove I'm worthy of her." Rather, a guy ought to self-realize why he was in a potential LJBF situation in the first place. I'll tell you now, if you got a LJBF rejection, odds are you went about the process wrong. You sniped, you pined, you most certainly placed yourself into a position of qualifying yourself to her and thus handed her the frame from the outset. As I've mentioned in some previous essays, you most probably believed the lie about "women needing to feel comfortable with a guy" and jumped past the uncomfortable sexual tension of attraction directly into the comfort of rapport and familiarity.

Now, I'm outlining all of this again to emphasize that any response you can give a woman issuing the LJBF rejection should be done so from a position of complete awareness. It's not the actual words you say so much as you understand how you got to the point of a LJBF rejection. In other words you

are most likely, at least partially, responsible for allowing it to get to the point of you having to counter-reject her LJBF.

“No, thanks.”

So then how do you go about it? Some have offered the blunt “I have enough friends” line, but you’ll deal with the social fallout of such an overt counter-rejection and most likely get the “you’re an asshole response”. Depending on how comfortable you are with that I’d say it’s fair game, but don’t expect her not to behave like this. Women’s easiest recourse at that point would be to think all you were interested in was fucking her. I realize how shitty that seems, particularly when most guy’s getting the LJBF are there after having tried for months to get to the point of pressing the issue of intimacy and applying all the effort and personal investments (not limited to just missing other better opportunities). How could she possibly come to the conclusion that all you wanted was to get in her pants? It’s her only social acceptable, ego-preserving recourse, despite all you did to “prove” yourself up to then.

There’s couple of better ways however. One is allowing her to deliver the LJBF and let it roll off. You don’t have to be a prick and say “thanks, but no thanks.” You could simply let the rejection go and strategically withdraw – so long as you think you can do so. Cut off all contact and move on to spinning plates as you should have been anyway. This is simple pragmatism, if not a bit introverted, but the end result is the same – she gets the message that you’re no longer wasting yourself on her as a cause.

The other way is a the assertive counter rejection. This is not an overt “I have enough friends” response, but rather a drawing of attention to the social contrivance she’s using and explaining it to her in direct terms.

After her LJBF, you can say, “I really wish I could be your friend, but I’d really thought we meant more to each other than that after so long, and honestly, I’m looking for more. Sorry, but I guess I was wrong about you.”

I wouldn’t use this verbatim as some kind of script to follow, but this approach effectively puts the onus of the rejection back on her and makes her aware of the LJBF as a rejection. It’s very similar to a neg hit in that it puts her into a position of not qualifying for your own intimacy. The idea is to defuse any “he just wanted to fuck me” ideas *and* draw attention to it as a rejection. The problem with a LJBFs as a social convention for women is that it’s gotten to a point where it’s a default, autonomous response, and not a real rejection of intimacy. It’s become such a useful tool that women no longer understand the latent function of it. When they’re made aware of it, in a responsible way, recognizing the rejection aspect is unavoidable. In a rational world it’s a Man’s responsibility to approach, initiate, be decisive, etc. with a woman, it should be incumbent on a woman to give him a straight rejection or acceptance of his approach. Unfortunately not all of us are mature enough at any given stage to do so, so we develop social contingencies to cope with uncomfortable circumstance.

Go Dark

All this said, even after delivering an assertive counter, you **MUST** stick to your choice. You can only walk away with your self-respect and her own respect for as far as you’re willing to follow through with it. Cut off attention, focus on other things, take some time for yourself, analyze how you came to be in the LJBF position, etc.

She **will** try to get you back as a friend (see: beta orbiter), for her own ego preservation if nothing else. Do **not** allow this. It’s not her punishment, it’s not spite, it simple utility. The longer you

entertain her the longer you will be paralyzed. You will be in limbo because you refuse to see her behaviors are her message, not her words. When extinguishing a behavior, in behavioral psychology, subjects universally attempt novel behaviors in order to reestablish a previous reward / reinforcer that prompted the prior behavior. This is called an Extinction Burst. People will do this too. The AFC will step up his efforts in new ways in order to prove his merit for intimacy, and women will be flirtatious and accommodating in ways they never thought necessary in order to reestablish prior attention levels they enjoyed before a takeaway. Be prepared for this.

**This post dedicated to my ever-growing reddit following.*

The Men in the Garage

December 3, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Down Low on the SoSuave forum makes an observation:

I once lived in a suburb where all the men were relegated to their garages. Whenever a garage door was up, there'd be a man puttering around inside. He'd have a couch and desk, TV on, maybe clicking on a computer, and some mini fridge or hot plate going.

Of the neighbors I knew, none of the men were happily married. Some of them were relegated to upstairs bedrooms that had been converted into home offices. Others slept in a different bedroom from their wives. The men made quickie snacks all day out of cold cuts, chips, and cola. They all drank heavily.

Thing is, most of them had pretty good paying jobs and two cars out front. It seems that their wives were all unhappy over living for free in a new house, having a free car to drive, and having credit cards to go shopping with all day.

Burroughs then distills the phenomenon down for us:

Our main weakness as men lies within our inability to recognize when and how men are hated, we want so desperately to believe the illusion, we want so desperately to be liked and wanted and needed, that we have lost all sort of instinct for self preservation, to the point where we will literally jump in front of knives and bullets for women we dont even know.

The system is not designed for male contentedness, it doesn't want male happiness, it wants you to constantly feel incomplete, it thrives off of your insecurity , it needs you to question yourself, it needs you to be in constant fear... of being alone of being a virgin, of continuing to have sex after your no longer a virgin, of being muscular, of not going bald, of this of that of everything.

Because remember you are not allowed a shred of weakness or vulnerability, it stifles the spirit of men it is pesticide on the male soul, society still has no clue, their pumping out these man up articles one right after another arent they?

Have we raised a generation of men that dont know how to be men? Where have all the good men gone? How come women are outperforming men in this and that? They simply will not come admit that this is a result of a sustained effort to disenfranchise men, one in which the end result can only be men turning their backs on a society that will to the bitter end hate on men for doing so.

Because you exist to serve there wont be an equal treatment of male victims of domestic violence, for example, no matter how much the inequality of it is pointed out, simply because you as a man have no right in this society to demand equal treatment.

I think the men in the garages have realized...or are realizing what a terrible waste their lives have been...and that their wives are not their allies but their slave-masters.. nagging endlessly while parasitically living off the income of the husband until such time as he is depleted...at which point the woman can cast him aside while continuing to extort money from the man through the police state....the men in the garage realize this...they realize the lies they have been fed through media and church have led them to this...so they drink....to avoid blowing their brains out.

Stay strong men.

Man Caves & Manctuaries

While I really like the idea of in-garage-bars (I can think of at least 2 I know around here in Florida), I'm of two minds about this. On one hand, I think it's essential for a healthy marriage that a Man set aside his space in the home. This is essential in establishing independent identities that is vital to a woman maintaining respect for her spouse. There are long established habits and interests and things that are part of my personality that I know damn well Mrs. Tomassi loathes, but the moment I allow her to "fix" me is the moment she loses respect for me in my independence because I'd be identifying with what she 'thinks' is best only to placate to her. There has to be that separation or you end up becoming this homogenized, asexual assimilation of what she *thinks* you should be – this is the ultimate form of male supplication. So as a necessary part of living together there must be areas that you are uncompromisingly separate in. This is a HUGE shit test that most married AFCs fail and then become slaves to the expectations and entitlements their wives have.

On the other hand, when routine life with a woman decays into this for a long period of time, understandably even AFCs will want a refuge. This used to be the local bar or some other man's

refuge. Depending on his degree of servitude, a weekend in his “man cave” ends up being preferable to the constant nagging of his wife. This is why escapisms (such as MMO type computer games) are so popular. Working life AND personal life become so intolerable that the escape is preferable to dealing with his realities. So he creates his own treehouse with a big sign on the outside that says “no girls allowed.”

In John Gray’s travesty that is *Men are from Mars, Women are from Venus*, he makes a misguided attempt to characterize men’s want for a cave as something inherent to the male nature. This makes accepting a ‘man cave’ a bit more palatable for women steeped in feminine social primacy, but the phenomenon is so much more as Burroughs illuminated in his post. It’s not a want for solitude, it’s a necessity for escape.

Law 18: Do Not Build Fortresses to Protect Yourself— Isolation is Dangerous

I can understand a want for isolation and an escape, however brief, from dealing with one’s reality. We all have them in one form or another, but what the men in the garage signify is a more permanent form of surrender to feminine primacy. It’s not enough that a man be (even partially) responsible for the provisioning of his spouse and children, she must occupy the home so thoroughly that he’s pushed to the peripheries (sometimes even a separate location) to have any domain over what is his. It may be the garage, it maybe an off-site storage facility, it may be a customized basement “she allows him” to convert, but in the end it’s the summation of his surrender of frame.

It’s gotten to the point that men are so obviously accepting of this frame surrender that his customized, pseudo-bachelor pad, underground dwelling becomes a point of pride for him. It’s something to impress other, equally as frame-oblivious men with. The guy with enough income to maintain a home his wife controls *and* a separate man-cave apartment of his own is envied by men less capable to do so.

What these men don’t see is the danger in their reasoning for isolation. For men so thoroughly conditioned by the feminine imperative, women’s control of the home is a given; it’s just how it is – if they want to get laid with any regularity. While consoling oneself in the garage amongst the big screen TV, pool table and wet bar, there’s not much impetus to give a man insight as to why his ‘fortress of solitude’ would even be necessary for him in the first place. He doesn’t wonder about why he should need to support a home and family while simultaneously living like a bachelor in his apartment on the weekends.

The Couch

December 4, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Romance according to Tomassi, A Field Report

Oddly enough this happened last weekend so it's still pretty fresh in my head. Friday night I was going to meet up with my partners for a holiday drink promo, but due to a scheduling error we cancelled it. Rather than call my wife to tell her I'd be coming home (which would only make her expectant of me), I waited until I was about 2 blocks from my home to call her on my cell phone. I said to her, "I'm thinking about doing something, if I blow off this thing tonight, I want you wearing that hot, white lingerie I like when we fuck." (presume the sale) I could tell I'd caught her off guard and I was *telling* her we were going to have sex later that evening (no asking permission or "can we please fuck tonight?"). She laughed and said "uh sure,..", this was right as I pulled into my driveway and I still had her on the phone when I walked in the door and said "OK, here I am."

Our daughter was at a friend's place so I made martinis for us and purposely only had a light one for myself. I used C&F on my wife while we chatted on the couch. Now, she's used to this from me, but because I'd prefaced the evening with giving her the impression that I was taking time away from other things to come home and knock it out with her. She was eating it up and mirroring my advances back to me. I never saw the lingerie that night because we were too busy going at it right on the couch and then moving to the bedroom. I kept up the C&F while we were at it and there was no "let me get cleaned up before we do it" there was no "we better hurry it up so I can be asleep by 10:30" – it was Game On and we had some fantastic sex all because I was setting the frame.

This is how you "keep it fresh." Understand, this is the same woman I married 16 years ago. There were no roses, there was no 'date night', no wine or a candle lit dinner. There were martinis in my home and me setting the frame. And Monday I brought her a few flowers to reinforce a desired behavior.

Primary Focus

There's a part in *American Beauty* where it looks like Kevin Spacey's character is going to actually reconnect with his sexually ambivalent wife (actually she's cheating on him, but we don't discover this until later). They're getting hot and bothered with each other for the first time in a long time on a very nice (and apparently expensive) couch.

This is significant because the guy and his wife are on the verge of divorce due to their lack of a sex life and for the first time in a long time she genuinely responds sexually for her husband, and you think for a moment there's some hope for them.

As they get more into it his wife becomes fixated on her husband's hand holding a beer and almost spilling it on the couch that they're on. He is totally focused on her, kissing her and not thinking about the beer in his hand. Her eyes are locked on the beer though until he finally notices what is distracting her from him – the beer.

He tries to take her mind off it by focusing more on her, and she becomes even more concerned that he'll spill beer on the couch while they're going at it. She says, "Lester you're going to spill beer on the couch,..", he says, "it's just a couch,..", she then gets indignant about how expensive it is and then he yells, "IT'S JUST A COUCH!"

Do you see what this gets at? This is the real challenge of marriage. Making desire and passion go

beyond the mundane. *That* is what needs to be kept fresh in the face the routine. Single people in the throes of passion don't care if a bottle of wine is spilled on the carpet in the process, married people do. Most marriages aren't destroyed from the outside, but rather the inside. External temptations are easy to resist; it's when it's coupled with internal conditions that predispose us to it that it happens. Telling right from wrong is easy, determining right from right is difficult.

This is the perfect illustration of what marriage has become for most women – there is more attention directed toward externalities and little or none devoted to genuine desire. People experiencing genuine desire for one another don't care about externalities. Nothing else exists to them but the object of their passion (and consummating it); there is no dirty laundry, no stain on a carpet, no neighbors who may hear them fucking, there is only *them*. Today's couples don't have a problem with trust or comfort or logistics, or even respect for the most part – what they have a problem with is desire. Men forget how to create it, women forget how to respond to it.

The New York Times had a recent article detailing the short shelf life of love (particularly in marriage). It's essentially a fluff piece written by a woman obviously looking for an answer to her failing desire by expressing a similar lament for other women in her position. The irony of this article is that when men consider the biological / psychological reasons for why they want to bang other women, they're shamed for lacking self-control or personal conviction. Let a woman do the same and it's a new scientific discovery of self-enlightenment. I also thought the reframe about women actually being the more 'novelty seeking' of the sexes only lacquered on yet more irony.

Be that as it may, it's interesting that the aspect of desire-killing familiarity is finally entering the popular consciousness in our feminine defined world. When you're single, women love to prattle (mostly to betas and themselves) about how necessary it is for them to feel comfortable with a guy before having sex. Of course Alphas learn the lie of this earlier than most, but how telling it is then when the same comfort and familiarity that single women cry for is the marriage-killing factor that married women lament.

Shouting in the Wilderness

December 6, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Hat tip to reader BoxerRearZenith for bringing this to my attention:

Rollo, I've been reading your blog since it's inception. I love how eloquently everything is written and presented; therefore, I'd like your written opinion on this following Youtube video, if possible. It's from ESPN First Take that was shown yesterday and Stephen A Smith was discussing Red Pill rhetoric (Being Anti-Oprah, lol) on a national platform. It was based off Chad Johnson and his wife Evelyn Lozada. And I had this similar discussion with friends who are also fans of this show and they couldn't understand Stephen A's point; even though, he illustrated and demonstrated his points so well. I tried to explain his position and why he went off but I got berated so I let it go. Is there anywhere to simplify his point of view to where my guy friends would somewhat understand? Btw, these are blue pill guys trying to figure why women are the way they are. Basically trying to find the red pill but not knowing to look for it if that makes any sense.

I've used the end summation of Stephen A Smith's opinion here just for brevity's sake, but if you have 15 minutes the entire clip is well worth watching, I'll start by saying that it's good to see even a marginally red-pill aware Man make a statement like this. We're told all the time how football is really the last refuge for masculinity, but I've never agreed with this, and Smith's bold and confrontational words here illustrate exactly how deep fem-centrism has saturated into even the most male of arenas. Smith is attempting to provide just a marginal consideration for a male perspective here and the reactions by Skip and his female co-host Cari Champion are an excellent example of how efficiently the feminine imperative shuts down that perspective. While Smith is obviously agitated and raises his voice, not once is he fumbling for words, nor does he slip and use expletives. He knows his perspective, has done his due diligence and is ready to express it.

And express it he does, but like most Men making public declarations attempting to bring awareness to fem-centrism, Skip and Cari, both obvious Fem-Matrix plug-ins, look at Smith as if he were speaking a foreign language. They can't believe what's coming out of his mouth. So saturated into our social fabric is feminine primacy that the thought of expressing a male-centric consideration, even as measured as Smith's, is alien to those steeped in it.

Even Smith is guilty of this conditioning in his feeling it necessary to constantly footnote his perspective by repeating that he's not endorsing violence against women. He has to do this because, like any other Man attempting to vocally expose fem-centrism, he's learned that the first, reflexive response plugins will accuse him of misogyny. So he must preface his words repeatedly or be dismissed as an evil patriarch. This constant qualification is necessary because the first resource of fem-centrism is to associate any perspective counter to the feminine imperative, no matter how remote, as an act of violence against women itself. Even women expressing a male perspective critical of fem-centrism are subjected to this association.

White Knights of the Feminine Imperative

For all of Smith's intensity his message is entirely lost on an avowed white knight like Skip Bayless. Skip's reaction is that of a well conditioned male in the feminine Matrix. As I wrote in Enter White Knight:

Every random chump within earshot of your conversation about Game, about your ‘changed’ way of seeing inter-gender relations, about your most objective critical observations of how women ‘are’, etc. – understand, that chump waits everyday for an opportunity to “correct” you in as public a way as he’s able to muster. That AFC who’s been fed on a steady diet of noble intent, with ambitions of endearing a woman’s intimacy through his unique form of chivalry; that guy, he’s aching for an opportunity to prove his quality by publicly redressing a “villain” like you for your chauvinism.

If you watch the full clip, Skip’s calling Chad Johnson to the carpet about his domestic violence and impending divorce is exactly what I’ve come to expect from white knight Beta Game. Skip’s provocation of Chad isn’t about his desire to ‘get to the bottom of things’, but rather to establish himself as a champion of the feminine imperative – and by association make himself more attractive to women by being the tough male advocate for women everywhere. Guys like Skip look for opportunities to appear like upstanding responsible Alpha men by scolding true Alphas like Chad in as public a way as possible. Essentially they use the same shaming tools of the feminine imperative in an effort to better align and identify themselves with the women they subliminally hope to impress – and yes, even the married ones.

A beta game response is what I’d expect from this mentality, but I think what red pill viewers of this clip need to understand is the subconscious fluidity with which this reflex occurs. Chad was ready to lay Skip Bayless out on the studio floor, but this doesn’t even occur to Skip until after he’s embroiled in the confrontation. White knights seldom realize the real danger they put themselves in until that white knighthood backfires on them; that’s how internalized the mentality is, it overrides a capacity to see danger cues.

Redirect

Cari Champion’s reaction is also a predictable, feminine-centric response. Where Skip will fall back on the convenient excuse of wanting to ‘get to the bottom of things’ Cari will do what most women will – presume that any man declaring a male-centric counterargument to the feminine ‘has issues’ with women. He’s “expressing a lot of anger” about women, even when the issue isn’t about women, but the societal circumstances of men. Then, as is the standard feminine reflex, Cari makes attempts to reframe Smith’s point to be individually specific to women. Smith makes a good effort of not allowing this reframe, but notice that in order for him to stay on point he must once again reiterate that ‘he’d never harm a woman’ just so he can get back to it.

Recently there’s been some great discussion over at Sunshine Mary’s blog regarding the validity of the feminine imperative as a concept in and of itself. Unfortunately it’s easier to show examples of the feminine imperative than it is to definitively describe it. I think Smith’s efforts here are an attempt to make plugged-in people understand just what the feminine Matrix is. But no one can *tell* you what the Matrix is when you’re in the Matrix. So when you see the lone man shouting truths in the wilderness, it isn’t what he’s saying that’s important, but who is listening.

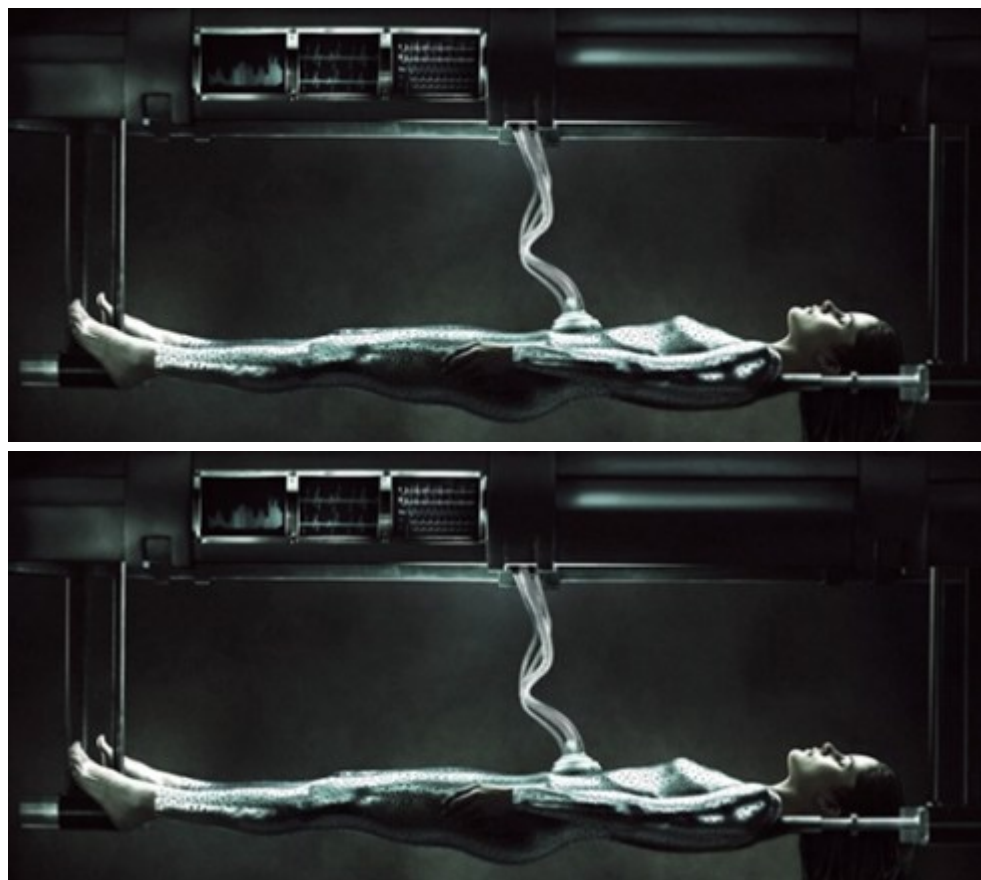
To answer Boxer’s question, I’m not sure there is a way to simplify Smith’s message. Your friends aren’t going to understand it because they have no frame of reference to relate his message to. Everything is fem-centrism for plugins, and the feminine imperative already has long established social contingencies (like the one’s observed in this clip) to dissuade any real awareness of it. I have no doubt that Smith’s inbox was filled with the hatred of countless plugged in men and women arguing for him to seek therapy for his misogyny – which ironically was exactly the point he was

trying to make. One of the most effective social conventions the feminine imperative ever established was disqualifying those critical of it from ever having credibility about it.

Unfortunately Boxer, your friends, like most men, will have to learn from harsh experience to ever be open to seeing the feminine imperative as Smith does.

Awareness and Intent

December 11, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



My good friend DJ Damage had an interesting question regarding last week's post and the time-tested classic LJBF rejection:

Hey Rollo would you say that women consciously know what they are doing to their male friends?! I mean lets take the AFC out of the equation for a moment and focus on the women. When a woman lays the LJBF's line on her "male friend" doesn't she realise that this AFC who is standing before her wanted to fuck her for the longest time?! Doesn't she see anything wrong with the fact that in her eyes its not ok for a man to reject the LJBF's line yet its ok to string a man along, pepper him with false hopes and some physical contact and then be surprised (or act surprised) he may want more??!!

Or is it just to accept the fact that women are women and you shouldn't worry about their predictable behaviour but rather accept it and follow the rules of engagement.

I think it kind of depends on the individual, but to varying degrees I'd think no. As I stated in Playing Friends, the LJBF rejection has been so provably time-tested that it's entered into a standardized feminine consciousness. In other words, it doesn't need a formal teaching to understand how it's useful. It's simply demonstrated in so many different ways (media, personal interactions, etc.) that it becomes subconsciously learned. 12 y.o. girls don't sit around at slumber parties discussing the best way to deliver a LJBF rejection to boys that like them. They learn the convention from TV, their big sisters, their mothers, etc. examples.

This is what makes it all the more jarring for a woman to have what's always been a useful social tool explained to them. And of course the fail-safe for it is the risk of social ostracization on the guy's part for outright rejecting her LJBF, making it far less likely an occurrence.

Now, that said, you're really asking two questions. The second is, does the LJBF girl know the "friend" wants to bang her? I'd say most definitely. Not that any woman would admit it, because in doing so it puts the burden of her being straightforward with him on her. It's plausible deniability. It's far easier to deny, what by early adolescence girls know (boys want to fuck them) than to accept responsibility for leading him on. Bear in mind, attention is the coin of the realm in girl-world, but the guy also bears a good amount of responsibility for his own illusions.

When you think about it, it's really a self-perpetuating cycle. Guy wants to qualify for girl's intimacy, girl knows this, but isn't attracted to the guy for the exact reason he is qualifying himself. Girl should be forthright with the "non-interest" guy, but still enjoys the attention and the affirmation that comes with it. Girl plays 'friend' and only becomes flirtatious when the attention flow breaks to reestablish it. Guy gets to make-or-break point, initiates intimacy and girl falls back on LJBF. Guy believes he still needs to qualify more and the cycle repeats.

Now, is any of that a conscious process? If a girl says 'yes', she's a self-serving, grand manipulator, and this causes a cognitive self-image conflict. Due to a fear of ostracization from attention she can't exactly cop to a foreknowledge of the process. But that's OK because there are many other feminine social conventions she can fall back on to avoid this. The feminine prerogative (she can change her mind) being the most useful, or The Feminine Mystique (women are unknowable) being a close second.

If the answer is no, and she's not aware of the process, our social sense of personal responsibility takes over; she's naive or at least immature. However, even in this event she's also excused from culpability.

Regardless of whether a woman is aware of her own motives, it's up to men to see her behavior as the only reliable indicator for them. As I've said before, there are no mixed messages, women will tell you exactly what their intent is. You just need the ability to read the behavior. As I've said before, the medium IS the message. The LJBF **IS** the message. Women with a high interest level don't get to this point with a guy they want to fuck.

Awareness

I sometimes get critics telling me that what I reveal at Rational Male is very negative or disproportionately biased against women. I understand that perception, but it's not my intent to do so. I've stated on several occasion that all I do is hold up a mirror, you've got to want look – and the main trouble with women (and men in some instances) is that after having been immersed for a lifetime in a fem-centric, feminine primary reality they don't really like what's being reflected back at them. It's a very foreign experience for most women to see the root motivators of their own behavior, so the natural reflexive response is to demonize the one illustrating them, or really even making an attempt to understand and educate others about them. When the feminine Matrix is your most favorable and comfortable environment, it follows that attempts to unplug someone from it are met with considerable resistance.

From Moral to the Manosphere:

“..when I wrote War Brides, it was in response to men's common complaint of how deftly

and relatively unemotionally women could transition into a new relationship after they'd been dumped by a GF or wife. I wanted to explore the reasons how and why this functioned, but from a moralistic perspective it *is* pretty fucked up that, due to hypergamy, women have an innate capacity to feel little compunction about divesting themselves emotionally from one man and move on to another much more fluidly than men. If I approach the topic in a fashion that starts with, "isn't it very unjust and / or fucked up that women can move on more easily than men?" not only is my premise biased, but I'd be analyzing the moral implications of the dynamic and not the dynamic itself."

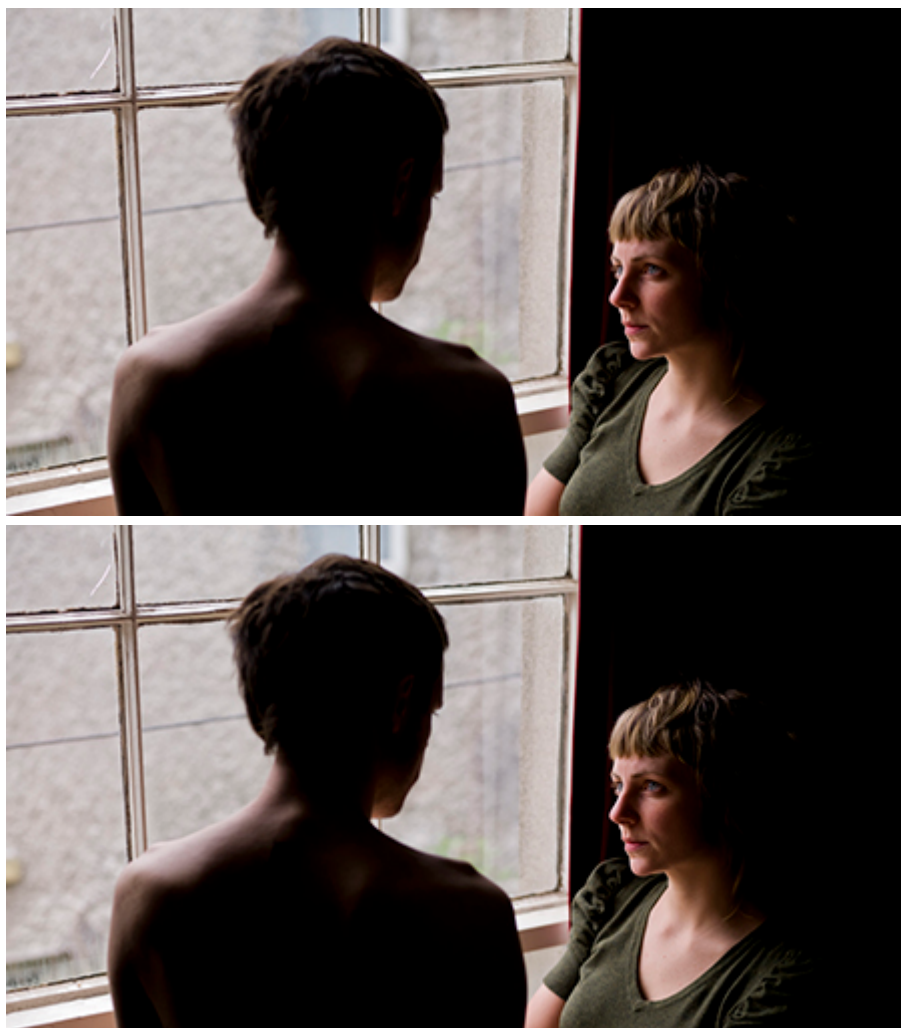
When I explore the War Brides dynamic, the amoral aspects of Hypergamy or any of the more moralistically uncomfortable dimensions of Game, people want to apply their own perceptions of justice or moral sensitivity to what are sometimes very inhumane conditions. I realize that's going to happen, in fact, in the interests of inter-gender civility it should happen – but what gets (sometimes intentionally) confused in coming to those conclusions is the demonizing of the revelations behind what motivates those dehumanizing realities. We want to hold people responsible for the motivators who have no idea what they are in the first place.

Hypergamy has served an evolutionary purpose for the human species; it doesn't mean we have to like it, but it doesn't mean we can ignore its influence, nor does it mean the person revealing it or attempting to better understand it is inherently an asshole for doing so. It also doesn't excuse us from the consequences of being unaware of it.

As DJDamage asked in the beginning of this post, women for the greater part are unaware or casually oblivious to the motivators of their own behavior. Recently some notable 'red pill women' have been making what I believe are sincere effort to better understand those motivators as well as the feminine primary social environment that favors and reinforces them. While I'm not sure that they'll want to throw their lot in with the manosphere wholesale, it's at least a small step in the direction of better understanding.

Dreams of the Future Past

December 13, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For about the last two weeks I've been conferring with a good friend about a situation I've yet to address since becoming red pill aware.

My friend James is an interesting fellow. Now at 56, he's had a life of ups and downs, and varied experiences. He's travelled extensively both in his impoverished youth and now in his affluence (and relative celebrity) he still makes trips to location most people wouldn't have on their vacation destinations list. He's insightful, mature and what I'd call a lesser Alpha.

James has been through two tumultuous marriages – one from an idealistic phase where he pedestalized not just his young wife, but the institution of marriage itself, and one from his 30's after not having learned his lessons in idealism. He's been on the receiving end of the divorce industry, but thankfully he didn't come into his money until after these were settled. He is presently on his 3rd marriage and this is the “one that stuck” for him. They compliment each other well, but considering they were in their late 40's and he'd finally come into some marked success when they married I'm hardly surprised.

For the most part, and by my own estimation, James is a successful, well-intentioned Man – his only delusion in being still firmly entrenched in his blue pill understanding about women and the greater game that's influenced his life thus far. He's resisted my efforts to educate him in Game-awareness for a while now, and since he'd married a woman who complements his personality so well I didn't

see the harm in just letting him be and focus my efforts elsewhere. James has a demonstrated predilection to white knight and his somewhat Alpha attitude has made him one of the more vocal opponents I've had in explaining red pill truths to him or others involved in our past conversations. He has a knack for baselessly rejecting or sidestepping red pill truths that just don't fit into his personal narrative, or he feels in some way invalidates how he'd handled the women in his past.

The Mentor

One thing James was never able to do situationally (not biologically) with his past wives was to have children. He makes the convenient declarations about how he "never wanted to be a father" most successful childless men do. Once he'd met his 3rd wife they were both at an age where kids were impractical for them. Remarkably his present wife was childless when they married and both of them didn't want to run the risks of pregnancy at such a late stage in life. Neither did they feel any compulsion to adopt since James' success came to him at a later stage in his maturity, however that didn't stop him from wanting to, at least indirectly, be a father to someone.

Almost six years ago James became a mentor to a relatively impoverished boy of 12. Over those six years, he's filled in for the father role of this boy who's own father left his mother when he was 5. Whether it was from a sense of wanting to pass on his wisdom or an unachievable need to be a father in some respect, James admirably took Michael under his stewardship.

Over the years James played the role reasonably well considering the demands of his job and personal life. He paid for Michael's schooling needs, encouraged him in sports, made attempts to motivate and inspire him, and gave him opportunities to experience things he would never had the chance to without his mentorship. He was certainly a great father figure for a kid who had no father.

The years went on and like most father's James had to deal with his 'son's' teenage misbehaviors. Nothing criminal occurred, but the requisite delinquency and sometimes truancy that boys will engage in was off-putting for him. In actuality Michael's personality was a lot like James', a lesser Alpha when he wanted to get his way (or ignore other people's ways), but a confirmed beta when it came to deference to women. Michael has the predictable 'promise keeper's' Oedipus beliefs about his biological father, as a result of his having been raised by a single mother's predominantly feminized influences.

The Perfect Storm

All of this investment and third hand discipline has come to a head now. James is currently dealing with a 17 (soon to be 18) year old boy who's entered into the perfect storm phase of his life. He's gotten himself a girlfriend, and is struggling with what to do with himself after high school ends in June. Michael has no interest in planning for a future beyond graduating from high school. He's become increasingly disconnected with James – which is really putting James off for having invested himself in his adolescence – and essentially disregards anything James has to say about his interests in his future.

Recently James footed the bill for Michael to take the SAT and ACT exams for which he never showed up for, and this set James off. His understandable reaction was to lecture him about the necessity of a good education (something James himself only came to after 'exploring' on his own for the first 3-4 years after his graduation) and was met with simple ambiguous disinterest in his 'fatherly advice'. Michael claims to have a plan, but say "college isn't for him".

James' next step was to seek advice himself on how to deal with his 'family' crisis from other fathers he knew as well as anyone he thought might have more insight than he. He's only been doing the

father thing for six years as it is, so logically he needed some outside advice from other parents. Most predictably sided with his indignation. The kid is just ungrateful and doesn't realize the advantage he's been given to him from people truly invested in his future success. The tough love route was suggested and James is no longer going to be paying for certain bills he'd assumed for Michael while he was in high school.

James says it's not a punishment, but a learning occasion to teach Michael the necessity of having a job in order to pay for things, but it's difficult to believe coming from James who'd had high hopes for future appreciation; for doing good in some young man's life – it's almost a Savior Schema. Only now that expectation of a shared association of Michael's future success is looking more like a dead end.

Revelation

About a week and a half ago James asked me for my input. I've been familiar with Michael and James' commitment to being a good surrogate father with him for about 4 years now. I wasn't sure that James really wanted to hear what I was going to tell him, because it was going to require that he listen to the red pill reason he didn't like.

Having been raised by the feminine imperative, Michael is now making the transition into dealing with the insecurities that come as a part of that conditioning. He's finally having sex with his first girlfriend and everything revolves around ensuring a future where he can perpetuate it. His girlfriend is one year behind him in school so his greatest ambition at this point is finding a way to guarantee they will be together once she graduates and moves on to some college of her choosing. His plan for his future is to follow along with whatever plan is *her* future.

Asking Michael to abandon her, in his own best interests, is to ask him to be selfish – much in the same fashion that he associates his biological father as being selfish. Michael can't think past this because focusing on himself would be aligning himself with his real father. Beyond this, the reinforcement of semi-regular sex cements the certainty of his duty to making his future her future.

As expected, James didn't like this revelation. He was a white knight, and to a degree so is Michael, but the point of contention was too obvious to ignore – Michael's dependency on what the feminine imperative had conditioned into him (really both of them) was now at a loggerhead with the financial, personal and emotional investment James had committed himself to, and expected appreciation for, over the last six years.

James went into denial. He wouldn't accept that what I'd been telling him for years was the source of his frustration with Michael. Out came the standard boilerplate platitudes, "Ah kids, they never appreciate anything you do for them! He's just *at that age*. Who really knows what they want to do at 18? I didn't." I thought his words were ironic, not because he'd only been a parent for 6 years, but because of how similar his own experience was with Michael's. It was almost a surrender for him. He wanted better for Michael, but that desire was conflicting with his own ego-investment in the feminine imperative.

So I find myself at an impasse here. I'm attempting to simultaneously unplug a soon to be 18 year old kid and a 56 year old man, both suffering from from the same infection. James, like I think most men do, had hopes of directing his 'son's' path towards a brighter future by avoiding the pitfalls he had to endure. Only now he's being cruelly reminded of how his own social conditioning began by re-experiencing it through Michael.

For his part Michael isn't going to have any ambition for himself until he has nothing left to lose,

including his girlfriend. He's not going to join the military, sees no point in taking the SAT and will most likely only do just the bare minimum to sustain himself until such time that his girlfriend's ambition supersedes his own and she moves on, or worse, he knocks her up. Even James' framing the possibility of his girlfriend leaving him due to his lack of ambition doesn't register for him because Michael's feminine conditioning has 'taught' him that she'll inherently appreciate his investment in her.

I Have a Secret

December 17, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

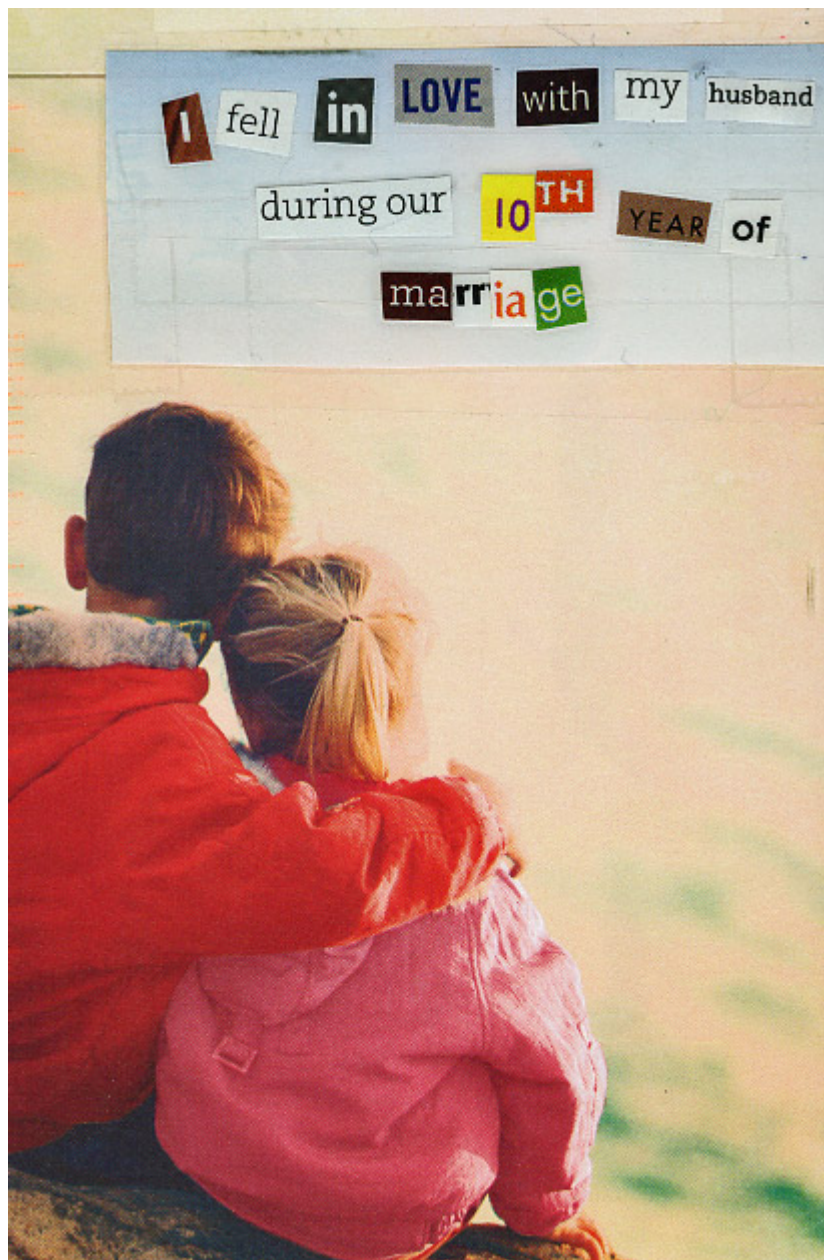
One of my Monday morning rituals is to check out Postsecret and peruse the week's selection of postcard confessionals. A former co-worker turned me on to the voyeurism of this blog almost 6 years ago now. When I was first introduced to the blog and read each of these confessions (they're not really secrets if you think about it) what struck me was the consistency and repetitions of certain themes. Granted, Postsecret selects for what's going on seasonally so you'll get family confessions around the holidays, sex confessions around Valentine's Day, and the ubiquitous "my father was a no good sonofabitch" secrets around Father's Day.

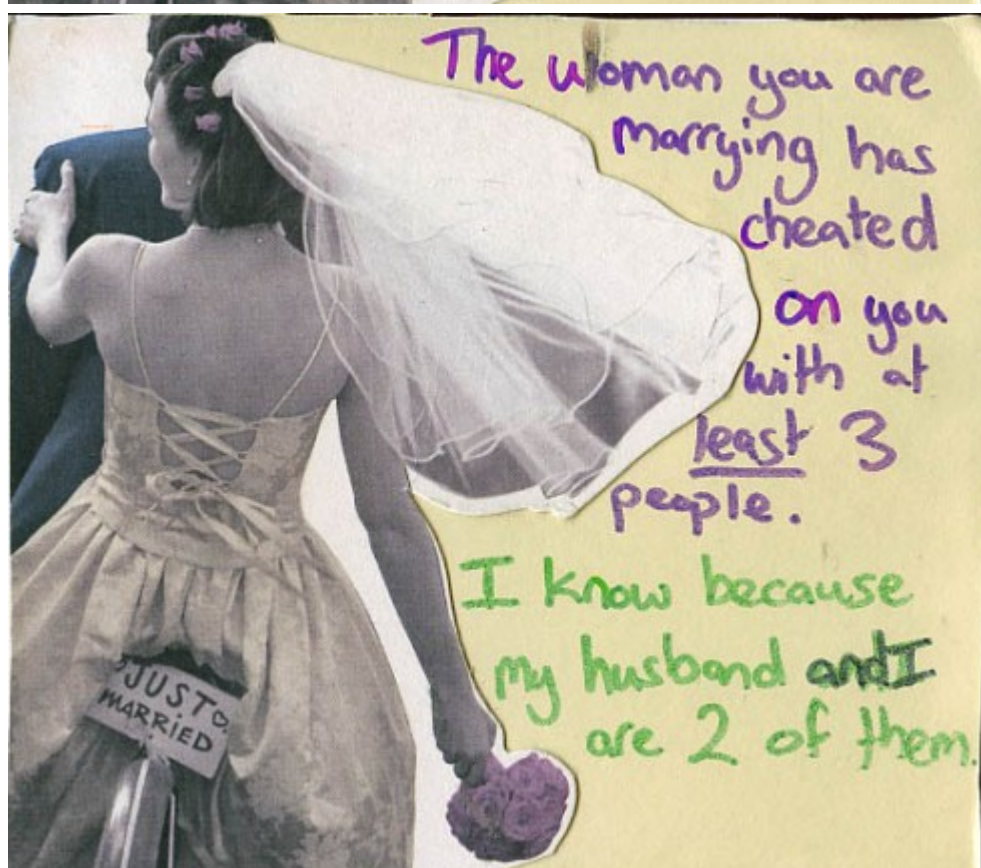
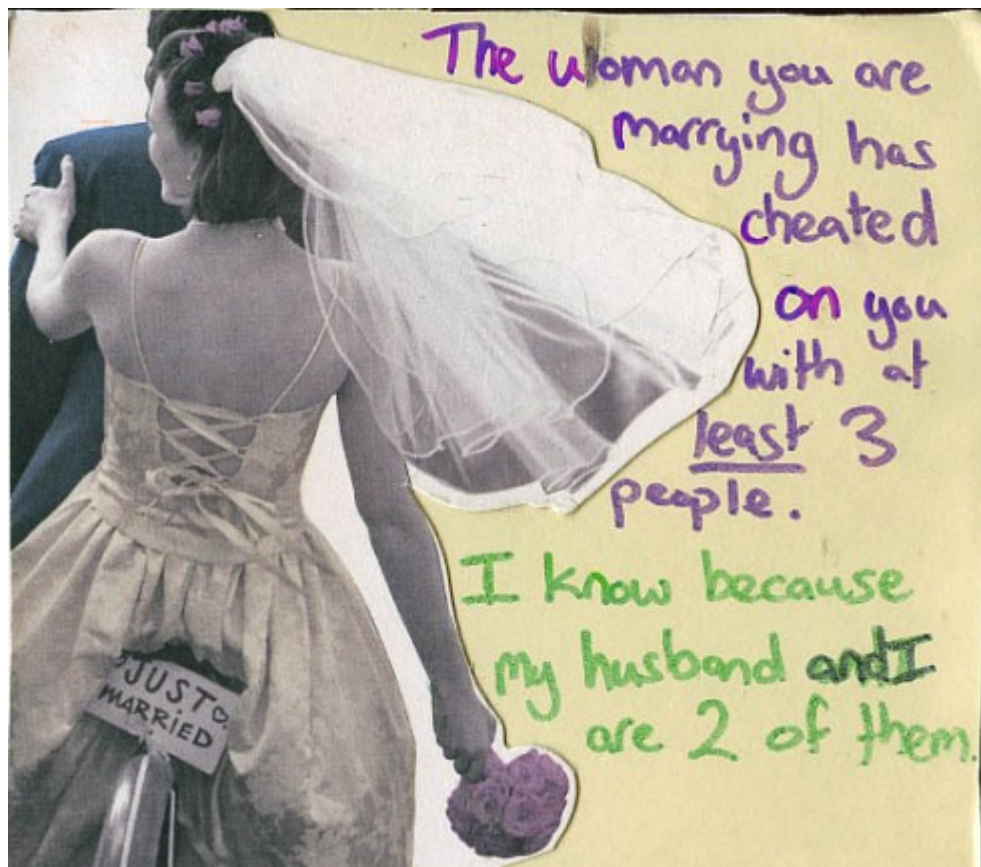
However, it's during the off weeks, when there is no impending holiday or no important world events (like a mass shooting of innocent children) that the themes and regularity of confession really solidify when you pay attention. I've used a select few of these secrets as header pictures for a handful of my posts, but my secret is that I've made a habit of keeping tabs on a specific themes of postsecrets this year. So, from the selections I've collected below, see if you can figure out my secret themes,...











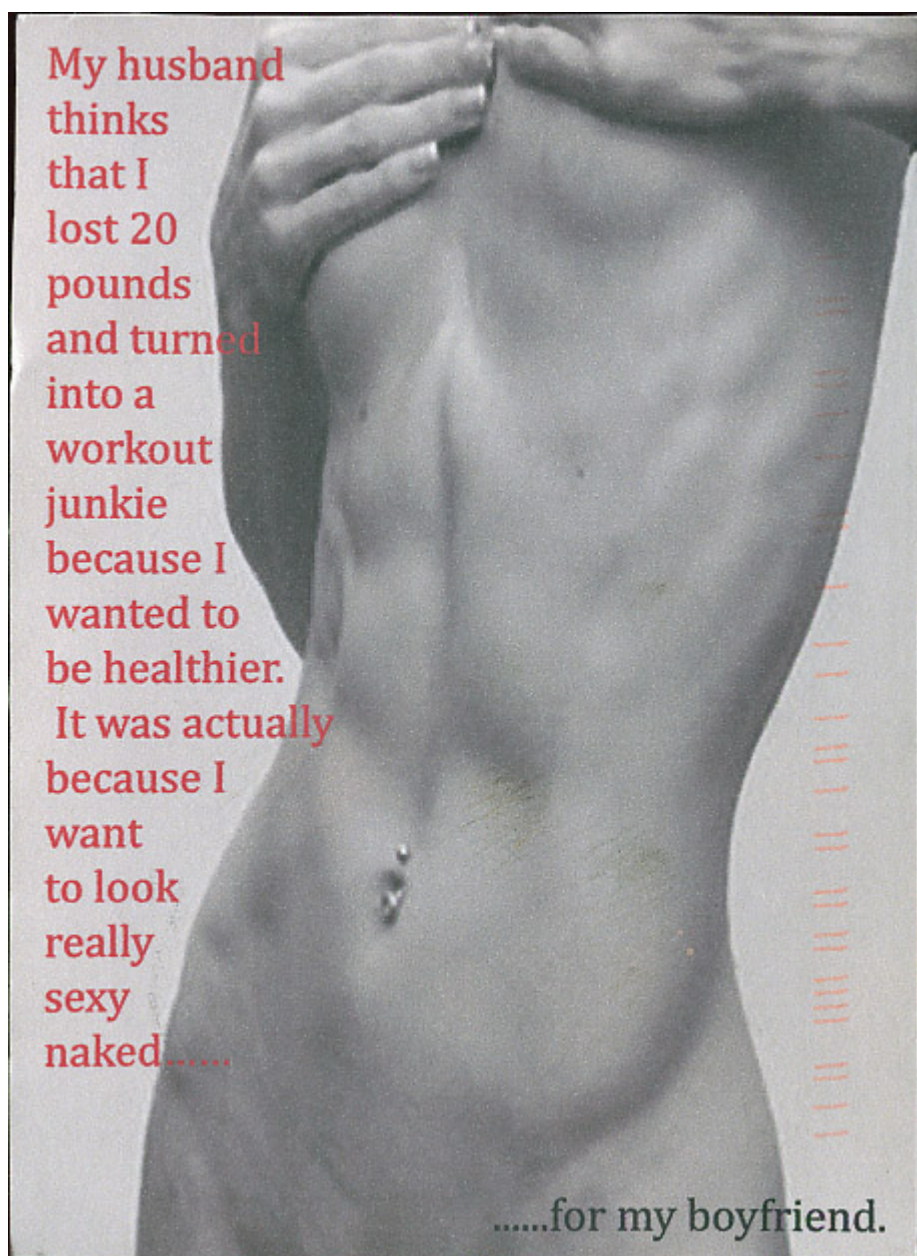
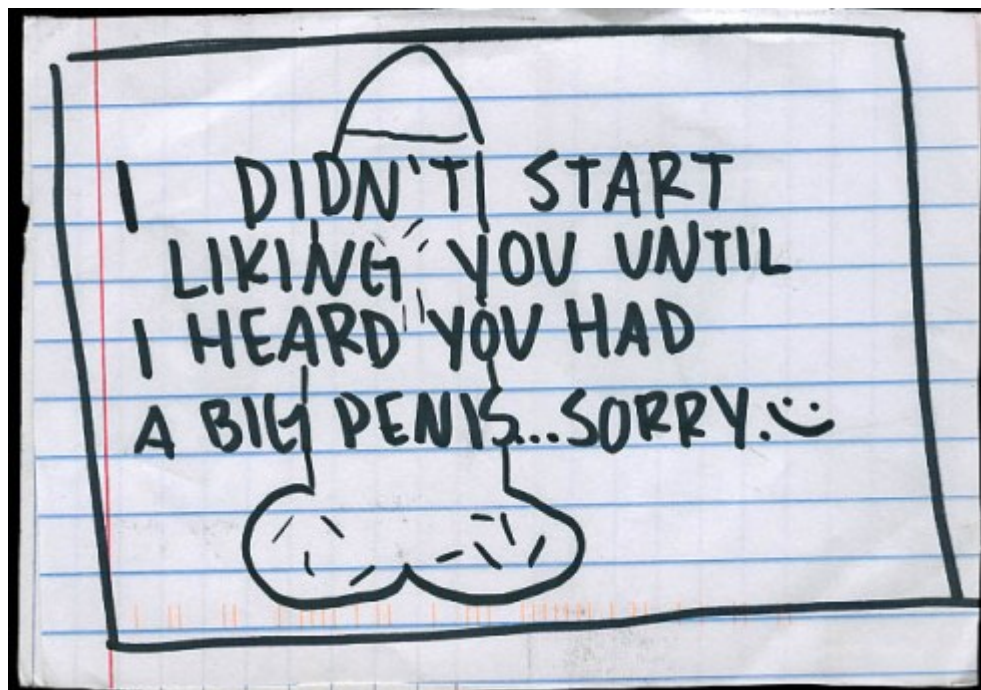
If I am not pregnant
in 4 years, I will divorce
my husband and ask my
ex-husband for his sperm
to inseminate myself.

MONTEREY PENINSULA

If I am not pregnant
in 4 years, I will divorce
my husband and ask my
ex-husband for his sperm
to inseminate myself.

MONTEREY PENINSULA

I DIDN'T START
LIKING YOU UNTIL
I HEARD YOU HAD
A BIG PENIS...SORRY. :)





My husband
thinks
that I
lost 20
pounds
and turned
into a
workout
junkie
because I
wanted to
be healthier.

It was actually
because I
want
to look
really
sexy
naked.....

.....for my boyfriend.

**FREE YOURSELF FROM
STRESS, ANXIETY & DEPRESSION!**

Start enjoying your life now with

HE SWORE HE'D SHOOT HIS HEAD OFF

✓ Decreased stress & negative emotions
✓ IF I LEFT
✓

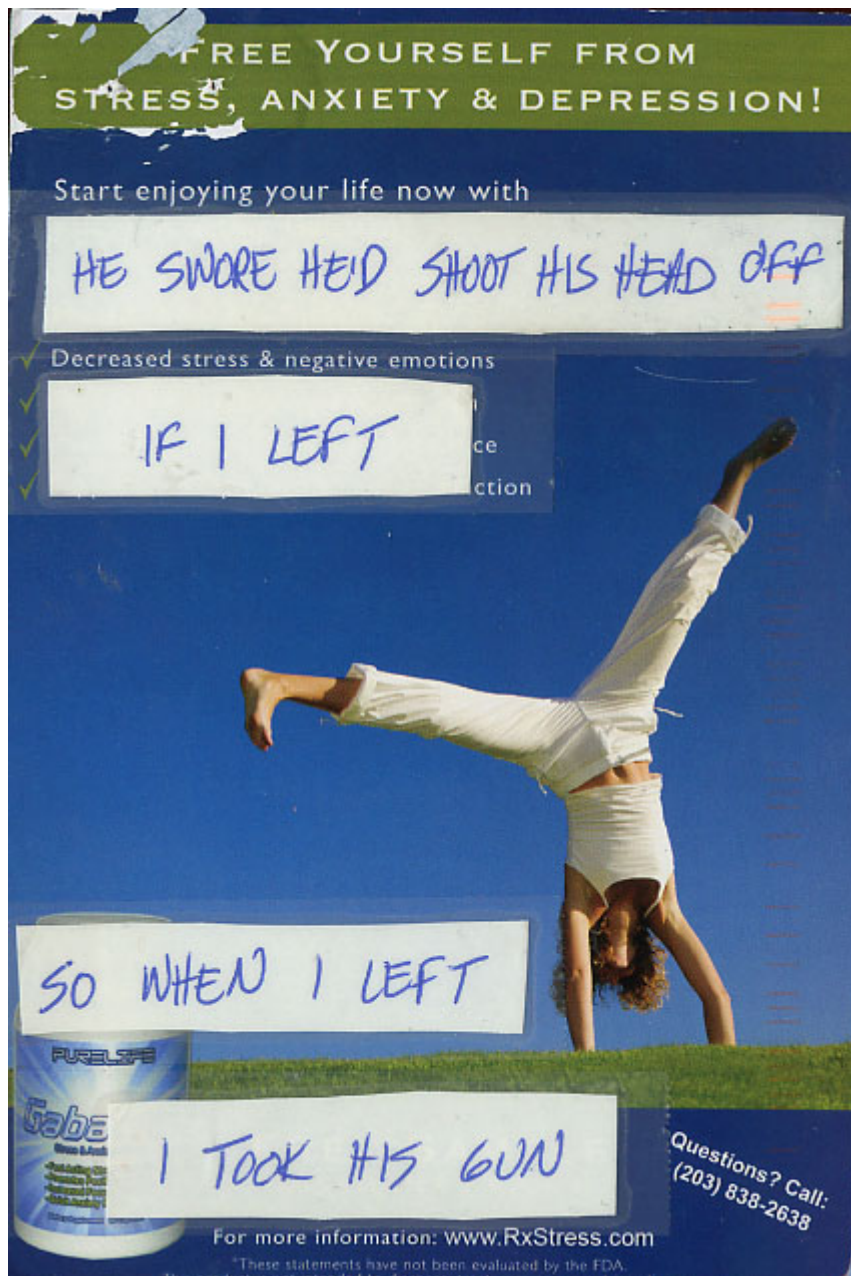
SO WHEN I LEFT

1 TOOK HIS GUN

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STRESS, ANXIETY & DEPRESSION!

Start enjoying your life now with

HE SWORE HE'D SHOOT HIS HEAD OFF

Decreased stress & negative emotions

IF I LEFT

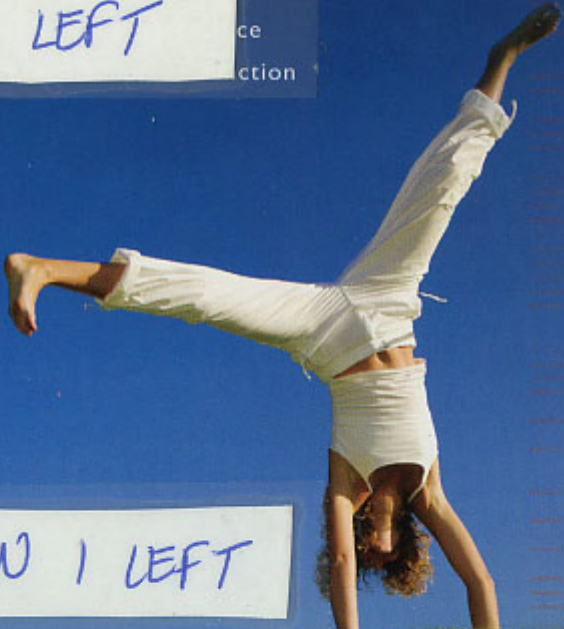
SO WHEN I LEFT

I TOOK HIS GUN

Questions? Call:
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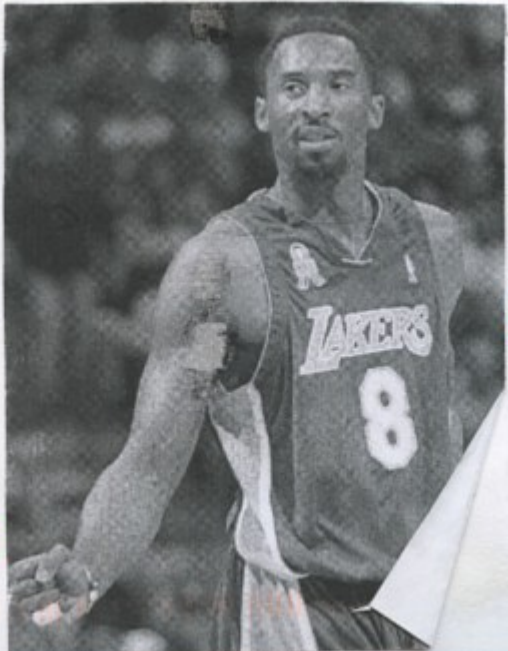
For more information: www.RxStress.com

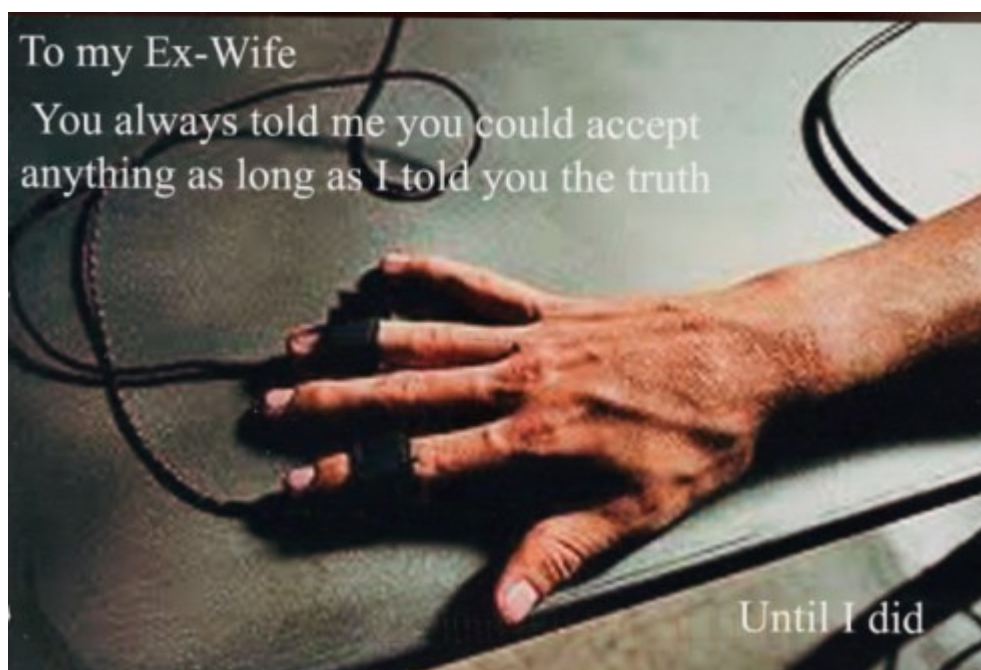
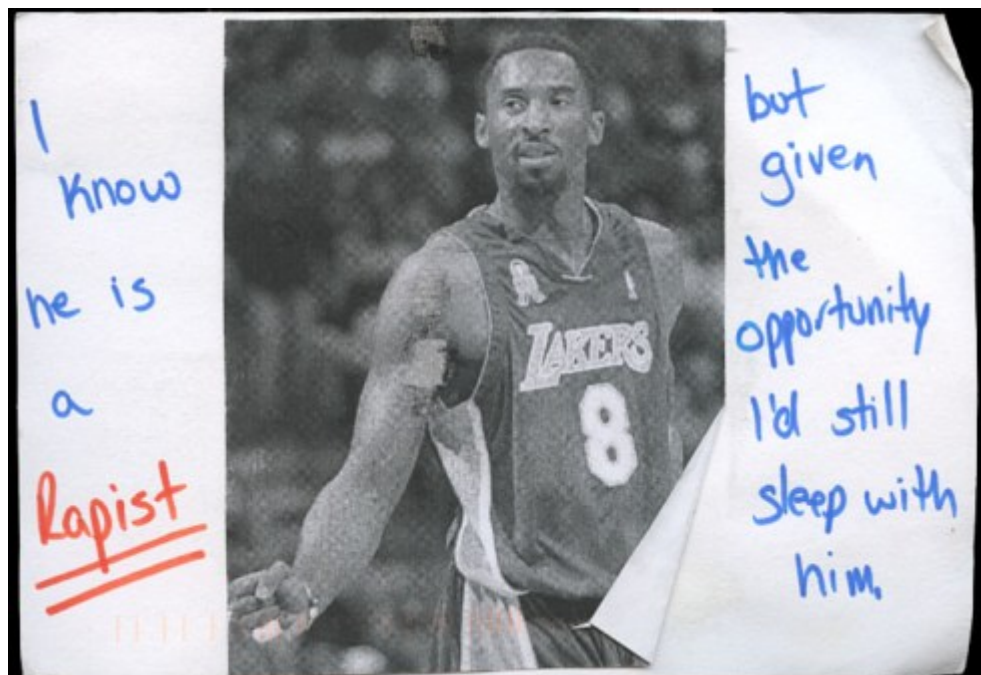
*These statements have not been evaluated by the FDA.
This product is not intended to diagnose, treat, cure or prevent any disease.



I know
he is
a
Rapist

but
given
the
opportunity
I'd still
sleep with
him.





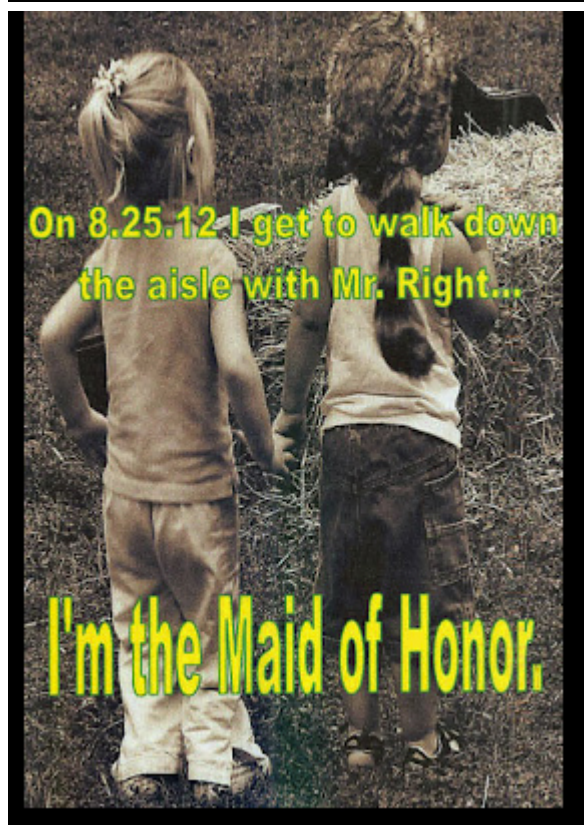
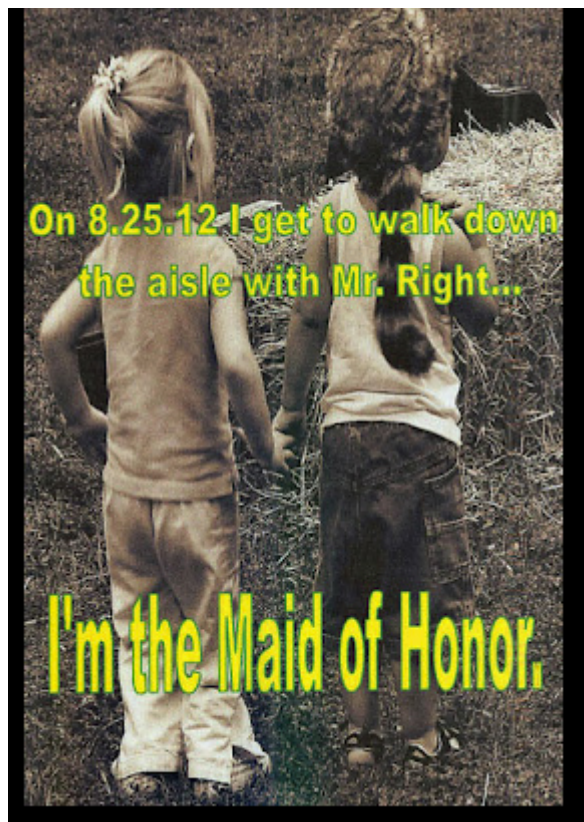
To my Ex-Wife

You always told me you could accept
anything as long as I told you the truth

Until I did

Nothing GETS ME OFF
Like fucking my girlfriend
The way my ex-boyfriend
FUCKED me

Nothing GETS ME OFF
Like fucking my girlfriend
The way my ex-boyfriend
FUCKED me



PostSecret

8/18/2012

Sunday Secrets



PostSecret

8/18/2012

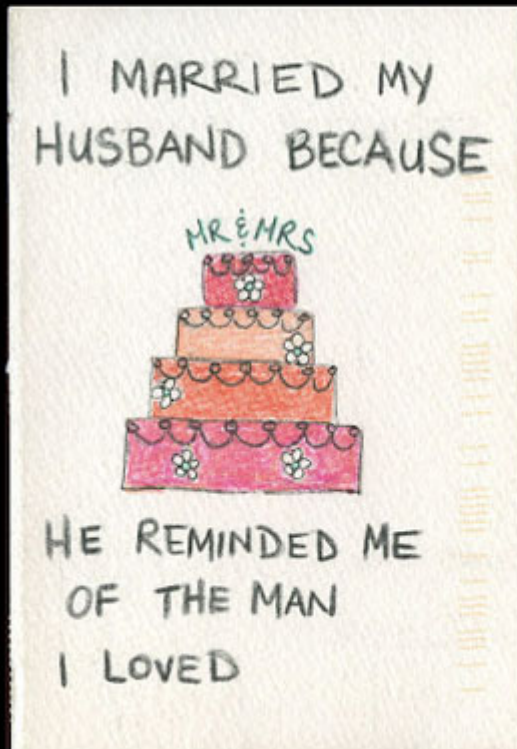
Sunday Secrets



PostSecret

7/01/2012

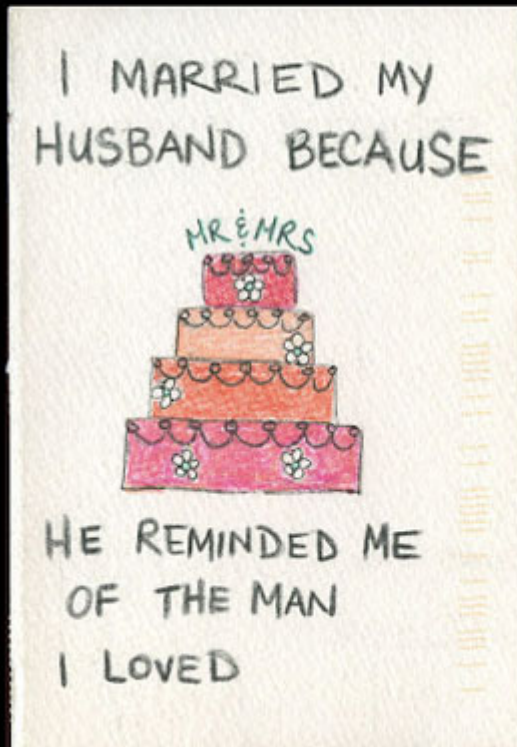
Sunday Secrets



PostSecret

7/01/2012

Sunday Secrets



PostSecret

11/19/2011

Sunday Secrets



PostSecret

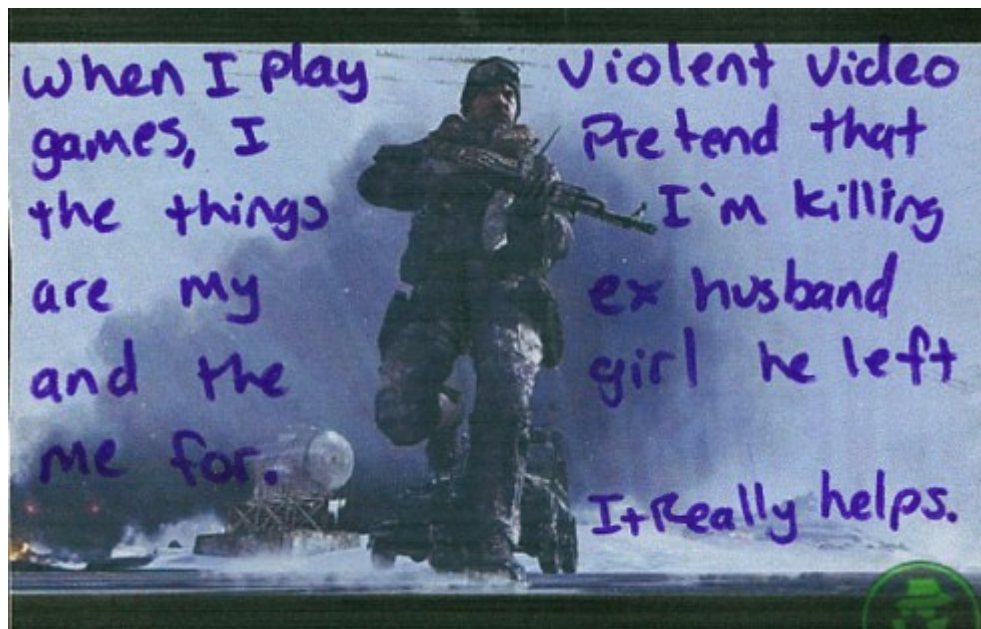
11/19/2011

Sunday Secrets



When I play
games, I
the things
are my
and the
me for.

Violent video
Pretend that
I'm killing
ex husband
girl he left
It Really helps.



The Epiphany Phase

December 19, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)





When I was detailing the landscape of our contemporary sexual marketplace in *Navigating the SMP* there comes a point on women's SMV (sexual market value) progression where she becomes cognizant of her SMV decline and impending date with *The Wall*. Generally this occurs in women's late 20's and possibly early 30's but as a rough estimate on the graph I provided in that post, this is the point of transition at which women realize their decaying capacity to hypergamously compete with women in their sexual primes, and the point at which men are beginning to realize their own increasing SMV potential. I dubbed this intersection the point of Comparative SMV. It's also important to note that this phase conveniently coincides with the social convention of women's mythical *biological clock*. (more on this later).

The Epiphany Phase

I've previously described this phase as a parallel to men's feminine-redefined midlife crisis. This is a precarious time for women, usually the years between 28 and 30, where she makes attempts to reassess the last decade of her life. Women's psychological rationalization engine (a.k.a. the Hamster) begins a furious effort to account for, and explain to her reasonings for not having successfully secured a long term monogamous commitment from as Alpha a man as her attractiveness could attain for her. Even women married prior to this phase will go through some variation of self-doubt, or self-pity in dealing with the hypergamic uncertainty of her choice ("Is he really the best I could do?")

It's during this stage that women will make radical shifts in their prioritization of what prerequisite traits qualify as 'attractive' in a man and attempt to turn over a new leaf by changing up their behaviors to align with this new persona they create for themselves. Since the physicality, sexual prowess and Alpha dominance that made up her former arousal cues in a Man aren't as forthcoming

from men as when she was in her sexual prime, she reprioritizes them with (presumed) preferences for more intrinsic male attributes that stress dependability, provisioning capacity, humor, intellect, and esoteric definitions of compatibility and intimacy.

For the spiritually inclined woman (which is to say most women) this may manifest in a convenient return to convictions she'd disregarded since her adolescence. For other's it may be some kind of forced celibacy; a refusal to have sex under the hypergamic auspices of her 'party years' in the hopes that a well provisioning male (the ones not realizing their own potential SMV as yet) will appreciate her for her prudence – so unlike herself and all of the other girls who rejected him over the last decade.

The self-affirming psychological schema is one where she's "finally doing the right thing", when in fact she's simply making the necessity of her long term provisioning and security a virtue she hopes men will appreciate. And if they don't, then there's always shaming them to think they're 'less-than-men' for not living up to her eating her cake once she's had it.

The Shifting Point

Case in point Hephzibah Anderson, author of the book *Chastened, The Unexpected Story of My Year Without Sex*. Here we have a graphic insight into the inner workings of women's rationalization at the crossroads of acknowledging her decaying SMV, the need for long term male security, provisioning and intimacy, and realizing the necessity for a new psychological paradigm to justify her shift in behavior.

It's easy to dismiss this interview as just another 3 women allowing their hamsters to colate on camera, but when you view this clip in a red pill context a surprising amount of information is revealed about the Epiphany Phase women experience.

We begin here with the now clichéd Kate Bolick Brand® former boyfriend-in-love regretfulness as the catalyst for Hephzibah's newly gained insight. He's serendipitously buying a ring for his new fiancé and the Alpha Widow mojo takes root in her psyche, "some girl found him valuable enough to marry." She then proceeds through the predictable, "I'm 30 and need to reprioritize my life" boilerplate that's made more than a few women authors a good deal of money writing for *The Atlantic*.

As I noted earlier, this phase also coincides with a woman's sharp decline in fertility and childbearing capacity, so the instinctual urgency to breed, reinforced by the myth of the biological clock contributes to this internal crisis. All of this coalesces into some amazing feats of rationalization hamster acrobatics.

I'd thought those thoughts once or twice, but it would never have occurred to me that I'd actually go ahead and voluntarily eject sex from my life. It took a bizarre serendipity, a torrid affair and a chance anecdote to make me realize that the kind of sex I was supposed to be cool with as a post-feminist, 21st-century Western woman — a casual sort of intimacy without intimacy — was not working for me.

Better late than never right? Unfortunately no. While I'm sure this realization will seem ennobling to the more moralistically predisposed mindset, what you see now is the expectation of a new appreciation for her insight which was prompted by her need, not a genuine introspective. It's kind of ironic in that the *Chastening* Hephzibah is so proud of was prompted by her own necessity.

All right, in most circumstances it's still just about required for life's perpetuation, but we

can lead perfectly healthy and, indeed, happy existences without nooky, whoopee or bonking. People can — and do — go decades without sex. Some live their entire lives without it.

Side Note: In Girl-World a woman can electively forego sex for an entire year and it's recognized as a sacrifice worthy of writing a book to be published by a major print publisher, while the only way a man can be recognized for his 40 year celibacy is when he enters a fitness center and guns down 7 women in a pilates class. As I've stated before, when a woman tells you "I don't understand why sex is sooooo important to guys", she's telling you the literal truth.

Elizabeth I was known as the Virgin Queen, and there was nothing metaphorical about the title, history assures us.

Robert Dudley and a long list of the Queen's confirmed lovers disagree. What follows here is an attempt by Hephzibah's rationalization engine to affirm what she'd like to think is her radical decision to go abstinent — plenty of luminaries from the past have gone without and lived perfectly fine lives. What she's in denial about is the necessity of sex in a mature human experience. Sex is the glue that holds a relationship together; without sex a woman becomes a man's mother, sister, daughter, aunt, friend, but not his lover, and certainly not his wife. Deemphasizing the importance of sex, actively desexualizing yourself in the hopes that it will make you more sexually arousing is an effort in self-defeat.

What follows here is yet another overwritten self-examination of a woman facing the Wall and attempting to reconcile a past of eschewing offers of genuine intimacy with (albeit probably beta) guys and her own hypergamous impulses during her 20's. When a pre-Wall Anderson makes a conscious effort to remove sex from the equation in order to bring her more "clarity" about a man's long term value what she's doing is attempting to dissociate hypergamy from that process. In doing so she devalues the important sexual aspect of a relationship and turns off the men she'd probably fit well with because she believes that sex is the foil in her past failures, not herself, not her ego-investments, not the delusions the feminine imperative has saddled her with. Sex isn't her problem, her innate hypergamy will eventually reveal this to her, but it's how she's been doing it and the late hour at which she's come to her "new" epiphany with all of its urgency.

Hephzibah is easy pickings for the manosphere Men with a bent for shaming women about riding the Cock Carousel (she even alludes to this in the article). That's a given, but it's not the operative issue I'm on about here. What her story illustrates for us is the psychological machinations behind the reconciliation of her unfulfilled hypergamy and her need for future intimacy, security and provisioning.

For red pill, Game-aware Men, this is a supremely important stage in women's maturation to consider. A woman in the Epiphany Phase is looking for a "fresh start" for a much more visceral reason than some newly inspired sense of self. This motivation prompts all kinds of behavioral and social conventions to facilitate a man's commitment to forgiving her past indiscretions. As Roosh has pointed out more than once, it's women in this phase of life (or the mothers of women in this phase) who most vocally complain about men's lack of interest in committing to them. As Hephzibah is painfully aware of, women in their peak SMV years don't complain about a dearth of marriageable men— "Man Up" is the anthem of women in the Epiphany Phase.

First Man Awake

December 20, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As most readers know I rarely engage in political discourse unless it has relevance to intergender dynamics. This video is an exception. If you need a clear example of a feminist controlled state, this is it.

I actually went through Women's/Gender Studies course when I was in college. The main reason I took the class was because there were only 2 classes being offered on campus that completed a Capstone, Humanities and Diversity requirement in a single class – Holocaust Studies and Women's Studies. That's basically the estimation most women want you to think their 'suffrage' is on par with; the Holocaust. I chose Women's Studies because I basically wanted to put my money where my mouth has always been (literally and figuratively) and also get inside what popular media, and the feminization that it's gone through for the last 40+ years, has been selling both men and women. I enjoyed debating these ladies as I was one of 2 guys in the Women's Literature class.

I didn't know it at the time, but one of the beacons of positive masculine hope I had back in the days before the internet, before understanding Game and even the term 'red pill' was reading *Why Men are the Way They Are* by Dr. Warren Farrell. It opened my understanding of intergender relations in a way I'd never understood. If I had a red pill moment in my past reading this books was it. It was published in 1986 so the specifics might be a little dated for a modern reader, but for an overall perspective of how our gender landscape has evolved it will always be on my 'must read' list for guy just now taking the red pill.

My phone-it-in feminist stepmother and beta-confused father had picked up the book in order to eviscerate it in some proto-SWPL home book club they belonged to at the time. Oddly enough it ended up on their bookshelf after that (replete with my stepmother's penciled in margin notes), and I remember picking it up in the hope that it would give me some self-effacing insight into how I could be a more accommodating beta schlub for my BPD girlfriend who was slowly eroding the last vestiges of my former Alpha self.

What it did was enlighten me.

Farrell is anything but a rape apologist, I would compare him with the first man to wake up in the Matrix. Most of his insight, research and writing were prompted by his involvement in the early 70's feminist movement. He even self-identified as a male feminist back then, but it was this experience that brought him to a fuller understanding of the feminine imperative.

Intellectual Lethargy

What offends me about [this protest](#) isn't the actual protesting, but the sheer ignorance behind it. If it were the easily digestible blatherings of Rush Limbaugh they were protesting I could understand it, but **Dr.** Farrell isn't even in the same universe. All this is is an example of intellectual lethargy, which is really a shame because I would expect that the young men and women involved in the protest, all students at U of T, would be acquainted with research and critical thinking skills necessary before formulating such strong opinions and visceral reactions.

To be educated takes a constant effort. Most people in modern society simply do not have the time, inclination or motivation to be in any way knowledgeable about more than a peripheral understanding of the world around them. The ridiculously ironic part is that we live in an era when communication

of information has never been more easily accessible to us.

Now add to this that we're expected to be at least somewhat well informed due to this access. Our ego-investments with regards to politics, religion, social dynamics, gender relations etc. all depend upon a belief that we're actually well informed enough know what we're talking about and draw our own conclusions. We would have to be, right? It's expected of us as intelligent human beings.

The truth of the matter is that unless we are immediately benefitted by educating ourselves about a particular subject (i.e. as short term a profit as easily manageable), for the vast majority of modern society, educating oneself is a hobby at best. We live in a fast-food, fast-information society. We can't be bothered to, or in some cases really afford to, develop critical thinking skills – particularly when they might challenge our own ego-investments. This is why the feminine Matrix flourishes today, it's easier not to think about things that are counter to our social conditioning.

But we want to be right, and to be right we have to believe that we have these critical thinking skills. In fact our personalities and well being depend upon being correct in our beliefs. This is an age of ego-investment. Ego investments are beliefs we associate with, and internalize, so strongly that they literally become elements of our personalities. So to challenge that belief is to literally attack the personality of the person with that ego-investment. It would make no difference how empirical your evidence to the contrary of that belief might be; you attack the belief and you attack the person. Religion, racism, political affiliation, gender dynamics, social dynamics, world view, all find their roots in individual ego-investments in those beliefs.

Needless to say this has an extremely polarizing effect upon lazy people who'd rather not put forth any effort to objectively educate themselves in ways that would ever challenge their core ego-investments. So we see a factionalizing of people into camps where those ego-investments are reinforced in spite of any controverting evidence. Thus a team mentality evolves; our red team is better than your blue team irrespective of any factor that might be contrary. So long as my team wins and your team loses my ego-investments remain validated. It becomes a clash of who's ego-investments get validated and any value the "other's" might have had are never acknowledged.

This is a shame because Dr. Warren Farrell has dedicated his life –most of it spent in the feminized cultural wastelands of the late 80's and 90's – to researching, understanding and revealing the uncomfortable truths of intergender dynamics. He's the godfather of the manosphere that most red pill men aren't even aware of.

Too Hot

December 26, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Over the Christmas break I had Dalrock and several SoSuave members alert me to a [recent story](#) about the [firing of a dental assistant for “being too attractive”](#). I’d thought it was pretty laughable at first glance, but there’s a lot more going on in this situation than just what’s on the surface here. Naturally the fem-centric media starting point is the egregiousness of the all-male Iowa high court unanimously agreeing that a woman could be fired for something other than her job performance. It’s always interesting to observe the legal twistings when when the feminine imperative smacks into a law it hasn’t yet distorted to its own purposes (like right-to-work laws). I’m sure the case will be taken up the chain to even higher courts, but the operative will be the same – women don’t want to be beholden to general laws that conflict with the feminine imperative. Give it time and new definitions

of what constitutes sexual discrimination, and you'll see how fluidly the imperative achieves its ends. Beyond the indignation prompting social fallout, there's an interesting illustration in Game theory here. Melissa Nelson, a semi-attractive 32 year old dental assistant has her 10 year employment stint terminated by 53 year old Dentist, James Knight for representing too tempting a potential lover and too potential a threat to his marriage. This is where it gets interesting:

Nelson, 32, worked for Knight for 10 years, and he considered her a stellar worker. But in the final months of her employment, he complained that her tight clothing was distracting, once telling her that if his pants were bulging that was a sign her clothes were too revealing, according to the opinion.

Well, considering all she wore were standard issue medical scrubs it would appear that it didn't take much to arouse the good dentist.

While her former boss claimed her clothes were so tight he couldn't look at her without being aroused, Nelson said the only outfit she wore to work was standard scrubs worn by many nurses and assistants in dental offices.

Think about this for a moment, when Knight hired her 10 years ago she would've been 22 and he would've been 43. Looking at the more recent pictures of Nelson, I can see she's followed the standard SMV curve, and while I wouldn't rate her higher than maybe a cleaned up HB7, no doubt Knight was privy to watching her progress from her SMV peak at 22, to the inevitable two child, postpartum "chop it short" mommy-do at 32. After watching this and enduring the slow-burn, sexual pangs for a decade I suspect that Knight probably spent in inordinate amount of masturbatory energy on her mental image.

He also once allegedly remarked about her infrequent sex life by saying, "that's like having a Lamborghini in the garage and never driving it."

No doubt about, we've got a beta here. Blatant and obviously telegraphed sexual interest ham-fistedly delivered as a compliment not only belies the beta, but no woman in human history has ever responded positively to it. In all my time counseling in the manosphere I've heard some derivative of this line constantly used by beta orbiters hoping that their ONEitis will get the message that she's not being treated as well as she should be, and he's uniquely qualified to appreciate her for her rarity. What chumps like Knight don't get is that genuine desire *and* sexual impulse cannot be negotiated. All a long-married beta like Knight is doing is falling back on his adolescent social skill set. This is the hallmark of a chump who's never developed his Game beyond what it took to convince his wife to marry him.

Knight and Nelson — both married with children — started exchanging text messages, mostly about personal matters, such as their families. Knight's wife, who also worked in the dental office, found out about the messages and demanded Nelson be fired. The Knights consulted with their pastor, who agreed that terminating Nelson was appropriate.

Once you see the pictures of Mrs. Knight all of this crystalizes for us.



Now we add in the element of Mrs. Knight's suspicion and a healthy dose of parochial shame from their pastor (most likely at Mrs. Knight's behest) and we see the good dentist moved to terminate "just an ordinary mom". Here we see an all too common theme of the feminine imperative; using men to settle a score between women. My guess would be that had Mrs. Knight not discovered said texts, Nelson in all her 'hotness' would still be employed.

Knight is a very religious and moral individual, and he sincerely believed that firing Nelson would be best for all parties, he said.

I generally reserve my interpretations of the religious ramifications of Game to blogs like Dalrock's, but at the risk of encouraging the moralist commenters on my blog, I have to draw attention to how the feminine imperative influences religious perceptions. This very religious and moral individual in all likelihood had been devising scenarios in his head about how he might engage in some kind of sexual tryst with Nelson through out her peak SMV years. He watched her progress through a relationship, watched her get married, gave her maternity leave when she had two kids, and still he pined. That pining only ended when Mrs. Knight demanded Nelson's termination. Once again, biology trumps conviction, and did so for a decade, but once his back is to the wall he makes necessity a virtue.

Knight fired Nelson and gave her one month's severance. He later told Nelson's husband

that he worried he was getting too personally attached and feared he would eventually try to start an affair with her.

When you compare James Knight to David Petreaus' situation you can't help but notice some surface level similarities. Both married to well-past the Wall wives and open (at least ideally) to getting with younger, better looking women. Their stories are an all too common theme in today's SMP. Just based on what I see from the pictures, Knight strikes me as that archetypal mature guy who married young (well before fully realizing his true SMV), played by the rules, and probably only woke up to his SMV when a hot 22 year old made him realize his past potential. When a guys like this make sexual allusions comparing undriven Lamborghinis to the objects of their sexual desire, the real message is their own sexual dissatisfaction with their wives. Harboring that angst for 10 years while your 'too hot to work with' ONEitis is only infrequently getting banged is a special kind of beta hell. When I wrote about the redefining of men's mid-life awareness, Knight's circumstance is the uglier side of that.

The truth about men's mid-life crises isn't about recapturing youth, it's about finally understanding the trappings they've been sold into through their 20's and 30's and coming to terms with that often horrible truth. Some men do in fact buy the sports car, get the new hottie wife or act in some fashion that appears reckless and irresponsible. This isn't due to infantilism, but rather new understanding of their own position as men. They've "lived responsibly" for so long and for so little appreciation that when that true realization is made they feel the need to move. They've become respected, put in the hours, the sacrifice, the censoring of their own views. They realize now that they've sold off true passions in favor of maintaining what others have told him was his responsibility – whether it was his choice or not. And all for what? A fat wife? A shrew? Maybe even a fantastic marriage and a wonderful family life, but also a nagging doubt about not seeing enough of the world by 40 because of it.

Now, before it gets said, I'm not suggesting that Knight have gone ahead and got after it with Nelson (if that was ever a consideration), but I do understand his predicament and the motivators behind it. If anything Knight serves as yet one more warning for men in realizing their SMV too late. The real tragedy here is that for a brief moment Knight was becoming aware of his (waning) SMV only to reinsert himself back into the Matrix with the aid of his wife and pastor. The real damage will be dealt in his new need for constant repression of this knowledge every time he bangs his wife, every time she nags, every time she gives him that doe-like thousand yard stare; he'll understand the oldest manosphere proverb – once you know about the Matrix there is no going back.

Sanitizing the Imperative

December 28, 2012 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It would appear that over this (and last) week the manosphere topic du jour has been defining the Feminine Imperative. Sunshinemary started off the hit parade with her post *[The feminine imperative, fact or crap?](#)* and then followed up *[How doth the feminine imperative grow](#)* and then this week's seminal effort in redefining the Feminine Imperative into more fem-friendly terms with *[The Feminine Imperative vs. the Feminist Imperative](#)*. All of this is amounting to what's really the feminine equivalent of a circle jerk debate over semantics.

The recurring theme in all of these posts isn't a want for a concrete definition of what the feminine

imperative is, but rather an effort to dissociate the uglier aspects of the imperative away from blaming women for the negative consequences that result from the feminine imperative. Both for Aunt Giggles and Sunshinemary the overarching concern is the default scapegoating of the feminine imperative for any inter-gender woe a man might complain of.

If this feminine ‘concern’ sounds familiar it should; it’s just a new derivation of the “~~Devil~~ biology made me do it” Red Queen / Selfish Gene biological determinism reasoning they feared would end up being men’s go-to explanation for excusing their bad (i.e. non feminine compliant) behaviors. Only now the narrative isn’t about the worry of men saying “my selfish genes made me cheat on my wife” the message they hope to control is men complaining “the feminine imperative is what makes me a sexless loser.” That control comes in an interesting form of blaming the victim for his lack of performance in the face of the feminine imperative. The Feminine Imperative can’t be held responsible for men’s social ineptitudes so the Male Catch 22 is effected – as a man you’re a whiney beta if you complain, but you’re less than a ‘man’ if you don’t stick up for yourself by saying something.

While I will admit that Sunshinemary’s point of origin probably started as an honest inquiry into the nature of the feminine imperative, her want of a feminine friendly definition stems from the same desire Aunt Sue or any other female writer in the manosphere seeks when confronted with the harsh truths of Game, Hypergamy, the Feminine Imperative and contemporary understanding of intergender dynamics – feminine absolution of acknowledgement of them.

The solution to acknowledging the Feminine Imperative follows the same formula as with other aspects of men becoming aware of intergender dynamics; dissociate (or dilute) feminine accountability, redefine terms and sanitize those redefinitions to fall back into accordance with the Feminine Imperative. I predicted exactly this process of Game sanitization when I wrote Could a Man have written this? Only women are allowed to be self-critical, which of course is yet one more social extension of the feminine imperative.

Suck It Up Guys

The primary fear Sunshinemary has is that men will see the inherent amorality of the Feminine Imperative (hypergamic warts and all) from both an evolutionary and social perspective, and that this would become some self-defeating source of anger for them.

The feminine imperative isn’t something to be angry about, it’s something to be aware of and planned for accordingly. Up until recently the issue has been about the awareness part of that equation, now it’s the contingency part that men are having to deal with, and by extension so are women. The real fear isn’t about anger issues, it’s about the contingencies men will develop with their new awareness to circumvent the more egregious aspects of the Feminine Imperative, and its effect on women. Some men, understandably, get mad for having invested themselves for so long in a set of social rules they believed everyone was (or should be) playing by, only to become aware that the game’s been rigged all along. No one’s actually been playing by the “rules” that the imperative sold them and they’ve lost a lot of personal investment as a result.

Hypergamy and many other evolved aspects of the feminine imperative are (or were) certainly instinctual, largely unlearned, survival factors that contributed to our species’ success. However, the uglier, intrinsically unfair, dynamics like concurrent cuckolding, violent mate guarding, the War Brides dynamic and even women’s inborn sexual pluralism (rooted in her menstrual cycle) are aspects most men wouldn’t voluntarily sign on for if they knew the machinations behind them, or

they had an inclination of how their SMV will progressively mature.

Solution? Develop feminine operative social conventions to ensure those unpleasant realities become more palatable duties for men.

For Feminine Imperative redefiners, the basic confusion stems from separating the feminine imperative from the social conventions that evolved to better effect it. They don't see the fundamental separation of the two. Simply put, the feminine imperative is the totality of the framework – social, biological, personal, etc. – that implicitly benefits the feminine. And while they are correct that the social conventions of the feminine imperative are (for the greater part) learned and acculturated, they are the social tools used by the imperative, **not** the motivating imperative itself.

To Serve and Protect

Sunshinemary, in her effort to dissociate feminine accountability to the overall Feminine Imperative, attempts to separate the social implements of the Feminine Imperative from the naturalistic (evolutionary) side of the imperative. Thus she attempts to split the definition into two camps; one the good, natural, sometimes ugly, but species beneficial Feminine Imperative, the other, a monstrous social reengineering push responsible for the evils men endure under the Feminist Imperative:

The **feminine imperative**: protection and resources are preferentially and willingly provided to females by related males (related by family or by marriage), which benefits both sexes due to the increased survivorship of offspring; this is primarily an evolved biological construct. Resistance is useless due to differential survivorship of offspring.

The **feminist imperative**: protection and resources are preferentially but unwillingly provided to females by all males regardless of relationship, with no concomitant benefit to males; this is primarily an artificially imposed social construct. Resistance is useful.

Beyond the fem-positive spin of Mary's redefinition here, the problem is that feminism is itself a social extension of the Feminine Imperative. Feminism is essentially a social reengineering project with the express purpose of benefiting the Feminine Imperative. On a base level hypergamy IS the feminine imperative. Hypergamy and women's sexual pluralism is literally written into women's genetic code. In her proliferative phase, women's hormonal predisposition is for Alpha seed, after ovulation and menses the hormonal predisposition is for Beta need. Feminism, and all of the operative social, political and psychological conventions that are derived from it serve a solitary purpose – the advancement and consolidation of the Feminine Imperative as the dominant socio-sexual frame for our species.

All one need do is consider the socio-sexual effects of feminism over the past 40+ years. Remove the necessity for male provisioning, remove the pre-sexual revolution resource dependency, enable women with unilateral control of their birthing schedule through hormonal birth control and what do women default to? Their innate Hypergamy, the prime directive of the Feminine Imperative.

Hypergamy, while inherently cruel, is in fact a proven species survival schema. However, because of women's place in our biological order, they must be the filters of that hypergamy. Ergo, the necessity of a dominant socio-sexual framework defaults to the feminine.

By sheer force men can and have taken control of that dominant framework, by rape or religion or any other moralistic social constructs, but women's fluid, social reengineering of those constructs circumvents and repurposes them. If you need an example just study the history of western civilization; we've 'progressed' from a society that owned women as property to women's default

ownership of men's progeny, property, their future property and even the means for them to acquire it all through the same social convention (marriage) that was intended to prevent women from engaging in their evolved propensity for sexual pluralism and proactively or retroactively cuckolding men.

Sunshinemary's hope is that men will refocus their (perceived) anger on the evils of the Feminist Imperative as a distinct and separate force, and accept (preferably embrace) the Feminine Imperative for being "it is what it is". Her impression is that the Feminine Imperative is amoral while the Feminist Imperative is immoral – an impression, I might add, that trad-con feminized-church women would like to perpetuate – focus on those deplorable feminists while we functionally serve the same purpose they do. The main disconnect here is that there *is* no Feminism without a Feminine Imperative. Feminism doesn't exist without a Feminine Imperative to serve.

The Feminine Imperative – Circa 1300

January 2, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A lot of shit got slung at me last week about making comparisons of chivalry being an antiquated social extension of the Feminine Imperative. I've written about the concept of chivalry and its impact on the intergender landscape of today, but as I read through certain *select* comments in [Sanitizing the Imperative](#) and after reading the misconception about chivalry on other blogs I felt the idea of chivalry deserved a bit more attention.

Over the course of my travails in the manosphere one common misperception I read a lot coming from well meaning red pill men, as well as the predictable blue pill white knight is this broken and romanticized notion of what chivalry means to them and should mean for everyone else expected to "play by the rules." I originally touched upon the convenient use the modern Feminine Imperative has made in making appeals to anachronistic idealisms like chivalry and honor in [The Honor System](#). I then revisited this in a bit more detail after the Concordia shipwreck with the *women and children first* debate even staunch jezebels couldn't resist in [Chivalry vs. Altruism](#):

Chivalry is simply one of many ideologies that was subsumed by westernized romanticism. Chivalry also applied toward things such as not hitting a man while he wasn't looking or attacking a blatantly undefendable, inferior or even a respected foe. It was originally intended as a code of ethics determined by the Roman Catholic church to control the otherwise lawless and violent natures of soldiers and knights who, understandably, had a tendency for brigandism in the middle ages. What passes for most people's understanding of chivalry is actually a classic interpretation and bastardization of western romanticism and the ideologies of 'courtly love', which ironically enough was also an effort by the women of the period intended to better control the men of the early and high Renaissance. Essentially it amounted to a taming of the over-dominating masculine influence of the time by laying out a system of prescribed appropriate conditions necessary to satisfy a woman's access to her intimacy.

You'll have to forgive me for indulging in a history lesson for today's post, but it is necessary. What I find most common in men's interpretation of chivalry is an almost Disneyesque mental return to knightly virtues of the past that only ever existed in films like *Excalibur*. My first amazement is that concept of romanticized chivalry have endured as long as they have. This is not due to some provable merit, but rather that the expectations of the more *useful* aspects of chivalry have benefitted the Feminine Imperative for so long that they've become ubiquitous expectations of men – even while coexisting beside a feminism that actively derides them.

So bear with me while we return to the foggy days of medieval Western Europe to search for the true roots of chivalry.

Origins of Chivalry

The year is around 1060 and over the last 100 years or so (i.e. the 'dark ages') a feudal system of moneyed landowners and their personal militias have made a mess of things. In spite of the best efforts of containment and control by the Holy Roman Empire, constant violence and sporadic wars amongst these small states have led to a breakdown in the fabric of society. Brigandism and outright barbarism are common amongst these militias – what they lacked was a common enemy, and what the church lacked was resources.

The Holy Roman Empire would provide that common enemy in the form of the Muslim (Moors) infidels to the south and a series of bloody crusades ensued. The Moors of course possessed the resources the church was desirous of, but the church lacked a cohesive social / religious order under which to unite the various militias they needed to process their crusades. Thus was born the code of chivalry.

This code appealed well to the martial pride of the evolving noble class, but further cemented the ideology into the commoners by pairing it with the religious doctrine of the era. The code was thus described as the Ten Commandments of chivalry:

- Believe the Church's teachings and observe all the Church's directions.
- Defend the Church.
- Respect and defend all weaknesses.
- Love your country.
- Do not recoil before an enemy.
- Show no mercy to the Infidel. Do not hesitate to make war with them.

- Perform all duties that agree with the laws of God.
- Never lie or go back on one's word.
- Be generous to everyone.
- Always and everywhere be right and good against evil and injustice.

Not a bad code of ethics under which to unite factions who previously had little better to do than smash each other with maces and steal each other's resources. It's a difficult task to get a man to die for another man, but give him an ideology, and that he'll die for.

The chivalric code worked surprisingly well for over three centuries and was instrumental in consolidating most of the countries that evolved into the Western Europe we know today. However, as with most 'well intentioned' social contracts, what originated as a simplistic set of absolute rules was progressively distorted by countervailing influences as time, affluence and imperatives shifted and jockeyed for control.

Courtly Love

For all of the influence that the church exerted in using chivalry as a social contract, it was primarily a contract played out amongst men. With the notable exceptions of a few select Queens and *Jeanne d'Arc*, it was only men who had any true social input either publicly or privately during this time. It wasn't until the mid-thirteenth century that (noble) women would insert their own imperative into the concept of chivalry.

At the time, chivalry was a mans' club, and unless she was a widow, women were more or less insignificant in the scope of chivalry. A nobleman might take a wife, but rarely were these marriages romantic in nature. Rather they served as political alliances between states (and often consolidating church control) and a man's romantic and sexual interests were served by mistresses or the spoils of his conquests. In fidelity was expected in noble marriages.

Enter the French noblewomen Eleanor of Aquitaine and Marie de Champagne. Both of these Ladys were instrumental in attaching the concept of courtly love and romance to the chivalric code that we (somewhat) know today. The wealth and affluence that Western Europe enjoyed from the late medieval to the high renaissance provided the perfect environment into which high-born women were feeling more comfortable inserting their imperative.

Both of these noble women had a love for the traveling troubadours of the time, espousing acts of love and devotion as merits for a new aristocracy. Originally courtly love was a much more pagan ideal, but like the church had done centuries before, when ideologically fused to the chivalric code it gradually proved to be an amazingly effective source of social control over men.

In it's earliest form, courtly love was much more salacious than the socially controlling device it evolved into:

Properly applied, the phrase *l'amour courtois* identified an extravagantly artificial and stylized relationship—a forbidden affair that was characterized by five main attributes. In essence, the relationship was

- Aristocratic. As its name implies, courtly love was practiced by noble lords and ladies; its proper milieu was the royal palace or court.
- Ritualistic. Couples engaged in a courtly relationship conventionally exchanged gifts and tokens of their affair. The lady was wooed according to elaborate conventions of

etiquette (cf. “courtship” and “courtesy”) and was the constant recipient of songs, poems, bouquets, sweet favors, and ceremonial gestures. For all these gentle and painstaking attentions on the part of her lover, she need only return a short hint of approval, a mere shadow of affection. After all, she was the exalted domina—the commanding “mistress” of the affair; he was but her servus—a lowly but faithful servant.

- Secret. Courtly lovers were pledged to strict secrecy. The foundation for their affair—indeed the source of its special aura and electricity—was that the rest of the world (except for a few confidantes or go-betweens) was excluded. In effect, the lovers composed a universe unto themselves—a special world with its own places (e.g., the secret rendezvous), rules, codes, and commandments.
- Adulterous. “Fine love”—almost by definition—was extramarital. Indeed one of its principle attractions was that it offered an escape from the dull routines and boring confinements of noble marriage (which was typically little more than a political or economic alliance for the purpose of producing royal offspring). The troubadours themselves scoffed at marriage, regarding it as a glorified religious swindle. In its place they exalted their own ideal of a disciplined and decorous carnal relationship whose ultimate objective was not crude physical satisfaction, but a sublime and sensual intimacy.
- Literary. Before it established itself as a popular real-life activity, courtly love first gained attention as a subject and theme in imaginative literature. Ardent knights, that is to say, and their passionately adored ladies were already popular figures in song and fable before they began spawning a host of real-life imitators in the palace halls and boudoirs of medieval Europe. (Note: Even the word “romance”—from Old French *romanz*—began life as the name for a narrative poem about chivalric heroes. Only later was the term applied to the distinctive love relationship commonly featured in such poems.)

Last week Dalrock had an outstanding summation of romantic love – Feral Love – that got lost amongst his other posts. This is unfortunate because virtually every thing he brings to light here finds its roots in exactly the romanticized courtly love rituals outlined above. What we consider acts of romance today, what we consider our chivalric duties to uphold in their regard, are all the results of a 13th century feminine imperative’s attempts to better effect women’s innate (and socially repressed) hypergamy. When we think of noble acts of self-sacrifice for women this is where the origins are. One of the more cruel acts of devotion a ‘lover’ may ask of her paramours was to bleed themselves for her; capturing the blood in a vessel after slicing his forearm and comparing the amount therein.

In the doldrums of a well provided-for existence, women will actively create the elusive indignation they need to feel alive. The women of the early courts were effectively perfecting the art of maintaining a bullpen of beta orbiters willing to address all of her unmet emotionalism while being fucked raw by their badboy knights to sire royal Alpha children when they returned from campaigns. The courtly love practices of the 13th century served the same purpose for women as Facebook does today –attention – balancing the Alpha seed with the beta need.

Feminism 1.0

As I wrote in last week's installment, while the Feminine Imperative remains the same, its social extensions for exerting itself change with conditions and environment it finds itself in. There's been some recent discussion in the manosphere that feminism can only exist in an affluent society that provides sufficient internal social controls to protect the extensions of the Feminine Imperative. For instance, while Slut Walks may be encouraged in Sweden, there are very few in Egypt at the moment. One socioeconomic environment supports the expression of the imperative, the other does not.

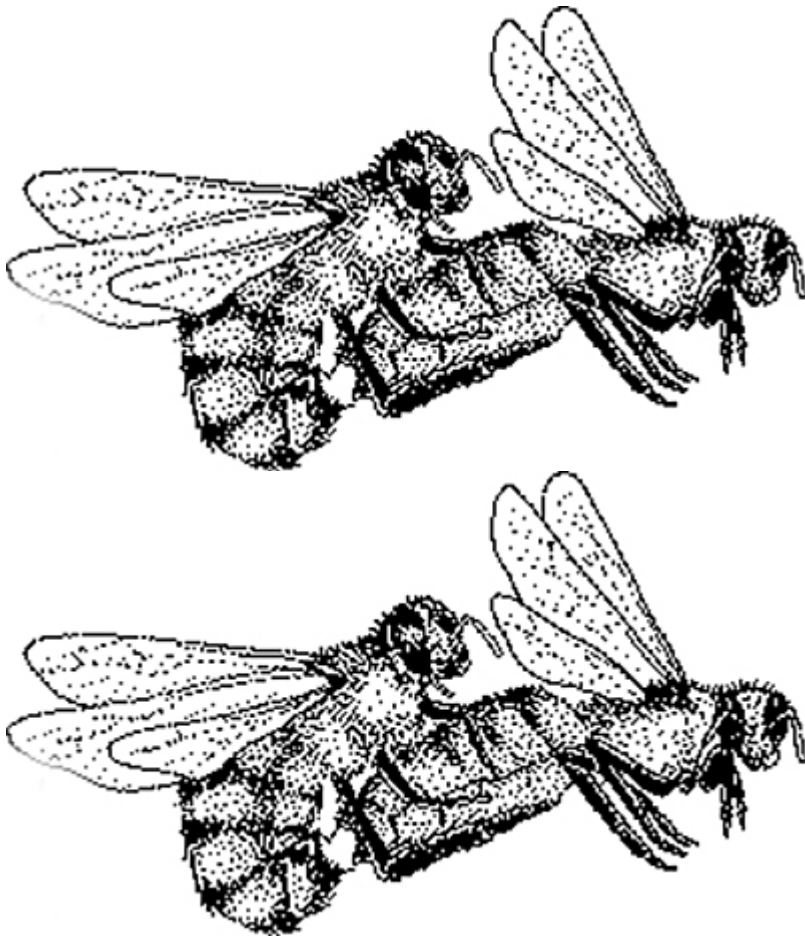
The concept of chivalry, in its original, intent was the result of a social control in an otherwise lawless environment. Later, when affluence accumulated and an upper class evolved, so too do the social extensions of the Feminine Imperative.

Fusing the philosophy and rituals of courtly love with the chivalric code was one such extension of the time – and a more enduring one I'll add. The major failing most White Knights and moralistically leaning red pill men have today is understanding that the modern concept of chivalry, and all their feel-good Arthurian idealism bastardized for the last millennia, sprang from the want of a more exercisable hypergamy for the women of the era.

It should then come as no shock that the old model of romanticized chivalry would conflict with the more overt social extension of today's feminism. A want for that old, socially coerced, masculine devotion clashes with the 'do-it-yourself' feminism of today.

Queens, Workers & Drones

January 7, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As I've stated in many prior posts, it is Men, not women who are the True Romantics. It is actually Men who will more readily alter their lives in the most radical of ways to achieve what they think is an idyllic state of monogamy with their 'Woman of Quality'. I understand how this statement may conflict with women's (and mangina symp's) characterizations of 'typical guys' just wanting to fuck anything that smiles at them, but this sentiment is only designed to maintain the feminine as the victimized gender.

It is in fact Men who are more prone to wanting commitment from a woman. The operative word here is "*wanting*" commitment.

Men are now also just as likely to want to get married as women and more likely to fall in love at first sight.

Experts said that the results were evidence of 'gender blurring' in which women have become more like men and men have taken on the characteristics usually associated with women.

I doubt that last quote from this article will shock my regular readers. Considering that the overwhelming majority of men are corn-fed betas, raised from birth to be devoted, "supportive", *wives* to their masculinized fem-husbands, it's really no surprise that men would be the ones seeking solace in a monogamy they've been conditioned to believe should be their goal-state for so long.

While betas are concerned with qualifying for an idyllic monogamy, Alphas tend to focus more on fidelity – their women’s fidelity, not necessarily their own.

Feminized Commitment

One very effective meme the feminine imperative has cunningly inserted into our social awareness is the feminine ownership of the term ‘commitment’. Calling a guy a ‘commitment-phobe’ is really a 90’s shaming cliché that’s been a retread for the Man Up! generation. There are different variation of this shaming – a guy can be ‘phobic’ because he lacks maturity, or because he’s become bitter and burned by a spurned woman, but underneath all that is the association that the concept of commitment uniquely applies to a man *committing* to monogamy with a woman.

From the Paradox of Commitment:

The idea is that commitment should only have meaning in a feminine defined reality. Ironically, it’s Men who commit far more readily to ideals, family, military, business ventures or partnerships, and servitude than women have the capacity to appreciate, because recognizing this doesn’t serve their imperative. In other words, a commitment to anything that doesn’t directly benefit the feminine isn’t commitment; answer? Redefine commitment to reflect feminine interests.

One thing that needs to be understood about women’s innate feminine solipsism is how it’s expressed on a meta-scale. It’s very easy to observe and consider individual examples of women’s subconscious sense of self-importance (read any comment from women on a manosphere blog) , but what most men aware of this phenomenon don’t consider is how this solipsism scales up to the larger social narrative.

I’ve written extensively about the Feminine Reality and Feminine Social Primacy, but these have been ‘top down’ assessments with regard to how society follows a feminine primary narrative as the *correct* premise of origin. Put simply, if it benefits women, it benefits society – society is better when benefiting women’s imperatives are its focus.

However, from a ‘bottom up’ perspective it is this proclivity for solipsism in women that collectively becomes the social narrative (or paradigm if you prefer). Millions of women solipsistically expressing the demands that would ensure a secure hypergamy for themselves makes for a fem-centric social narrative. And from this develops an expectation of, and entitlement to a default, secured commitment to satisfying women’s hypergamic impulses.

Selective Breeding

So powerful is this sense of entitlement, so consuming and convinced of the correctness of their purpose is the feminine that women will literally breed and raise generations of men to better satisfy it. Hypergamy is cruel, but nowhere more so than in the relationship between a mother overtly raising and conditioning a son to be a better servant of the feminine imperative.

But to breed a better worker, the feminine imperative’s queens can’t afford to have any corrupting, masculine, outside influence. On a societal scale this might mean removal (either by disincentives or forcibly) of a father from the family unit, but this is the easy, extreme illustration. There are far more subtle social and psychological means that the imperative uses to effect this filtering – via mass media, social doctrines, appeals to (feminized) morality, the feminine is placed as the *correct* imperative while the masculine is filtered out or apologetically tolerated as vestiges of an immature and crude reminder of masculinity’s *incorrectness*.

Yet for all of this social engineering Hypergamy still demands satisfaction of women's most base imperative, Alpha seed. The queens need physically / psychologically dominant drones – if just for a season and at their ovulatory pleasure. While beta workers are endlessly vetted in Sisyphean tasks of qualifying for the acceptance of the feminine imperative, the Alpha drones live outside this shell; their qualifications only based on how well they satisfy the feminine's visceral side of hypergamy.

The great irony of this social solution to hypergamy and long term parental investment is that the vast majority of the offspring of this arrangement would be raised to be better workers. Those betas-to-be boys must be insulated from the corrupting influence of the drones lest they devolve into the Alphas they crave yet cannot control. It may seem counterintuitive, to raise what should ostensibly be optimized genetic stock as a cowed, sometimes medically restrained, feminized beta males. However it is through this harsh conditioning that truly dominant Alphas must rise above. Essentially the genetic lottery isn't won by women in such a social environment – it's men, or the ones who rise above in spite of the conditioning efforts of the feminine imperative.

Generation AFC

We're just now seeing the results of almost three generations of this selective breeding effort. While women bleat and bemoan, "Man Up!" over the lack of suitable men to meet both their hypergamy and their provisioning, they only grind their teeth at the results of a social momentum set in motion by women two or three generations before them. While more boys are raised to pee sitting down by women concerned that their sons' testosterone poisoning will make him a potential rapist, the fewer and fewer "suitable" males present themselves 20 years later.

A lot has been made about men just checking out or giving up on themselves as they reach a projected notion of maturity. The feminine complains about them not living up to the standard set before them by the feminine imperative – women are owed reverence and tribute of an enduring security, why are men not sacrificing themselves on the altar of the goddess? In the face of all the so called social advancements in women's independence over the past 50 years we still hear a deafening cry for 'real men' to measure up, to qualify themselves for acceptance, to be worthy of providing for her and (her) offspring. Despite the refutations of masculinity and claims of independence, women still want Men.

In the manosphere it's been argued that the reason for this sexual disparity and men's ambivalence is due to some new awareness among men of the way the Game has been rigged against them. It's been argued that men are consciously opting out – going their own way – in some new social movement causing a de facto 'marriage strike'. I think this estimation is greatly exaggerated.

The male crisis of this generation isn't the result of men's conscious decision to opt out, but rather due to being forced out by this selective breeding. As exemplified in my first link, men *want* to get married. It's part of their feminized conditioning to view long term monogamy as a goal state. No, the men that women want to "man up" are the ones they're already married to, or the ones they'd consider worthy if only they acted (not actually became) more like drones and less like dutiful workers.

It's not that the vast majority of men wouldn't eagerly bind themselves to women in monogamy, it's that they've been bred in grand proportions to be 'less-than-men' by the feminine imperative.

Nice Like Me

January 9, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Lib Arts Major:

“Generation AFC” has done a great job of producing Brevik, Cho, Laughner, Sodini, Holmes, and now recently Lanza among scores of others who never got a bodycount high enough to make the news.

Here’s to a new generation of defects.

Or should I say products working as intended?

Furious Ferret:

This is just standard way of tearing down beta males. Most of the guys that are nice are genuinely nice guys but being guys they still want to fuck. They were taught by women that being nice and respectful lead to being attractive so they were brought up to behave this way. It’s no uniqueness or virtue for a woman to call ‘nice guys’ as really horrible disgusting perverts while rewarding the bad boy.

Mumtaz elaborates in response to a female commenter:

‘ From my own personal experiences, I’ve found that being nice does not equate to attraction from men. ‘

Actually, it’s being nice man that doesn’t equate to attraction from women. Nice woman means sweet and pleasant , that is attractive.

‘ Nice is boring. ‘

That’s exactly what women think.

‘ And the average person appears to NEED drama or maybe just more vivacity. ‘

No , it’s average WOMAN who seeks drama . For a man , coming home after day of hard work , drama is the LAST thing he wants...

‘ It seems that a lot of men look to women for something akin to entertainment ‘

Again, swap sexes and it rings true.

Also notice anecdotal evidence...

When I wrote Play Nice I elaborated upon the recent fem-centric trend of ridiculing self-professed Nice Guys. The notion of Nice Guys only using the monicker as a ruse for an asshole reality has been a staple response for Alpha-burned women for decades now. However, an interesting threshold is being crossed when a globalized internet society begins a campaign of mass ridicule of Nice Guys. Nice Guys of OK Cupid is one such effort.

While I’ve come to expect women’s rationalizations about Nice Guys as foils for their attention needs, what NGOKC illustrates is an escalation in beta male in-fighting. Some have called this ridicule cyber-bullying on a global scale, but there’s more to this than that. The progression from rebuking forum white knight to online attack blogger is evidence of a new comfort level the femosphere has in sowing discord amongst the beta orbiters they rely on for fem-centric male affirmation.

NGOKC is really a clever new twist on Dalrock’s proposition of “lets you and him fight.” In viscerally exposing OKC Nice Guy profile pictures and pairing them up with subjectively contradicting statements about being ‘nice guys’, NGOKC is (perhaps unwittingly) attempting to define what makes a guy genuinely “nice” based on the terms that indicate feminine supremacy.

If you peruse the sampling of ‘nice guy’ case subjects on the blog you’ll begin to see a pattern form. A, most likely out of context, declaration of ‘Nice Guy-ness’ paired with some horribly incongruent statement about expectations of women’s legs being shaved or men being the head of the household. The social experiment that NGOKC is involved in starts with its efforts in qualifying ‘Nice’ as being compliant with what best serves the feminine imperative. Do you like the feel of a woman’s smooth legs that she painstakingly shaves 7 times a week? You’re not a Nice Guy. Do you believe that men should be confident, decisive, heads of the household? You’re not a Nice Guy either. In fact if you indicate on your profile any belief that is inconsistent with absolute, equalitarian gender neutrality, you’re not a nice guy.

For all the semantics debates the manosphere gets into over the proper usage of “Nice” for men, the binary nature of the femosphere is definitive; if a belief is contradictory to the feminine imperative, it is decidedly “not nice”.

Beta Fights

Being that beta men constitute the vast majority of men in modern society, one of the larger problems of being an abject beta is the sheer volume of sexual competition they experience from other betas. When a beta chumps is AMOG’d by an Alpha there’s an almost tacit understanding by the beta that the Alpha held an advantage over him. The Alpha had the physical, Game and status tools the beta does not. However, put two (or more) betas in contention with each other and they will resort to ever escalating feats of greater beta qualification amongst each other. When all you know is Beta Game,

only more intense applications of that game is the natural response to competition within Beta Game. NGOKC is one such escalation in the Beta Game arms race. From Enter White Knight:

Every random chump within earshot of your conversation about Game, about your ‘changed’ way of seeing inter-gender relations, about your most objective critical observations of how women ‘are’, etc. – understand, that chump waits everyday for an opportunity to “correct” you in as public a way as he’s able to muster. That AFC who’s been fed on a steady diet of noble intent, with ambitions of endearing a woman’s intimacy through his unique form of chivalry; that guy, he’s aching for an opportunity to prove his quality by publicly redressing a “villain” like you for your chauvinism.

By essentially doxxing the Nice Guys on OKC, NGOKC is a blog dedicated to beta white knights attempting AMOG other betas while the women of the femosphere egg them on. The social impetus behind the blog is one of beta men jockeying for feminine approval by ever increasing declarations of being more suitable, more feminine identifying betas, than the so-called fraudulent Nice Guys they hope to expose. They’ve made a game of qualifying for the approval of the femosphere by looking for chinks in their competitor’s beta armor:

“I’m a nice guy,..”

“Charlatan! You want to oppress women by expecting to be the head of the household! I’m the real nice guy,..”

“STFU rape apologist, says here you’re open to first date sex, and what type of guy has tats and piercings like that? Rapists, that’s who! I’m the real nice guy,..”

“Misogynist, looks like you expect women to shave their legs,...FOR YOU!,...only fucking patriarchs think women should make themselves ‘acceptable’ for men,..I’m the real nice guy,..”

The feminine influence naturally loves the beta dystopia between guys they’d never want to fuck otherwise because it primes their need for indignation while simultaneously satisfying a woman’s need for attention and affirmation of her own imperative.

Obligation

One of the things that solidified this beta in-fighting for me was reading Hugo Schwyzer’s Jezebel endorsement of NGOKC.

Hugo Schwyzer has a rightly earned reputation in the manosphere for being a manboobed captain amongst the vichy males feminization has made so common through its selective breeding efforts . The lengths to which he’s ego-invested his life, career and personality into a feminine identification schema is truly grandiose. Hugo’s gender self-loathing is a monument to the dictates of the feminine imperative – he is what feminized men would ultimately become in a society defined by the feminine imperative.

While I have patience for the likes of Manboobz and even the information deficient members of the PUA Hate forums, Hugo is a step beyond their simple mockery.

What’s on offer isn’t just an opportunity to snort derisively at the socially awkward; it’s a chance to talk about the very real problem of male sexual entitlement. The great unifying theme of the curated profiles is indignation. These are young men who were told that if they were nice, then, as Laurie Penny puts it, they feel that women “must be obliged to have sex with them.” The subtext of virtually all of their profiles, the mournful and the bilious alike,

is that these young men feel cheated. Raised to believe in a perverse social/sexual contract that promised access to women's bodies in exchange for rote expressions of kindness, these boys have at least begun to learn that there is no Magic Sex Fairy. And while they're still hopeful enough to put up a dating profile in the first place, the Nice Guys sabotage their chances of ever getting laid with their inability to conceal their own aggrieved self-righteousness.

Nice Guys of OkCupid provides an excellent opportunity to reiterate a basic truth: there is no right to have sex.

This represents the basic disconnect that a feminine conditioned male like Schwyzer can't grasp. He's very concerned that self-avowed Nice Guys harbor this endemic, deep expectation of obligatory sex in lieu of 'being nice', yet remains willfully ignorant of the nature of exchange inherent in the sexual marketplace. Of the hundreds of self-professed nice guys I've known or counseled, not one of them *expressed* an expectation of reciprocal sex. In fact the genuine 'nice guys' are so self-sacrificing that the idea of a social contract of reciprocal sex is alien to them.

The new popularity of Nice Guy demonization that Hugo and the predictable, gender trend vultures piling on at *The Atlantic* isn't about expectations or entitlements it's about the underlying and unspoken reciprocal nature of the sexual marketplace being exposed. When a 'nice guy' does express some angst over his sexless and solitary life, or does bring his Savior Schema to the surface in a public fashion it becomes an ugly reminder for the feminine that the SMP is actually that, a marketplace. A fem-centric society doesn't like the idea of a visceral resource exchange, because it ruins its humanist/equalist social pretense. Solution? Ridicule and marginalize the one doing the exposing.

Besides the near-universal sense that they've been unjustly defrauded, the great commonality among these Nice Guys is their contempt for women's non-sexual friendship. They rage about being "friendzoned," and complain about the hours spent listening to women without being given so much as a hand job in return for their investment.

Because Hugo has been so well conditioned by his feminization he lacks any frame of reference to understand the reflexive rage these "false-flag nice guys" experience. This rage response isn't the disappointment of some societal masculine influence convincing these guys of a sex-debt obligation, it was the entirely feminized influence which convince them of myth of Relational Equity:

...I've repeatedly read men relate to me when they say how unbelievable their breakups were. As if all of the investment, emotional, physical, financial, familial, etc. would be rationally appreciated as a buffer against hypergamy. The reason for their shock and disbelief is that their mental state originates in the assumption that women are perfectly rational agents and should take all of their efforts, all of their personal strengths, all of the involvement in their women's lives into account before trading up to a better prospective male. There is a prevailing belief that all of their merits, if sufficient, should be proof against her hypergamous considerations.

For men, this is a logically sound idea. All of that investment adds up to their concept of **relationship equity**. So it's particularly jarring for men to consider that all of that equity becomes effectively worthless to a woman presented with a sufficiently better prospect as per the dictates of her hypergamy.

Hugo's preoccupation with the sex-debt obligations for being 'nice' is a convenience for his inability to address the concept of relational equity. In a sense he's correct, men should *never* presume that anything they do, any personal sacrifice, any emotional investment they make for a woman will EVER be appreciated, much less reciprocated, because hypergamy doesn't care about any of it.

If these 'nice guys' are guilty of anything, it's in their ego-investment in the lie that any woman might have the capacity to appreciate his investments in them. That rage isn't about the disappointment of not getting an expected lay, it's the self-rage associated with the disillusionment of a belief in a relational equity that women (often times the same women they want to become intimate with) continue to convince them of. It's a rage that comes from the loss of investment and being ridiculed for ever having invested by the same women who convinced them to invest.

So thank you Hugo, you've unwittingly made the manosphere, Game and red pill wisdom all the more attractive for 'nice guys' with your exposé. The obvious moral to this story is to drop the pretense of being a 'nice guy' and embrace a self-concerned Game perspective. In other words, unplug. Drop any expectations of a mutual respect, shared purpose or infantile visions of an idealistic love – because you have no 'right' to something women fundamentally lack the capacity to reciprocate. Your idealized relationship doesn't exist in a feminine frame, it only exists in a positive masculine frame of your making. The only thing 'nice guys' have to lament is not embracing these truths before they posted their profile pic on OK Cupid.

House of Cards

January 14, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rational Reader Martel (who's blog I've only recently become aware of) trapes into the shark infested waters of the manosphere with another attempt at defining the elusively subjective definition of Alpha. It's almost a red pill right of passage now; become Game-aware – offer self affirming definition of what makes himself a Man an Alpha.

Before I begin here, let me state emphatically that this is *not* a take-down piece. Martel's observations here made me consider a few things I'm not sure I developed adequately when I wrote the *Desire Dynamic*.

Martel does make a good stab at the beast. Most anyone familiar with my reductionist approach to Alpha mojo knows I don't mince semantics into the debate. Alpha is as Alpha does – as popular as Vox Day's delineations of degrees of Alpha, beta, sigma, delta, omega, etc. are I've always held that

Alpha is a mindset and not a demographic.

I do agree with Martel's observations, I'm not sure he's considered a few things in forming his Alpha perspective. I think one of the primary stumbling blocks Game-aware men have with regard to Alpha-ness is the disparity of defining it in male terms. When Martel uses Michael Jordan's example as a male definition of Alpha, he's disappointed that women don't share that estimation. Rationally, logically, and certainly perceptively, men see and appreciate the accomplishment, status, talent and stature of Jordan. Why wouldn't women see and appreciate the same?

Martel figures that it's women's innate solipsism and irrationality that makes them count Alberto Tomba as an athlete to be reckoned with (actually I was surprised it wasn't David Beckham, but that Spice Girl in the picture ruins the fantasy I guess). However, it's not solipsism or illogic that brings women to this, it's that men have a different criteria *amongst themselves* for what makes a man an Alpha. It seems illogical, and yes I'm sure Tomba inspired tingles of imagined self-role fantasies, but the fundamental disconnect is the disparity in men's ideal of Alpha and women's perception of Alpha.

Relational Equity

One of the more rage inspiring posts I've ever published here was *Hypergamy Doesn't Care*. It's become a manosphere meme now. It was simplistic in its measure, and it struck a nerve. I got so much enthusiastic follow up on that post (thanks red pill reddit) I had to elaborate and explain the dynamic in greater detail with *Relational Equity*.

It is from the male concept of relational equity that much of what men determine as Alpha characteristics for men comes into conflict with what women *perceive* as Alpha. Martel's male expectation was that Michael Jordan, or even one of his peers, would be the obvious athlete that either sex would agree upon as being an elite example. As men, we understand the dedication, determination and personal investment necessary to achieve this level of accomplishment.

Jordan's is one extreme example, but in other arenas, and by order of degrees, men have an appreciation of the achievements of other men – even if only because they have a common frame of reference. Those positive character attributes – determination, confidence, fidelity, humility, sacrifice, dedication, commitment, etc. – even in marginal degree, men believe should have Relational Equity. These virtues *should* be factors in attraction for a woman.

It seems logical and entirely rational that women would have the same appreciation for this equity, but time and again men's expectations are trumped by women's hypergamous response. From Relational Equity:

As if all of the investment, emotional, physical, financial, familial, etc. would be rationally appreciated as a buffer against hypergamy. The reason for their shock and disbelief is that their mental state originates in the assumption that women are perfectly rational agents and should take all of their efforts, all of their personal strengths, all of the involvement in their women's lives into account before trading up to a better prospective male. There is a prevailing belief that all of their merits, if sufficient, should be proof against her hypergamous considerations.

For men, this is a logically sound idea. All of that investment adds up to their concept of **relationship equity**. So it's particularly jarring for men to consider that all of that equity becomes effectively worthless to a woman presented with a sufficiently better prospect as

per the dictates of her hypergamy.

That isn't to say that women don't take that equity into account when determining whether to trade up or in their choice of men if they're single, but their operative point of origin is ALWAYS hypergamy. Women obviously can control their hypergamic impulses in favor of fidelity, just as men can and do keep their sexual appetites in check, but always know that it isn't relationship equity she's rationally considering in that moment of decision.

Women love opportunistically, men love idealistically. Much of men's idealism is rooted in the mistaken notion that women have the capacity to appreciate their sacrifices and they'll be loved for who they are rather than what they represent to women. As I've argued in the past, attraction and arousal are two separate elements for women. As Martel elucidates, a couch surfing Alpha will be arousing enough to pull tail despite his impoverished condition. He has no relational equity, and so frustrates the efforts of men who believe that the definition of Alpha ought to be based on the equity they hope women will appreciate.

Women will return (even if just mentally) to the callous or cavalier Alpha because he arouses her, but she will stay faithful to her husband because what he offers is attractive to her. This is why I say, by and large, women love most men for what they represent – once they cease to represent that, once they stumble in maintaining that, hypergamy is free to run. On a personal level this may be you losing a job or how you failed a shit test, on a meta scale it may be women's social capacity to provide for themselves.

House of Cards

From Martie Hasslton on Sexual Pluralism and Mating Strategies:

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. **In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.**

The vast majority of men (i.e. betas) fall into this latter category. One of the reasons the scattershot sexual strategy of more Alpha men is considered a social deviance (Playa's) is because it's in direct conflict with the socially normalized, investive mating efforts of beta men – as well as the maternalistic, security side of women's sexual pluralism. Betas are invested in relational equity as a sexual strategy.

The problem inherent in this mental model is that it is entirely dependent upon maintaining that singular, personalized investment in their mate. The root of male providership, the personal sacrifices men endlessly expect themselves to make, are all contingencies against feminine hypergamy. Once those provisions and sacrifices falter, the house of cards risks collapse.

In the words of Chris Rock, "Men, if you lose your job, your woman *will* leave you. It might not be right then, she might tell you, 'It's OK baby we're gonna get through this', but just know, the clock is ticking." This is the time you will hear "I love you, but I'm not *in* love with you" or "You've changed, you're not the man I fell in love with."

Men's idealistic love expectations being to conflict with women's opportunistic love expectations.

His idealism predisposes him to believe the strength of his relationship is dependent upon his intrinsic qualities – fidelity, compassion, empathy, sacrifice, humor, determination, etc. – qualities he’s convinced make him Alpha and up to this point his wife or girlfriend claimed were appreciated. It’s only under conditions where he’s unable or less able to provide extrinsic resources, or conditions in which she (or women in general) can provide for themselves that feminine hypergamy takes mental precedence.

It’s at this point of disillusionment that these men realize that his self-perceived Alpha status, based on what he believed women, his woman, would appreciate, has no equity for her.

Genuine Desire

Martel continues:

Even if reliable beta-boy wasn’t as exciting as the greaser, there was a chance the reliable guy could get the girl. The tingle had to compete with her reputation, the chance of unwanted pregnancy, advice from her elders, her own moral code, and curfews.

She might want to bang the butler, but there was a chance she’d be faithful to her husband instead. There’s more at stake than women deciding who **they want to boink**, there’s also who they actually boink.

Genuine desire is a very difficult trail for most guys to follow. I emphasize the *want* part of Martel’s quote here because while hypergamy is often mitigated by personal and social elements, the underlying, ambient desire for a hypergamously optimal mate (or mating) is always the operative for women.

The problem with Martel’s assessment here is that it’s founded on a definition of Alpha rooted in an expectation of Relational Equity on a woman’s part. Intrinsic attributes, invested effort and extrinsic rewards will never be enough to *make* a woman desire to bang you. In various combinations they may be a sufficient buffer against her hypergamy, they may be endearing qualities she loves about you, but they aren’t sexy in and of themselves. She may not fuck the pool boy due to moral convictions, fear of loss, or simply because she lacks the capacity to attract him, but it won’t stop her from *wanting* to.

There will come a point when a woman’s conditions will make her more dependent on a man’s intrinsic qualities. His empathy, love, loyalty and compassion makes a world of difference once she’s past the Wall. As her ability to remain a sexual competitor diminishes, her dependency on her husband’s emotional and security provisioning takes precedence. This may even be a genuine appreciation for a woman, but it’s important to understand that this new appreciation is the result of her opportunistic understanding of love. At some point she will *need* to love these intrinsic qualities.

Mister Softee

January 17, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I have friend named Floyd. Floyd is in his early 50's and spent the better part of his life in the military. He's in fairly good shape for his age and has the rough, but stoic attitude of a soldier who's seen actual combat. He doesn't talk too much about those years, but he is an interesting guy and has a wealth of world-learned experiences that he's more than ready to let you know about.

Floyd is not what I'd call a Type A personality, but he does have the pragmatic 'get it done' personality taught in the military, and he's prone to being opinionated. At the risk of splitting hairs again, I'd definitely say he's Alpha, but in a subdued, matter-of-fact, self-evident sense rather than

the stereotypical in-your-face douchey Alpha caricature most beta chumps like to associate it with. Being a Man comes natural to him, and his expressions (or non-expressions) of such irritates the betas we know – but in a passive sense rather than an aggressive one. Just being who he is, often enough, gets eye rolls from our more plugged in friends.

Unfortunately Floyd's Game-ignorant. After his discharge, he followed the ex-military formula for marriage by getting involved with a very domineering woMAN who promptly got 'accidentally' pregnant 12 years ago. They have a son whom they share custody of, the divorce not being final until last year. For all his Alpha cred, he followed the 'do the right thing' script right up until the finalization of his divorce. In the military, he was ostensibly a badass; with his ex he was always trying to find a solution to her problems with a rational 'get the job done' approach. He didn't see the method behind her madness then, he does now.

Since the finalization Floyd has gotten together with a new girlfriend, Ann, who is the polar opposite of his ex. Against my advice he's moved her into his home, but the bright side of this arrangement is that Floyd has learned the importance of maintaining Frame with her. Maintaining Frame with Ann isn't too difficult for him as she's about a point below Floyd in SMV. She's not unattractive, but Ann *loves* Floyd because he takes care of business like the Alpha her ex never was.

I was hanging out with Floyd last weekend and the conversation got around to how unlikely it was that Ann would get with a hard ass like Floyd. She say, "Oh that's just his schtick, he's really a big softie. Underneath all that he's really a sweet guy."

The Scripting

Now I realize these are the words of a 48 year old woman who's vested interest and second chance at long term security are in my tough-guy friend, but it struck me that no matter how genuine a Man can be in his personality, no woman wants to accept a personality that is incongruent with her own imperative.

The main reason for this is rooted in women's innate solipsism. If the reality doesn't fit with her interpretation, rationalize the reality to force fit it to that interpretation. The nuts and bolts of it is that Floyd represents a valuable prospect at a second chance for provisioning. Floyd is not an overly emotional or emotionally available guy, but to reconcile the wish that he would be, Ann must tacitly endorse that he is; "you just don't know him like I know him."

A lot of freshly unplugged guys have trouble accepting Game as being anything more than an act – a series of behaviors meant to elicit a response in a woman, and once she's been attracted they can go back to their regularly scheduled personality. They rely on rote memorization instead of learning and internalizing Game. What a lot more don't understand is that even in their blue pill Beta Game days they also followed a similar 'acting'.

This acting is encouraged in much the same way as Ann was attempting to distort her own reality. As with most women, they fall in love with a dichotomy; they want a sweet guy, who's tough and gets shit done. If one of these aspects is out of balance her rationalization engine (i.e. Hamster) will make subconscious attempts to compensate for it in her words and beliefs. "I want a sweet guy with a good heart" is boilerplate for the feminine imperative because it 'sounds right'. Men hear this and 'act' on it in the deductive belief that it will endear him to women in general.

The greater truth is that, for all the conflicting messages about men needing to get in touch with their feminine sides, and then men need to Man-Up, your personality is still going to be rationalized to fit a

woman's psychological ideal.

Upping the Alpha Doesn't Mean Offing the Empathy

I think too many critics in the manosphere believe that the underlying message is about men needing to kill off the emotional, sentimental or impassioned aspects of their personalities. I would never advocate this. Firstly because I don't think it's entirely possible, but more importantly, you shouldn't have to. No man should lessen himself or his human experience to accommodate the feminine imperative.

When I wrote Kill the Beta people assumed I meant that doing so would also include killing of the better parts of their personalities. Beta is a mindset in the same way Alpha is. You can be an emotional Alpha, and women will swoon, but be an emotional Beta and you're doomed to feminine pity. Emotions and passions only reinforce a self-defeating loop for a Beta mindset, but in careful, self-controlled measure they strengthen an Alpha mindset.

The problem is in the measure. Most Betas, raised from birth to believe that women want a "sweet man with a good heart", build a personality around that message. Thus we have several generations of men trying to out "sweet" one another. In the end of *The Game* Neil Strauss worried that PUA practitioners would turn into "emotional robots"; men only aping the behaviors that have value in their getting laid and not genuinely emotional. I think his worries are unfounded, because most men of the last generations have such a foundation of 'being in touch with their emotions' the issue is more about the self-control necessary to maintain that emotionalism.

Upping the Alpha doesn't mean offing the empathy. Game doesn't mean learning sociopathy – it means learning control of one's psychology. Most Betas find themselves miserable because they've been raised to believe that self-expression and open communication of emotions are the keys to successful living with women. It's interesting that for all the understanding about how women are wired for emotion and men are wired for reason that it should be the men of the last generations who are more emotionally expressive than any preceding generation.

Guys like Floyd aren't any less emotional or compassionate or sentimental, they simply know the value in controlling their more ephemeral aspects. They know when to apply it and when to withhold it. They know the reward value a rare display of emotion means to women who want to write their own script for the Man they're in love with.

Soldiers

January 21, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It never fails. Whenever I think I have a good post developing in my drafts folder, along comes a reader's comment that abruptly halts that process and demands my full attention. Rational Reader, [Eric had one such comment today](#):

Rollo,

Military men ought to be a targeted audience for your red-pill teachings.

As an Army veteran, I can attest that being socialized as a soldier is to learn positive masculinity in terms of a man among men. While not immune from political correctness, there is a stand-off distance from civilian society that preserves within the military perhaps our last best repository of traditional masculine values and culture.

Before I joined the Army, the military seemed alien and threatening. What I found, instead,

is the nature of soldiering just made sense to me on a basic level as a man that I had not experienced before the Army. Soldiering opened my eyes to the intrinsic higher value of manhood. I have not found the same masculine fit since returning to civilian society. (Granted, I didn't become a cop.)

However, the Army does not cure Beta. The military – as you imply – does not teach soldiers how to handle women and deal with feminism. When soldiers apply the 7 Army values (loyalty, duty, respect, selfless service, honor, integrity, personal courage) to women, they simply don't receive the same positive feedback they get from applying the Army values on the job among soldiers. If anything, their heightened engagement with masculinity in male terms obscures their understanding of women. Editorially, I believe the disjunction between the masculine culture of the military and the feminized culture of civilian society is an unacknowledged reason why many seemingly capable veterans are tripped up in their transition from military life to the civilian world.

The masculine values that soldiers learn are invaluable, and our society would be made healthier and stronger if veterans could spread those values upon their return to civilian society. However, in their current condition, military-sourced masculine values are fragile in the context of feminized civilian society.

I believe the solution is adding formative red-pill teachings to the traditional masculine lessons received by impressionable young soldiers. Doing so will empower and protect the soldiers in their immediate personal lives, especially important for the soldiers who are anxiously distant (Dear John, Jody) from their love objects. And, by the time they are mature veterans returning to civilian society, their traditional masculine values hybridized with red-pill awareness should be robust enough to thrive in feminized civilian society.

From their success, the combination of red pill and traditional masculine values can spread.

I attempted to address this in Casualties.

For whatever reason I seem to be held in high respect with military guys. It's kind of strange thinking about this post-red pill, but a majority of my male friends have been soldiers and marines, and the common theme with every one of them has been their 'get it done' attitude and the conflicts it has with a beta relationship they all had with women.

I've got a guy in another dept. who was a former Marine who served 3 tours in Iraq and is an amazingly organized and responsible guy. Alpha as fuck in all respects but one; he too is saddled with an overweight fiancée (soon to be his 2nd wife I might add) who barks at him via cell phone while he takes his smoke breaks. I hear them bickering occasionally and all the guy does is attempt to appease her – this former Marine, who had live ammunition fired at him, is crushed mentally and emotionally by a woman who should never have a position to question him. Why? because he subscribes to the societal fem-centric default mentality when entreating with women.

At the risk of encouraging some ecumenical debate in the comment thread, the great failing of most military guys is the expectation of relational equity with regards to their commitment to the 7 Army values. In a military sense, in a sportsmanship sense, in a business sense men believe that the personal investments of sacrifice, loyalty, duty, respect, selfless service, honor, integrity, personal courage, etc. will be appreciated, considered and rewarded with respect, value and/or status. Whether or not this is the actual case on an individual basis, the expectation from amongst a man's peers is one of an appreciable equity he can build upon and have his eminence increase upon.

The rude awakening for most soliders is that Hypergamy doesn't care about relational equity. All of the social value he should be able to accrue through his steadfast commitment (actual or imagined) to principle isn't recognized by feminine hypergamy. Hypergamy doesn't care about his belief in the 7 Army values, it only cares about its own imperative. It's not that women can't learn to appreciate these virtues in a man, it's that her natural state of hypergamy (and solipsism) doesn't facilitate it.

I have no doubt I'll get female commenters explaining to me how they in fact do recognize and appreciate men's commitment to duty, but I'd argue that this appreciation came from learned necessity, not a natural appeal to her hypergamy. When hypergamy is satisfied for a woman, mitigated by her capacity to attract better male prospects, only then is a woman in a position to consider men's integrity and character.

This is naturally frustrating for a young soldier wondering why his sacrifice and commitment to duty doesn't make him any more attractive, more arousing, more deserving of his girlfriend or wife's monogamous commitment. He's done everything 'right' yet there is no advancement, no appreciation, and in fact sometimes outright abandonment of him and his 'principles'. The reflex of course is to amplify that sacrifice to levels above and beyond what he's previously committed himself to, or to rationalize disqualifying a woman lacking the capacity to appreciate that sacrifice.

The real tragedy is that young soldiers (and sometimes old) are easy marks for the feminine imperative looking to consolidate on a security derived from those sacrifices without ever appreciating them. I have a friend back in Reno who after 16 years, and 4 children, had his wife leave him after a military marriage. In her unhaaaaapiness she decided to go back to school (funded by him) to be a dental assistant and promptly divorced him just 3 months prior to his discharge. They share custody now, but she ended up getting with a dental surgeon soon after the divorce. His disappointment and depression didn't come from her abandoning him and the kids as much as it came from his bewilderment that she'd leave everything he'd built for them as a family, and himself personally. He couldn't imagine that his investments had been less valuable to her than a life with a more resource rich man.

Parting Shot: Military Suicides exceeded combat deaths this year. While this is sobering, what most media covering the story fail to illuminate is the overwhelmingly disproportionate number of men who take their lives in comparison to women.

Tom says the military's suicide problem is a complex one. "Most of those committing suicide are young men, 18-24," he says, who are worried that asking for help will undermine their career.

While some of the deaths can be linked to the stresses of being deployed in a war zone, a third or more of those who killed themselves were never deployed, Tom says. They seem to have been made desperate by financial or personal problems.

Personal problems, yeah, personal problems.

The New Thin

January 24, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)





My [Reddit Q&A](#) on Monday generated a lot of good questions:

Ever notice on Facebook, when ever an average/fugly/fat chick post's her picture you have like ten women (only women) chime in with their comments under the picture saying stuff like "HOT!" "you're so pretty!" "damn you look good" when in fact she isn't?!

Are women trying to make their not so attractive friend feel better about herself?! Or is there another scheme involved here of setting the bar low in order to boast their own attractive scale up.

I see, hear and read this constantly. What we're observing however is a carefully constructed feminine social convention, and a feminine-combative one at that. By tacitly reinforcing the "good looks" of an obviously overweight woman with positive compliments, the latent message is that she doesn't need to improve her looks to attract men. The truth of course is that she could be semi-fuckable after dropping another 15 pounds, but in telling her she's hot 'as-is' the idea, in the form of an encouraging compliment, is to get her to relax and stay fat. Thus the complimenter(s) simultaneously feel relaxed in their fat.

It's really a socialization attempt by less physically appealing women to regulate the sexual market in favor of themselves.

I can remember experiencing this firsthand long before the advent of social media. In the days I worked in the resort casino industry, I was in the lunchroom with the largely (heh) female advertising department and the conversation came up about how some woman in accounting was "too thin" or she need to gain some weight. I emphatically disagreed; I knew the woman they were going on about and she could've lost 10 pounds and still been overweight. The ladies lost their shit when I said she

could stand to lose a few pounds and hit the gym more often. The hens practically pounded the table with their fists and the accusations of misogyny, and the old chestnuts about men's "shallow" desires for the physical all flew wild and furious.

You see all the women at the table were as heavy if not heavier than the woman in question. I had insulted the herd by association.

The funny thing about body image is that most people tend to judge obesity based on their own physique. If you're overweight and your regular peer group is fatter than you, you tend to think you're "normal". It's similar to eating a donut from a box someone's brought to work for all to enjoy. If one person is eating a donut it tacitly gives others "permission" to enjoy one too.

I was once at a distillery in Panama with a group of Dutch people I work with and a stunningly attractive Panamanian secretary asked me if I was Dutch. I told her, no, I was American and she said "oh, you don't 'look' American. I laughed at this for a minute and asked her what an American 'looks' like and she said, "well, they're all fat." I took it as a compliment, but I had to agree with her.

Books and Covers

You can't judge a book by it's cover, but more often than not, it's a good indicator of what the story's about. An attractive cover should make the reader want to read it.

Women have far more rigid prerequisites for what makes an acceptable man for an LTR than men do for women. Women base their estimate of a man on his confidence, status, affluence, looks, humor, intellect, creativity, ambition, determination, decisiveness,..and the list goes on. Men's requisites for intimacy? Looks and sexual availability, that's it. Beyond that, you can make a case for any ephemeral quality that convinces you the girl's worth your long term investment, but if she's not hot enough to keep your physical interest, you're going to look elsewhere to make up for it.

Yet what is the single most common shaming tactic women use for men? Painting them as 'shallow' for requiring her to maintain a good shape and be sexually available. Men have *far* too much on the line in the long term NOT to be concerned with demanding the highest standard from a woman for an investment that goes beyond anything she could hope to genuinely appreciate or match by other means. For all of the personal investment a man must make in himself to meet women's 'attraction prerequisites', it only makes pragmatic sense that his (physical) standards for women be strict and exact.

It's really up to you to make the judgement call, but by no means should you allow accusations of superficiality influence your decision in that. As a Man, you are well within your rights to expect a maintained physique from a woman, considering the far greater sacrifices she expects from you. Would you leave her if she got fat? Damn right you would. Would she leave you if you went beta-listless-unemployed-alcoholic? Damn right she would.

All that said, what it really comes down to is the reason why this girl lost the weight. There are plenty of fresh divorcees frenetically working out at Planet Fitness in the hopes of reconditioning themselves enough to attract another husband – only to fatten up again once she finds the guy who "loves her for who she is". Women who once were fat, who slim down are prone to this. That's not to say there aren't women who make a definitive lifestyle change and go from being a walrus to a Fitness America Pageant contestant and parley that into modeling or personal training career, but these are the most rare and notable exceptions.

I should also point out that it's a uniquely White Knight habit to publicly defend a woman's body

image insecurities in order to get the identification / affirmation strokes they believe endears them to women. I hear these guys parrot back the same lines women self-affirm when talking about their body shape or trying to disqualify a sexual competitor, in an effort to be more 'like' the women they hope to get with. The idea is that they believe they'll be rewarded for taking the "fat acceptance, love-who-you-are" tact and be perceived as more modern or up with the right conventions, and that guy's who actually have the temerity to say they prefer a tight body are the neanderthals – again, to disqualify their own sexual competitors.

The Mechanics of Sexual Selection

Whenever the 'fat is OK' debate pops up all it does is serve to further illustrate yet another feminine social convention. All of these conventions are sociological and psychological methodologies with the latent purpose of securing breeding opportunities for less than physically optimal women.

- Point 1: Women know on an instinctual, biological level that, overall, men generally base their breeding selection on the physical conditions of a female. Hips to waist ratio, breast size, facial symmetry, fullness of lips, youthful appearance, etc.
- Point 2: In order to compete with similar women in meeting the physical standards of a given demographic of men, women must create physical methods in order to compensate for this deficit. Thus they have make up, cosmetic surgery, high-heels, hair dye, etc.
- Point 3: Failing this, sociological and psychological constructs are necessary to 'level the playing field' in the sexual marketplace. Thus, fat, out of shape women attempt to convince men to feel ashamed for wanting a physically superior female by converting that desire into shame. It becomes superficiality. Likewise, older women who's sexual marketability wanes with every passing year, must create social constructs that praises the sexual prowess of older women.

Women have been trying to convince themselves for centuries that there ought to be more to sexual attraction for men than physical appeal, and for centuries this method has been thwarted by simple male biology. Rather than play the game better, they attempt to change the rules of the game to better fit their own limitations in a variety of ways.

The problem with the idea that "it's what's inside that counts" is that it's what's outside that arouses. All the "feeling good about your body" that a fat woman can muster is NEVER going to be an aphrodisiac or a substitute for having a great body that men are aroused by.

The Choice of Attraction

January 28, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This has always been an interesting debate. I think it was David D'Angelo who coined the phrase, "Attraction is not a choice." This notion is so popular even red pill carpet baggers like Aunt Sue had to give it wings.

Pandora from SoSuave broke it down thusly:

What is the true nature of attraction? I am often ambivalent about this myself. This is ultimately the root the contention between the so called "AFC"s and the so called "cynical" red pill guys.

Camp 1:

Attraction is a deeply psychological phenomenon that is largely unpredictable. This camp implies that there is no deliberate decision that a woman makes to become attracted to a man. Her decision is made largely within the first few seconds of meeting or noticing you. They claim that whether a girl is into you or not is largely out of your control (D' Angelo). This philosophy gives credibility to the people who say money and looks really don't matter too much. They are just icing on the cake. In all honestly I have seen example of this play out many times in real life. I mean we all know the common phenomenon of a hot girl with a loser boyfriend who sits on the couch all day and plays video games. We all had a girl that

just was “attracted to us” no for no apparent reason. There are plenty of examples of successful women going after losers (not marrying, but screwing regularly). These guys are pretty average looking to tell you the truth. These guys are not really even that “alpha”. Kinda like Casino, I know its a movie, but when DeNiro’s wife who had everything was still deeply in love with the scumbag loser pimp who had nada. Many of these guys have self destructive tendencies really, aka bad boys types, emo losers, broke artsy dudes to plain ol average joes. If you ask the female why do you like this guy so much when you could get just about any other guy... 9 outa 10 times they say ” i dont know, i just do, i wish i didnt”. They have no rational explanation for it. Many times the girl will admit that the guy isnt even attractive or her type thus supporting the view attraction is not a choice and deeply psychological.

Camp 2:

Money, looks, power, and overall dominance will get u women more reliably than anything else. This is the red pill crew. There are a TON of examples of this also. Go to any rock concert, football game or club and you will see this in action. There’s a reason why women want to marry the rocker, doctor, lawyer, CEO, athlete. The catch is by agreeing with this viewpoint you have to agree that the nature of attraction in women is largely logical and deliberate. That women turn off or on their attraction based on status and resources. If you are this camp then how do u explain the examples of hot women going out with loser to average boy friends. Are these truly exceptions to the rule? How do you also explain chicks that dig you for no apparent reason at all (rare but it happens) and we have all had these types of girls once or twice.

This is an important question to answer because i think its the cause of many of the conflicts in the manosphere. Its also a fundamental question for any man. I think the truth is in the middle. I think that both camps are making something that is very complex into a cut and dry matter. For every instance of a chick being attracted to a high status male there is an instance of a chick just being attracted to a regular guys. Im starting to believe attraction is just one of those things that is largely unpredictable and mysterious. This is the whole basis of when women say they just felt or didnt feel any “chemistry”. Its largely mysterious. Like Rollo eludes to, attraction is a chemical thing.

There’s a very clichéd truism from the 80’s that states “a woman knows if she’ll fuck you in the first 5 minutes of meeting you.” I disagree somewhat, I would say a woman knows if she *wont* fuck you within the first 5 minutes of meeting you.

Attraction is instinctual and predictable, but is it a choice? It really depends upon the conditions of the persons involved. Honestly I think it’s kind of a loaded question because the answer tends to validate the beliefs and ego-investments (also prompted by personal conditions) of the one promoting it.

For the unemployed, chubby guy, believing that attraction is some nebulous, random occurrence gives him hope that, with a bit of Game, he can enjoy sex with the HB 9s that his douchebag “natural” friends are. Similarly, the good looking, affluent guy with a bit of Game is rewarded with sex so often that he attributes his success to his own capacity for ‘creating attraction’ that he presumes a woman *is* making a choice to be attracted to him.

Choosing Attraction

Like pretty much everything else, attraction is conditional. I won't go so far as to say it's a choice, but I will say there exist many prompts that can spur attraction when they are congruent with the conditions a woman consciously or subconsciously requires at a given time.

For example, in high school, teenage girls tend to focus their attraction (which is prompted by sexual arousal) on the teenage boys who best display an ideal physicality. Cute face, good body, maybe a slight bit of status with regards to exceptional performance (sports or drama for instance), but generally affluence and personal status aren't an issue since none of them can expect a high school junior to be the CEO of his own company. Remove money & status from the sexual environment and physical arousal will tend to dominate. Personality and game, play in of course, but to a far lesser (adolescent) degree than when a woman is 19 and in a college environment where potential status, affluence, game and personality begin to take on more importance. Physicality still dominates arousal, but compatibility and future emotional and parental investment potential begins to factor into attraction. As a woman approaches 30-35 her preconditions for attraction and the priority she places on them shifts towards long term security. Physicality, while still important, is compromised in favor of long term security potential.

Now, is she *choosing* to be attracted to specific characteristics or types of individuals at different phases of her maturity? No, not consciously, but on some level of consciousness we are all aware of our own conditions and what (we believe) is necessary to meet satisfaction of particular deficits we lack. For the 32 year old AFC who's never done anything different and has waited the better part of his 20's for the, now 30, HB 8, he thinks his ship's finally come in and that attraction is indeed some random act of divine kindness – rather than the fact that he now makes the kind of money his dream girl subconsciously realizes is necessary for her (and her offspring's) long term provisioning.

Predicting Attraction

Human nature being what it is, it's important for Game aspirants (and those applying Game for other reasons) to understand that Game, inter-gender dynamism and the physical elements of arousal / attraction are *Probabilistic* not *Deterministic*.

I don't believe attraction is a conscious choice – no girl says to herself “hmmm,..I think I'll be attracted to him” – but there are definite, predictable determinants, based upon the personal conditions of the woman, that influence a subconscious state of arousal and attraction. I know those are big \$10 words, but try to think of it in terms that a woman doesn't make a rational choice to be attracted to a guy, but rather is influenced by motivators she's not fully aware of and makes an emotional association with them and the guy she is attracted to. Accurately determining what those motivators are and manipulating them (within any one Man's capacity) is the heart of Game. Attraction may not be a choice, but what you do to stimulate the motivators of attraction is a choice – your choice.

I rarely engage in the “american chicks suck / foreign chicks rule” debates, but one of my best friends is Filipino who's recently been making frequent trips back to the Philippines to visit family and (still) help out with the recovery effort after the last hurricane. He comes back with stories about how eager all the hottest Filipinas are to do anything sexual with him. He's not an ugly guy, but by American standards he's not all that desirable – short, stocky, about 15lbs overweight, well off but not wealthy. But because he's American and Filipino he's got status that few guys in P.I. can match. He has what we joke is the ‘Golden Ticket’ (ala Willy Wonka) to Amercia since he's single. He's got decent game and he does hook up in the U.S., but he says he doesn't even have to make an effort in P.I. Women

catch wind that he's American and their legs spread involuntarily.

This is an excellent illustration of how status can influence attraction based upon personal conditions / deficits that prompt it. However, sustaining that attraction after that personal deficit has been satisfied is another post altogether.

The Choice

So in layman's terms you are saying **Attraction** is not a conscious choice made by women but one that can be unconsciously evoked by a guy with good game?

Yes, if that particular guy's Game is what she's subconsciously lacking. However, it's all in the 'read' of any given woman. If you read the Art of Seduction by Robert Greene, the first foundation of seduction is to have as full an understanding of your target as possible – this is called 'reading' your mark. To the best of your abilities, it's important to evaluate where she is in her stage of life and pick out areas where she's in a deficit. You may think this is impossible to do in the short space of sarging a girl at a bar for instance, but once you have a general understanding of the cues to look for it actually becomes second nature. I'll give you an example.

There's a woman I know named Julie who I bump into on occasion at promos I do. On first sight I see: she's attractive, mature (late 30's early 40's perhaps), dresses to get attention, she's thin, bleach blonde, and married (I know from the big diamond ring). After speaking with her for less than 10 minutes I know she's attracted to me; there are 'tells' in her conversation with me, verbal cues that she's hoping I will pick up on and deliver back covert confirmation of. 10 minutes in and I know she's in a marriage of convenience with an affluent man, who can take care of her financially, but who's incapable of meeting her physical deficit, her excitement deficit, her covert communications deficit, etc. If I wanted to seduce her, these would be the areas I would adjust my sarge to emphasize. She's attracted to me because she sees my potential for satisfying her deficits, and then probes me for confirmation of her suspicions. I tell her I'm married in code-speak, and she chooses not to be attracted to me any longer, or at least not to such a degree that she wants to pursue any more.

Some people would call this being a good judge of character, but essentially the ability to 'read' a person (of either gender) is the beginning of good 'natural game'.

Choreplay

January 30, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the more entertaining debates I've had in my post-red pill awareness has been discussing the issue of men doing more "chores around the house" so as to more equitably distribute domestic duties amongst couples. The operative beneath this canard is that a more idealized state of gender neutralized bliss can be attained in a couple if only the male partner would feel it incumbent upon himself to assume chores that the female partner feels she's entirely overburdened with.

Hmmm,..this presents a quandary for the Feminine Imperative; how would a Strong Independent Woman® motivate her live-in lover (sometimes known as 'husbands') to pick up the domestic job slack? Why of course, resort to the strategy that worked so well in convincing him to monogamous commitment – bait him with the ~~obligation~~ promise of ~~unrestricted~~ less restricted sex! It's so simple in its form, so elegant in its function,..enter Diane Mapes' Choreplay.

Gals make passes at guys who wash glasses.

I had a party not too long ago where a funny thing happened. One of the guests — a 30-something, single straight guy — came out to the kitchen and volunteered to do my dishes. "That way you won't be stuck with a huge mess after everyone leaves," he said, filling the

sink with hot, soapy water.

As he started scrubbing wine glasses, I glanced over at my guests. Every woman in the room was staring at him with what can only be described as pure, unadulterated lust.

Behold the appeal of the dishy man.

Yes, that's right gentlemen, Roissy had it all wrong, in girl-world washing the dishes is the undiscovered catalyst for 'gina tingles. Athol Kay and his MAP? Get the fuck outta here, it's vacuuming and dusting that inspire "what can only be described as pure, unadulterated lust."

Side Note: Have a look at the date this article was published (2/13/2008, *just before Valentines day*) it'll be important when we get to today's bonus round.

Are there any benefits, aside from soulful glances and the satisfaction of a sparkling clean floor, that exist for men who share the load (laundry and otherwise)?

That's hard to say, although there are some interesting indicators. A recent survey by Parenting Magazine found that "choreplay," i.e., husbands pitching in around the house, was what put 15 percent of moms in the mood.

Ooh, a whole 15%?! Would this mean the other 85% were turned off?

You know, I've been married for over 16 years now and in that time, on occasion, I've performed many domestic duties for no other reason than it was a necessity. I have changed my daughter's diaper, I have cleaned toilets, I've done laundry, I've vacuumed, etc. However, in 16 years never have I had my wife be consumed with an uncontrollable lust to give me a spontaneous blow job or pin me down on the kitchen floor, tear my pants off and ride me to glory after my having put away the dishes. Neither have I ever heard the words, "damn, you looked so hot ironing my blouse yesterday, fuck me you stud, fuuuuhhck MEEE!!" proceed from her lips while in the throes of passion.

And in the interest of being fair, I've never been turned on, nor do I consider it foreplay with my wife, when she's the one doing the chores. I have been greatly turned on by the sight of her in lingerie; sweat pants, a t-shirt and a toilet bowl brush in hand? Not so much.

However some of the most memorable sexual experiences I've had with her (and other women in my sexual past) have come after I've done something particularly masculine or I performed well doing something that benefitted me with a lot of social proof. For instance, my wife seems to like sex after I've had a good heavy lifting day at the gym. She also seems very amorous after social engagements I bring her along to for my work.

So the moral of this story is, as always, base your assessments on a woman's behavior – NEVER on her words. Any woman telling you you look hot in an apron or she loves how you pee sitting down is selling you something. It's up to you to determine what she's selling.

Ah, but what *is* she selling?

Research conducted by Laurie A. Rudman, a psychologist at Rutgers University, also seems to point to a hot soapy love connection. Her study, recently published in the journal Sex Roles, looked at feminism's impact on romantic relationships. Among other things, she found that men with feminist partners reported both more stable relationships and greater sexual satisfaction.

“We didn’t ask who was doing the dishes or taking care of the kids,” says Rudman. “We asked broadly about the quality of the relationship and about the agreement of gender roles in the relationship. But we did find that if men were with a feminist woman, they had more sexual satisfaction and their relationship was more stable. Men benefit from having a feminist partner.”

Oh ho ho, that’s it! Feminist women get hot seeing their men in an apron, and boy *do* they ever benefit. So you see guys, you’re going about this all wrong; you *benefit* from locking down a feminist woman and embracing the gender neutral sexiness of traditionally feminine household chores.

Back to the Future!

Ah, 2008 what heady time it was, but unfortunately I need to step back into my ~~phone booth~~ DeLorean time machine and fast-forward to January 30th, 2013 where, not to be outdone by her 2008 assertions of Choreplay, the exact same media has a new take on intergender chore assignments. Take it away 2013 ~~feminine imperative~~ Diane Mapes:

Hey, fellas, put down those vacuum cleaners and pull out the lawn mowers.

Married men may think helping around the house may up their hotness quotient in the bedroom, but what really matters is the type of chore. Heterosexual married men who spend their time doing yard work, paying bills and changing the oil have more sex than husbands who spend their time cooking, cleaning and shopping, according to a new study on the subject of housework and sex.

“Households with a more traditional gender division of labor report higher sexual frequency than households with less traditional gender divisions of labor,” says Sabino Kornrich, lead author of a study that appears in the February issue of the American Sociological Review.

“Housework is something that people use as a very important way to express gender, masculinity and femininity. We weren’t surprised to think that sex might be more tied to this type of gender expression.”

So, let me get this straight, the yard work, manual labor, auto maintenance, home remodeling and pressure washing hotness that I replaced with soapy dish washing, ironing boards and laundry detergent was actually what inspired “what can only be described as pure, unadulterated lust?” Whoda thunk?

You mean to tell me all that shit I ate in 2008 about being a neanderthal 50’s throwback for expressing that Men’s work is what women really find sexy was all just horse shit slung from the feminine imperative?

I realize I’m goofing on this, but I remember reading Mapes’ first article in 2008 and started thinking about why a man doing “woman’s work” would be in any way sexy or at all arousing for a woman. As usual it’s always a good start to reverse gender roles in order to get a better understanding of any social contrivance or perceived “double standard”. The equalist mindset can never logically stand up against this reversal.

Would a guy get sexually excited to see a woman doing traditionally masculine housework? In 16 years of marriage I’ve never had my wife do, much less offer to do, things around the house (on a regular basis) that I assumed as a husband from day one. I get the dirty jobs. I mow the lawn, clean up the dog shit in the back yard, I have trash duty, clean the pool/spa, install the nice new acrylic sinks and marble countertops she picks out, plunge the toilets when they back up, install the garbage

disposal, fix what I can on her car, wash the cars,...you get the idea. And of all those (with the exception of maybe seeing her wash my car in a thong bikini) I can't say as I'd get turned on by seeing my wife do any of that. So what is the intrinsic appeal of seeing a guy doing the dishes Mr. & Mrs. Gender Equalist?

The role reversal of putting a man into a traditionally feminine role doesn't have real arousal value. It has a power value for sure, in that it temporarily casts a man in a submissive role, but after the novelty of having a guy perform those behaviors repeatedly wears off, does it still have that arousal value? My wife doesn't wear lingerie for me *every* night, but she does so often enough that the arousal value of it still turns me on. However doing the dishes is something so mundane and so monotonous that any thrill that might be associated with it wears thin in a month.

The Mapes Effect

I can't end this article without drawing attention to what I'm sure most of my readers are getting about the 5 year shift in attitude with regards to these articles. It's easy to pass these off as some flighty progression in feminine self-understanding, but remember Diane Mapes draws a paycheck for writing these articles in well read media sources. She's a media arm of the feminine imperative.

What we're graphically witnessing is the fluidity with which the feminine imperative can realign itself socially to better affect its propagation. You see in 2008 the message to men (that resonated with women) was Fem-Up; stop being so insecure in your masculinity and do the dishes and laundry – the payoff will be more sexual access. In 2013 the message to men (again resonating with women) is Man-Up; stop being such a house frau and get out into the yard and mow – the payoff will be more sexual access.

Don't be fooled into thinking that this is just another example of women's fickle duplicity. A *lot* has happened socially in the five years between these articles; the End of Men, Kate Bolick, feminine triumphalism, men "checking out", kidults, 'late term' spinsters unable to find "acceptable" men, etc. and a whole slew of other gender shifts occurred between both these articles. What Mapes' most recent article represents is the feminine imperative reworking an outdated feminine social convention to accommodate women's Man-Up needs in 2013 that it actively extinguished itself in the Fem-Up years leading up to 2008.

Male Sexual Response

February 1, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

This now cancelled show was the brainchild of the creators of [Mate Check](#).

The short version of this is basically this is a “service” that tests (attorneys call this entrapment) a man’s fidelity by setting up an encounter with an attractive woman who approaches them in an effort to see if the man will ‘bite’ and seek out more intimate contact with her. Generally this service is paid for by insecure women involved in LTRs. I should also add that 100% of men so tested fail the test and pursue the attractive woman.

Salacious, stupid, and basically everything you’d expect from a FOX reality show, but also a very interesting social experiment. This is [Social Matching Theory](#) in practice. If you’re approached by a woman obviously not in (what you believe) is your “league” and she’s expressing blatant IOIs and approaches you, it’s much the same as the ‘[Stripper Effect](#).’ Men are so accustomed to having to be the initiators and dealing with rejection (and potential rejection) that they’ll willingly pay for the attentions of an attractive woman giving them a \$20 lap dance and this becomes physically and psychologically gratifying.

In this scenario, the element of plausibility is introduced (as a bait). You can say that these guys took the bait because they were already predisposed to do so because of their foundering relationships, but I’d argue that few men (if any according to the stats on this site) would turn down an exceptionally attractive and visibly sexually available woman if she were inclined to be as forward as to actively seek out a man and pursue him.

I’ve read psych experiments where attractive college age women approached men they’d never met on campus and proposed having sex with them after 20 minutes of conversation. Close to 100% of the men accepted the offer (much like this service), but when an attractive college age man performed a similar experiment with women the acceptance rate was around 60%. I think that this service is playing to this very dynamic.

Now here’s a thought, do you suppose the ‘investigators’ at Mate Check get a picture of their mark and match him up with a girl they think he will believe he could get? I would think they’d have to have a variety of women “investigators” of varying levels of attractiveness in order to allay suspicion. For instance, a hugely overweight guy (unless he’s very stupid, despicable or both) would be skeptical (at first) to believe that a stripper grade woman would throw herself at him voluntarily. So I wonder if Mate Check matches like for like in attractiveness when running their scam?

Disinfecting Sunshine

Sunshine Mary thinks she’s busted some [manosphere myth](#) today in asserting (with entirely anecdotal points) that men don’t necessarily have to be hitched to a frigid or obese woman to be moved to cheat. I’m inclined to agree, however, those factors *are* what behavioral psychologists term Establishing Operations:

[Establishing operations](#) work by changing the reinforcement properties of a reinforcer. If a reinforcer is made to be more reinforcing, the consequence will be more desirable which should have a greater effect on eliciting the target behavior. Establishing operations for reinforcers make us want something more that we might have.

Ergo, hunger, thirst, and yes, sexual deprivation can be considered establishing operations, thus making satisfaction of those operation much more potent reinforcers.

For her part, I'm afraid that Mary's isn't going to like what crawls out from under the rock she's just turned over. What she's digging at here is the nature of the male sexual response, and as with most women, she expects that response to align with a feminine-centric interpretation of it. Women's solipsistic nature predisposes them to define the male sexual response in ways that make sense to what their own response is.

As I stated in Women & Sex, until a woman lives in 12.5 to 17 times her present testosterone levels 24/7 she cannot ever understand male sexuality. And since she lives in a fem-centric reality (both personally and socially) her awareness and expectations of male sexuality is defined by the only terms she has a frame of reference for – female sexuality.

So it should come as no shock that women are bewildered (and disgusted) by a male sexual response that is incongruent with their own. They want to force fit it. In the Feminine Reality I stated:

For one gender to realize their sexual imperative the other must sacrifice their own. This is the root source of power the feminine imperative uses to establish its own reality as the normative one.

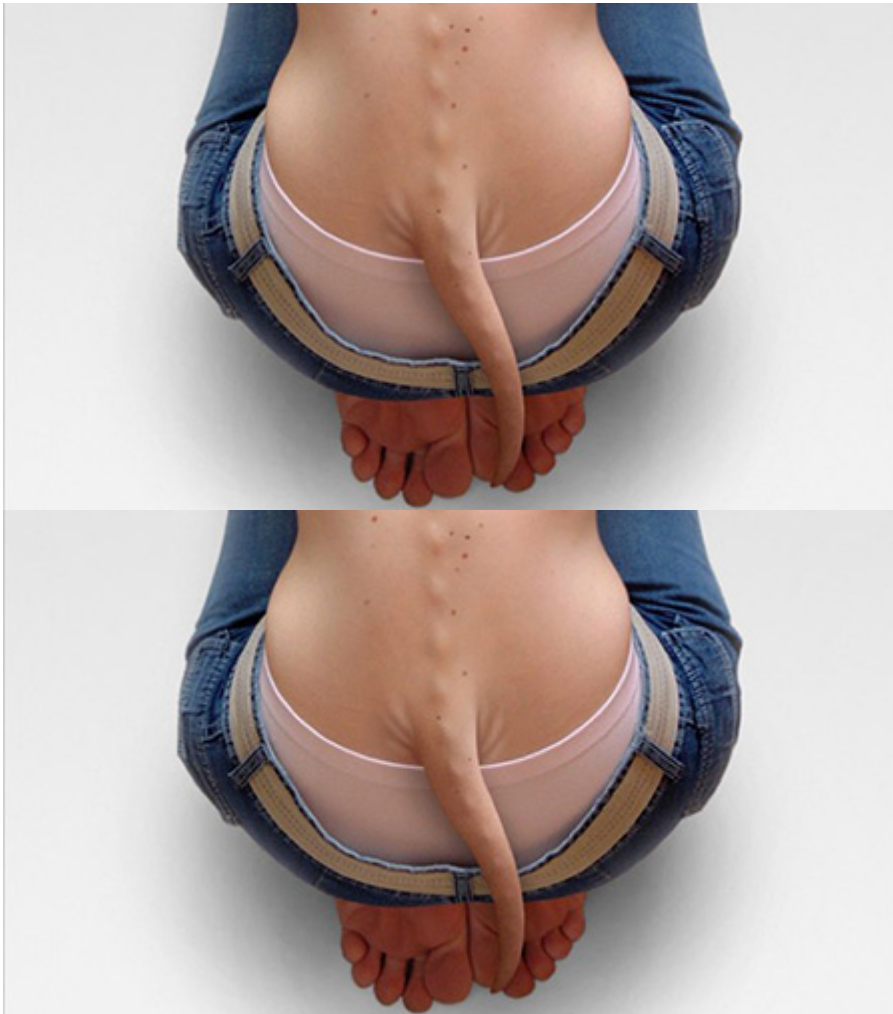
One of the reasons I repeatedly assert that women lack a fundamental appreciation for the sacrifices men make to facilitate their reality finds its roots in women's lacking a male frame of reference. In general, Men are far more self-controlled than any woman can realistically understand. When we analyze the realities of the male sex response and the underlying biology that contributes to it, the control men exert over it is actually a triumph of evolved psychology and social directive.

As Men we take this control for granted because (for most) it's a living state for us – even we don't appreciate how controlled we really are over our sexual impulse. We live in a condition of controlling this drive, but the drive still motivates us.

Women are shocked that men are literally, neurologically wired to see them as sex objects. The parts of our brains that are attuned to using tools is stimulated when we see scantily dressed women. Women may be horrified by this, but one thing you will never hear them utter is a word of how astounding it is that men (largely) have such psychological self-control over it.

Vestiges

February 5, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The greatest inconsistency that most people discussing Social Darwinism fall into is the “survival of the fittest” fallacy. Nowhere in any of Darwin’s writings will you ever see this terminology referred to in the context of natural selection. It’s not survival of the fittest, it is survival of the species best able to **adapt** to it’s changing conditions and environments. Dinosaurs ruled the earth as the preeminent species for eons (far longer than humans). Then in the relative blink of an eye, they were extinct because a radical environmental change, for which they were, biologically, completely unprepared wiped them out wholesale. They simply couldn’t adapt to that environment.

This is what people fail to see; adaptation is the coin of the realm in evolution. 68% of the population in the U.S. is overweight, not because of “bad” genes, but because the environment has changed and people have adapted to it. Our bodies naturally store fat. We evolved from a necessity to do so since food sources were scarce in our biological past, however now the environment has changed. Food is too abundant, too convenient, too calorie dense, etc. for us not to be fat. Our metabolism favors carbohydrates over protein and stored fat, why? Because our environmental reality thousands of years ago meant that a good sugar kick made for a better chance of evading a predator. Now this biological legacy only makes us fatter when you can buy ding dongs at any 7-11.

Legacies

With regards to monogamy or polygyny, essentially what we’re observing in this era is a result of a

restructuring of adaptive methodologies to account for changes in our environment. Single motherhood, readily available forms of birth control, greater potential for security provisioning for men and women that isn't based on physical prowess, etc. Yet, in light of all that we still struggle with the legacy of our biological pasts.

Men and women, biologically, have different methodologies for reproduction. It is in a woman's biological best interest to mate with the genetically superior male best able to provide long term provisioning for her and any potential offspring. Again, it is in her best interest to find a man best fitted to share in parental investment. This is due to her comparatively prolonged period of gestation (9 months), the rigors of rearing a child to self-sufficiency (at least adolescence) as well as her own insured survival. They ovulate in a 28 day cycle and are at a peak of fertility 5-7 years after puberty. They possess a limited number of eggs and become biologically inviable after a certain age (at or around menopause). Their hormone and endorphin biochemistry also reflect this reproductive schema; they produce in bulk oxytocin and estrogen, both responsible for prompting feelings of nurturing as well as serving as buffers for sexual indiscretions. At the peak of their menstrual cycles they produce more testosterone in preparation for sexual activity and in the low periods produce more estrogens and progesterones. In addition, both during and after pregnancy they produce high levels of progesterone and oxytocin, both primary in engendering feelings of love and nurturement for offspring.

Men's methodologies are much different. Biologically, we produce 12.5 times the amount of testosterone than women. As a result we have higher acuity of vision, hearing and touch. We have more muscularity, lean towards feelings of aggression in preference to sadness. And of course we are easily prompted to a state of sexual arousal – we're always ready for it in our natural state. We produce millions of reproductive cells daily and are sexually viable until very late in life. Our reproductive methodology revolves around "spreading the seed" as indiscriminately as possible. Ours is quantity, women's is quality.

Now, having done the break down of this, you can see the conflict in mating methods; thus enters adaptive sociological and psychological mechanisms to regulate this process. Thus, being social animals, we introduce ethics, morality and implied responsibilities to buffer both methodologies. In our biological past, sexual arousal in both men and women was mitigated by physical prowess. Large breasts in women, an appropriate hips to waist ratio, physical symmetry in both sexes, muscularity in men, physical manifestations of testosterone (square jaw for example) etc. we're the call signs for sexual activity. Physicality was (and still is) the primary motivator for sexual activity and this is literally encoded into our genetics.

However, as society progressed, conditions and environments changed, thus social adaptation changed. A lot of freshly unplugged guys make an astute observation in this progression – Why is it that women are still hot for:

- Celebrities
- Musicians
- Criminals
- Drug dealers
- Daredevils and risk-takers

Social proof began to become a secondary consideration for intimate acceptance (from a female

mating methodology) for women as society progressed. Physical prowess, while still a primary sexual attractor and indicator of preferred genetics, didn't necessarily ensure a continued commitment to parental investment. Men and women's reproductive methodologies have always been in a see-saw balance since we began as hunter-gatherer tribal societies. As society (see environment) changed other factors for parental investment became important. Artists became attractive because they possessed creative intelligence and this was manifested in their creative abilities to solve problems. When you see the broke musician with the dutiful girlfriend this is that legacy at work.

Social proof and intersexual competition, while always present, began to move into the psychological. It was far more efficient for women to compete for a desirable male covertly – usually by not confirming his acceptance – than to do so overtly. As society further progressed, male competition moved away from the physical and into a provisioning capacity. A drug dealer and a high powered corporate executive could both be “alpha” males – both have high social proof and provisioning capacity – albeit in different social strata.

Polygyny and Monogamy are natural human methodologies. Polygyny serves a man's biological imperative better, while monogamy serves a woman's better. The conflict arises when either is compromised. A single man who's non-exclusively dating is essentially in a state of polygyny, while a married woman is in her preferred state of secured monogamy. Either sex must surrender their preferred methodology to accommodate the other's. This is why, socially, we have stages in our modern lives where one is exercised over another.

Animal Planet

I was recently watching an animal planet special on dogs and cats that compared their “domestic” behaviors with those of their wild counterparts, like predatory cats and wolves. Not so surprisingly a dog will instinctively do circles and tramp down his bed in exactly the same fashion as a wolf will his sleeping area. So too will cats cover up their own excrement, burying it so predators won't catch their scent so readily, just like house cats will. To us, these and many other behaviors seem cute, but entirely unnecessary for domesticated animals to habitually perform. One would think that after literally thousands of years of domestication, as well as selective breeding, these behaviors would be less prominent or entirely “bred out” of them, but this is obviously not the case. They are hardwired, unlearned behaviors that are imprinted into them from birth that proved to be valuable in their species' survival over the course of generations.

Using this analogy, how much more complex are our behaviors and the motivations behind them? There are many global studies that compare physical features in attraction across culture and race for both sexes that show very frequent commonalities for physical attraction. Broad shoulders, squared jawline and chest to waist ratio in men and symmetry of facial features, breast size and hips to waist ratios in women are universal attractors for each respective sex. In fact the very common propensity for women to exclude men shorter than themselves from their consideration for intimacy is specifically derived from what evolutionary psychologists call vestigial sexual selection.

Bear in mind this is attraction and how our subconscious interprets external cues for prompting desire. You see a naked woman in Playboy and the result is a hard on. External prompt – biological response, pure and simple. That's a quick and easy one, but there's a variety of other responses that occur too – quickening of heart rate, release of hormones and endorphines, dilation of pupils, flushing of skin, etc. Again this is a reaction that was unlearned and part of our chemical make up.

A lot of frustration most men and women endure in our modern socio-sexual education is the result of

a psychological attempt to reconcile the vestigial behaviors and predilections of our feral past with the need for adaptation in our present environment. Hypergamy is the prime directive for women, but precious few are cognitively aware of it, and even the ones who may be still find themselves subject to it. Hypergamy is a vestigial, mental subroutine running in women's peripheral awarenesses. So vital was this species survival methodology in our past that it had to become part of a woman's limbic understanding of herself.

So when these processes are brought into our awareness (i.e. feminine hypergamy, male polygyny, etc.) we tend to play them down or dismiss them wholesale. Sometimes the truths of these vestiges are ugly – in fact the reason we find them uncomfortable or offensive is the result of a societal effort to keep them under the surface in ourselves. They offend our sense of justice, or notions of equitability, but they did serve to bring us to where we are now as a society.

A lot of critics of evo-psych (in particular), as well as the revealers of some of the more unsettling aspects of human social and sexual evolution, like to start their criticisms by conflating the revelations of these dynamics with *condoning* the behaviors that are results of them. Yes, hypergamy, in all its permutations, can be a very ugly truth to witness, but exposing it, attempting to understand it, is not tantamount to endorsing it. Human beings can't handle too much reality, so the recourse is to attempt to stuff the Genie back into the bottle. Being aware of our feral natures and attempting to deconstruct the vestiges of those we deal with today is not the same as expecting absolution from the consequences of them.

Just because you know the reasons for your behaviors doesn't grant you a license to engage in them. Yet neither should anyone be discouraged from legitimate inquiry into the natures of our primal selves for fear of the shame that others would want to apply to you to ease their own discomfort.

The Mother of (Re)Invention

February 13, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Blog status update: I apologize for the infrequency of my posts of late. I've been in the Netherlands and Belgium doing distillery stuff most of last week, but I've used my downtime to finish the final draft stages of the book which (I hope) should be on Amazon and other self-publishing venues about mid-March. I've never published anything before so it's a learning process to be sure.

Reader Eric, again, made a revelatory observation in Soldiers:

I get the feminine imperative is what it is. I'm still coming to grips with it on a gut level, but I understand the concept. What I meant with 'parasitic on masculine values' was less about judging the nature of FI and more about the extent of its reach into our domain.

Robert highlighted the stark difference. Where I see the military as a repository of masculine values and culture that should be paired with the red pill, he sees a prime example of FI control of men.

The topic du jour at Dalrock's blog this week is (yet again) the validity of the feminine imperative as a concept. What I find exceptionally ironic about the conveniently christianizing manosphere is this ceaseless droning from holier than thou white knights bemoaning how the feminine imperative is corrupting what the church traditionally should be, but are unable to look beyond how it affects what used to be their comfortable domain.

For all their kvetching they refuse to accept the feminine imperative as a concept. I realize the importance they put on having to reconcile a red pill reality with their faith, but they refuse to look beyond the narrow scope of the effect of the FI on their solitary religious institution. The Soldiers comment thread is an excellent example of another, and much broader, social institution, the military, the FI has both projected feminine primacy on, while ensuring that the beta chumps it depends on stay pliable, ignorant of, and useful to, the feminine imperative.

Reinvention

In Dal's post Rebuilding the Mound he takes to task a commenter on his blog and deconstructs her reframing of his argument to better align with her feminine-primary interpretation of the feminine imperative. One of the prime successes of the feminine imperative is its ability to reinvent itself to jive with the present environment it finds itself in. The FI has a refined ability to evolve around not only changes in cultural shifts, but also around the the resulting failures it was responsible for.

There are many illustrations of the self-correcting, revisionism of the feminine imperative. Post-Wall spinsters re-imagine the desperation they often find themselves in by making men the culprit of their condition; never is the feminine imperative considered to be the cause. Sexual fluidity is another revisioning that absolves the FI from being the source of a woman's condition:

The advent of embracing sexual fluidity in women is an attempt by feminized culture to put a bandaid on a lingering problem. As western feminized culture progresses onward from the late 60s, more and more women are awakening to the disillusionment that the choice they made to participate as an 'equal' in a masculine world required sacrifices of her femininity. Sacrifices that most come to regret later in life. Between 35 and 45 women are increasingly feeling the repercussions of their attempts to 'have it all' or have HAD it all, yet are left wondering why they're not satisfied in sublimating their expectations – betraying their uniquely female biomechanics – to play the role of the New Woman.

That consensus is growing, even in Oprah-world, so what to do? What feminism has always done, **move the goalposts and redefine the game**. Men, for any variety of shameful reasonings, are cast as incapable of living up to the standards of being powerful, accomplished, and appealing, but even if you regret having married one, and possibly brought children into the world, you can still have a second chance at 'having it all' thanks to sexual fluidity. It's not him, it's the undiscovered homosexual you that's been repressed all this time. Never mind that those infantile men are too preoccupied with youthful sexuality to appreciate your post-wall physique, there's a world of lesbian women out there ready to deliver on the promise of powerful, accomplished, and appealing masculinity that your man is incapable of. It's not that neo-feminism was wrong in promising you a satisfying life, it's just that you were really a lesbian all this time and either didn't know it, or were a victim of the Patriarchy and were repressed from it.

This is an excellent example of the FI's unique capacity to morph itself to accommodate changes in culture, even when it was responsible for the negative outcomes. Another example is in Diane Mapes

retrofitting her Choreplay message to align with the negative outcomes of a feminine imperative social push that it created for itself only five years earlier:

I can't end this article without drawing attention to what I'm sure most of my readers are getting about the 5 year shift in attitude with regards to these articles. It's easy to pass these off as some flighty progression in feminine self-understanding, but remember Diane Mapes draws a paycheck for writing these articles in well read media sources. She's a media arm of the feminine imperative.

What we're graphically witnessing is the fluidity with which the feminine imperative can realign itself socially to better effect its propagation. You see in 2008 the message to men (that resonated with women) was Fem-Up; stop being so insecure in your masculinity and do the dishes and laundry – the payoff will be more sexual access. In 2013 the message to men (again resonating with women) is Man-Up; stop being such a house frau and get out into the yard and mow – the payoff will be more sexual access.

In Choreplay the feminine imperative exercised a self-correction for a deleterious outcome of its own creation. Feminism, as a social impulse of the FI, is always a work in progress; it's always a social experiment, but the Feminine Imperative being the socially correct default gradually evolves the failures of the feminist experiment into revised, intended successes.

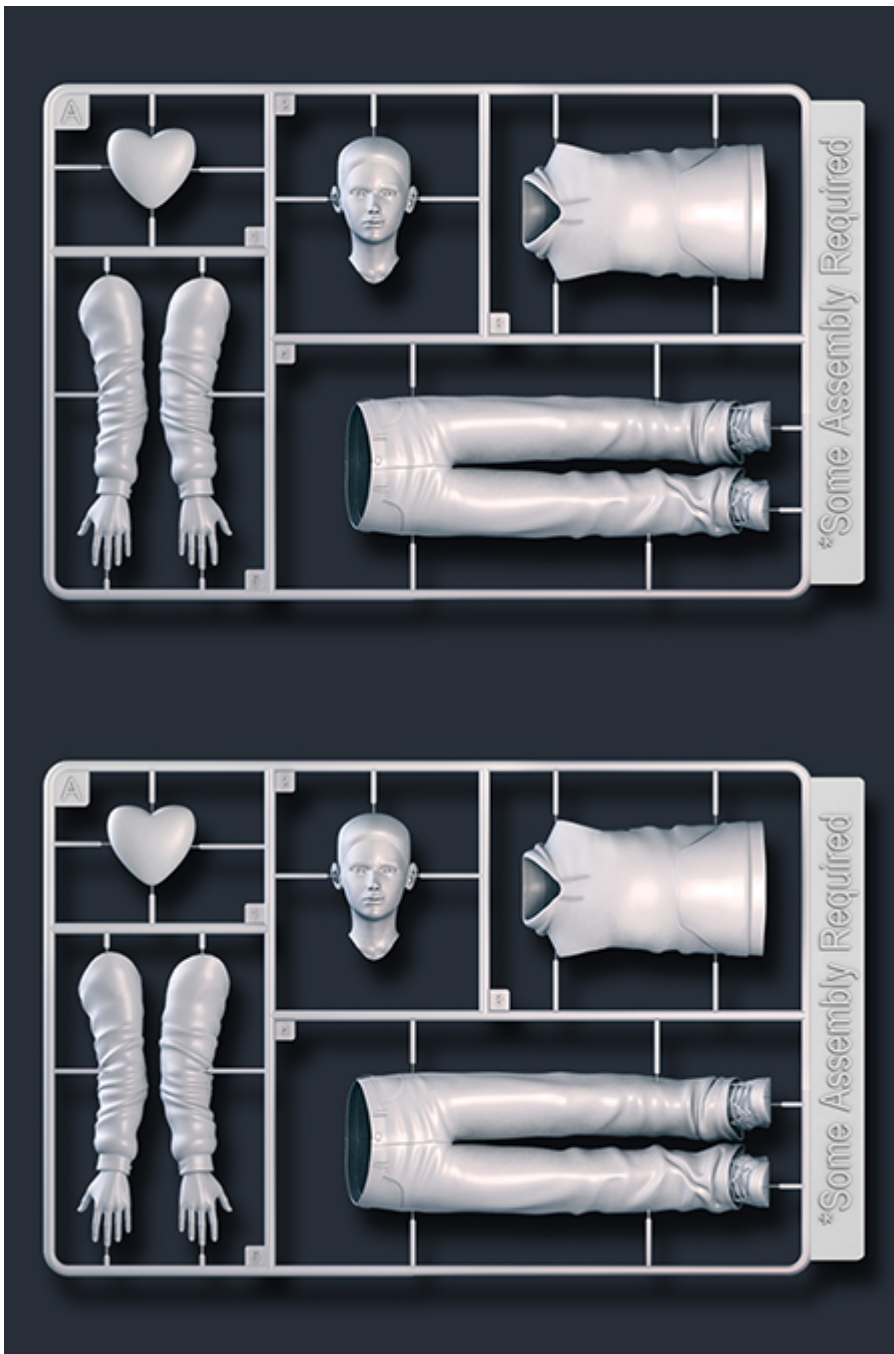
People who can't wrap their heads around the totality of the feminine imperative often conflate it with feminism. This is an easy mistake in light of the social upheaval that feminism has been responsible for since the sexual revolution. It's easy to point to the glaring evidence that an acculturated feminization has worked into our collective consciousness, but I would argue that feminism is simply the latest, and most aggressive, social effort the feminine imperative has put forth in the last millenium. Feminism is the latest result of an ever reinventing, ever evolving feminine imperative.

If traditional femininity better served the feminine imperative (as it has in past generations) we would see a return to that social paradigm. As it stands in our contemporary conditions, a hybrid social utility of traditional femininity and aggressive feminism are now interchangeable to serve the FI. If genteel charms and a pandering to masculine courtesies serve best, that will be the expectation; if conditioned feminist social doctrines work better, that is what will be employed.

Further reading: [The Feminine Reality](#) and [Fem-Centrism](#).

The IKEA Effect

February 15, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Before I launch in here, yes, yes, I already know that [CH scooped me on this topic](#) last week, but he took a different bent than I had in mind. Heartiste took the perspective that I expected in relating this psychological phenomenon to principles long established in Game by PUA's – women who invest in a man are more likely to stay invested:

Pick-up artists have a term called compliance, which is a game tactic designed to raise a man's value relative to the woman's value, and to gauge a woman's interest level. The concept is simple: You make a request of a girl, and if she complies you know that she is attracted to you. Furthermore, the *very act* of complying with your request will cause her to

feel more attracted to you.

Investment as a means to attachment isn't a new idea in psychology, but the PUA application of it is a new twist on it. However the problem with the Ikea Effect is that it can cut both ways.

"Imagine that, you know, you built a table," said Daniel Mochon, a Tulane University marketing professor, who has studied the phenomenon. "Maybe it came out a little bit crooked. Probably your wife or your neighbor would see it for what it is, you know? A shoddy piece of workmanship. But to you that table might seem really great, because you're the one who created it. It's the fruit of your labor. And that is really the idea behind the Ikea Effect."

From a male perspective it's easy to see the *compliance* utility of such a phenomenon when employed with women, however, when you combine this dynamic with a beta (or God forbid an omega) AFC mindset you can begin to understand how it molds the ego of a person ego-invested in reciprocity or Relational Equity.

Most of us intuitively believe that the things we labor at are the things we love. Mochon and his colleagues, Michael Norton at the Harvard Business School and Dan Ariely at Duke University, have turned that concept on its head. What if, they asked, it isn't love that leads to labor, but labor that leads to love?

I've counseled countless guys who are miserably "in love" with BPD women, women who've cheated on them, women who by their actions have no capacity for appreciating any effort the guy has made towards relational equity, yet they'll say "I dunno man, I just love her."

In a series of experiments, they have demonstrated that people attach greater value to things they built than if the very same product was built by someone else. And in new experiments published recently, they've discovered why it happens: Building your own stuff boosts your feelings of pride and competence, and also signals to others that you are competent.

There is an insidious element here: People made to feel incompetent may be more vulnerable to the Ikea Effect. On the other hand, Mochon has found, when people are given a self-esteem boost, they appear to be less interested in demonstrating to themselves and to others that they are competent.

Consider the degree of competence most beta men feel about their lack of (or limited) success with women. They tend to look for convenient excuses for their limited experience with women. They'll appeal to fate – "I'm just not lucky with the ladies" – or they'll make comparisons of inadequacy – "Chicks only dig jerks and I'm not like that" – or they'll disqualify women – "I'm not looking for a skank." So with all of this at work, imagine the degree of competence a beta guy must feel when he meets with some limited success with a woman. He'll feel vindicated to be sure, but more so he'll invest himself in those feelings of adequacy. He'll be 'in love' because of the labor that led to it, and the labor that he feels is necessary to maintain it.

To take this a step further, imagine our now competent beta considering the prospect of losing his 'loved' investment, and returning to his former state of incompetence. Combine this with the false expectations of an appreciated relational equity, together with a socialized feminine-primacy conditioning, and likely a marginal social intelligence, and you just begin to see the formula for a

potentially violent frustrated chump.

Taming the Beast

February 18, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Sunshine Mary proposed an interesting question in a comment thread last week:

Knowing what we know about hypergamy – that it's inborn and does not give a crap – and also what we know about women's attraction cues swaying toward much more alpha men during ovulation...can men deal with the thought of living with someone who is having to fight against (presuming she's fighting against it) a general innate desire to trade up and a specific desire to stray with an alpha male during ovulation?

The short answer to this is yes, in fact men have socially and psychologically evolved contingencies to mitigate hypergamy since our hunter-gatherer beginnings. You could even argue that much of our cultural and species-level achievements were the result of men's latent drives to deal with women's innate hypergamy.

The common mistake Mary is making here is to presume that hypergamy's natural state is in a vacuum. Hypergamy is not static. The capacity an individual woman possesses to optimize

hypergamy is specific to that woman. There are many complex variables that affect what contributes to a woman's self-perception of her sexual market valuation.

For a general instance, a hot 22 y.o. coed will generally be more predisposed to her hypergamous impulses because she has the capacity to capitalize on it better than a 44 y.o. divorced mother of two. Too many guys think that hypergamy requires this endless attending to, but with the exception of outlying women, women ~~will~~ should regulate their hypergamy based on their self-perceived capacity to optimize it.

Simply because a woman's natural state is hypergamy doesn't mean she is able to optimize it. She may lack opportunity (i.e no Alpha men in the right place or at the right time), she may lack the physical appeal, she may have internalized beliefs that cause her to be more self-conscious, she may have self-esteem issues (over and under inflated), or she may simply be acculturated in a society that enforces limits upon her capacity to optimize hypergamy. All of these limiting conditions contend with her innate hypergamous impulse.

This is the primary struggle women face; managing these limiting factors in the face of a hardwired hypergamy, while facing the constant, inevitable, progression towards the Wall. Cash in too early and face the nagging doubt she could've consolidated with a better man's commitment. Cash in too late and live with the consequences of settling for the man her looks, personal conditions and societal influences allowed her to consolidate on (Alpha Widows). Remember, all of this occurs within the framework of the varying personal limitations (or benefits) she has a capacity for.

Hypergamy Unbound

One common misunderstanding I think most guys have about hypergamy is that it requires a constant attention. Most MGTOWs follow this logic to some degree, thinking that the effort necessary to contain women's hypergamy means this endless mindreading and jumping through vaginal hoops in order to maintain some balance and harmony in any relationship with a woman. They think the pay off isn't worth the effort, and by their individual case they may be correct, but what they don't account for is the natural balance between the genders that is already existent. Hypergamy is far easier to contain the less a woman is able to capitalize on it.

Imposing limitations on women's hypergamy is really a matter of application. Why is our reflexive response to label possessive men as 'insecure'? Because underneath his overt controlling we believe a man lacks the capacity to inspire genuine desire in his woman, thus prompting her to self-regulate her own hypergamy. Yet, we still consider Mate Guarding to be wise in a measured application. So there you have the line in controlling hypergamy – like virtually anything else in Game, apply it overtly and you appear 'insecure', apply it covertly and you seem confident and in control.

To really grasp this you have to also take into account the Alpha/Beta response dynamic. Women's hypergamy will predispose even the woman with the most secure attachment to her mate to shit test him. When men become aware of this their rational minds see it as insecurity and a nuisance that they will constantly have to deal with. However, nature has engineered into our own psyches the means to deal with these tests in ways we're not really aware of. I've experienced even the most beta of men put their foot down after a particularly mean shit test and basically tell their wives or GFs to STFU. It came from exasperation, but that provocation and the response their woman got for it was exactly passing the test. They didn't realize they were doing it, they were just pissed, lost their temper and later maybe apologized for acting so brash, but this was exactly what their women's hypergamy needed to confirm that he isn't a pushover.

Mate guarding is another of these subliminal efforts to contain hypergamy. Most (generally beta) men don't realize that they are manifesting mate guarding behaviors at exactly the time his woman is ovulating and more aroused by the sperm of the unfamiliar Alpha. Her disposition manifests in behavioral cues that his evolved psyche registers and reflexively triggers his own subconscious mate guarding behaviors – all in a naturalized effort to contain her innate hypergamy. Nature is already aware of hypergamy and has evolved contingencies to limit it.

Another aspect of limiting hypergamy is the inter-sexual competition women subject each other to in the sexual marketplace. Amongst women, hypergamy is essentially a race to the top. The higher value resources (high SMV men) drive down the cost (effort) for the lower value ones. The highest value men cascade down in value by the frequency of lower value men, but hypergamy doesn't seek its own level, it always defaults to a better optimization. For a woman, the biological jackpot is to secure a commitment of genetics and resources from a mate who registers higher than herself in SMV valuation.

The very nature of hypergamy has a culling effect amongst women. As if the pressures to optimize hypergamy weren't urgent enough in the light of her personal conditions and the impending Wall, add to this an unforgiving inter-sexual competition that mitigates hypergamy.

Thwarting Nature

If a guy swings drastically toward the beta chump side of the bell curve, this may well trigger a new self-perception for a woman and reinvigorate her hypergamous impulse. Likewise social media is contributing to new generations of women who lack a realistic self-image with regard to SMV and thus a false perception of their capacity to optimize their hypergamy. Women's overinflated sense of SMV and all the contributing factors to it is a manosphere meme now. All of these factors and more upset the balance of the feminine imperative with the masculine and demand new social and psychological adaptations

Many a manosphere commenter will tell you how unbound women's hypergamous nature has become since the rise of feminism, fem-centrism and the multi-generational push to feminize every aspect of western culture. While it's true that hypergamy doesn't care, and many a man suffers the unprepared consequences of outdated expectations of relational equity, I don't believe the cultural shift towards the primacy of the feminine imperative is the doom of modern society.

To be sure the sexual revolution and feminine-ubiquitous hormonal birth control has radically shifted primacy to the feminine imperative and its prime directive of hypergamy, but what this means is a readjustment of the masculine imperative is now necessary. With the rise of the internet and the meta Game that is the manosphere I think we're seeing this adjustment in its beginnings. In our past, society and nature evolved ways to contain hypergamy in ways we're only peripherally aware of today, but they were serviceable contingencies that kept hypergamy in check. That balance will return eventually, either by men opting out of the traditional measures or women coming to a generational realization of the predicament unbridled hypergamy and the consequences of the falsehoods fem-centrism has brought to their mothers and grandmothers.

Genetic Celebrity

February 21, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Before you hurl in disgust, watch this TED episode to the end. It's important you do since the real meat of what Cameron Russel discusses here is towards the end. It's very easy to dismiss her musings here as just another pretty girl suffering from liberal white privilege guilt, but what she's driving at here is an inversion of the body (fat) acceptance movement.

Today's topic comes courtesy of Burrough's [SoSuave forum thread](#), and after watching this video I felt there was a lot of interconnected gender and social issues being danced around. I have no doubt Cameron is one of the more intellectually developed 'super models' of the past decade or so, but her apologetic observations here are only effective because she aligns them with what she knows will be received well from a fem-centric audience.

PlayHerMan had the best comment from that thread which puts her message into context before I go any further:

Well most attractive women don't start to *really* understand how the world works until they start losing their looks. Most of them are truly oblivious to the fact that their looks have opened probably 95% of the doors in their lives. I'm guessing the chick in the video was oblivious too when she was 22. This is why she is talking about it NOW and not THEN. If you told her this crap back then she probably would have called BS.

Now that she is past her "prime" she has realized her looks meant everything in her life. Once her looks deteriorate, she will be tossed out of the industry like yesterday's donuts and be invisible to most men of dignity.

Once the bloom of youth starts to fade and stuff starts to sag.. its a real *wake-up call* for most women. **For the first time in their lives everyone is not kissing their ass.** For the first time in their lives they have to pay a speeding ticket. For the first time in their lives they actually have to be qualified or connected to get a job. For the first time in their lives, men are not drooling over them. For the first time in their lives they face the harsh reality that all men face from adulthood onward = **Be useful or perish.**

Entitled women who figure this out early get knocked up ASAP so they can mooch off the state as an *insurance policy* should they not find a willing man to serve them financially.

If you spend your life in delusion exploiting men and thinking you can live that way forever, its a harsh wake up call when you find yourself in your 40's with no skills, no money, no kids and no men to take care of you. Scary stuff.

PlayHerMan gives us a good point of origin here. Cameron is having her 'come-to-Jesus' moment in that, while she's still attractive as she's aged, she sees [the Wall](#) for what it is finally and requires some sense of catharsis, some degree of absolution, for having lived in (willful?) obliviousness of it for so long. She knows full well that the majority of the womyn in a TED audience will likely have gone through various stages of hating women exactly like her in their upbringing. She also knows that at some stage she'll gradually have to join their ranks in a post-Wall existence and needs to make the peace with them in order to coexist in their own phase of life.

For their own part, these women living on the outside of beauty, in the context Cameron represents to

them, even the most staunchly intellectual amongst them wants to feel some sort of kinship with her. These are the women who'd hack up in disgust at commercials with the message "don't hate me because I'm beautiful", but when Cameron delivers the same message in a more intellectually palatable way, they embrace her surrender to the greater sisterhood. They hate her, but they love her.

The Genetic Celebrity

Cameron Russel is correct in one assertion, she did win a genetic lottery, contextually speaking. She's been too insulated in her own version of model's girl-world to really have pause to think any deeper about beauty and the biological associations with it beyond what's served her feminine solipsism. She acknowledges the genetic aspect of beauty, but only insofar as she's experienced the utility of it in her very insular model's world. To her, beauty is just the luck of the draw. Maybe a woman can enhance herself with cosmetic surgery and maintaining her diet, exercise, etc. but for a girl who already benefits from natural good looks and a high metabolism at an early age, you can hardly expect her to develop the insight to see beauty beyond fate or luck.

As with most women in search of a rationalization for the unforgiving brutality of their genetic draw (or inability to build upon it), she predictably resorts to the beauty-as-social-construct feminist trope. It's interesting that even former supermodels will embrace feminist boilerplate when it serves their interest better than their looks used to. You see, it's not that you're not beautiful it's that ~~the~~ patriarchy society has perverted beauty into what's commercially applicable.

While this fem-centric rationale serves to assuage many an HB4's ~~sexless~~ Alphaless existence, there is one kernel of truth to it. It's not that men respond to a prefabricated social norm for beauty, it's that we tend to idealize certain biological templates for beauty. In *Why Men Are The Way They Are* Dr. Warren Farrell describes this idealized female as a Genetic Celebrity. This is the girl that most closely resembles what a teenage boy sees as his dream girl. She is the one who in real life best matches the Playboy Centerfold, the SI Swimsuit Model, the TV personality, etc. who turns him on. This is just the surface level idealization, however, the degree of idealization becomes further compounded with layers of idealized personality, a woman's sincerity, an emotional connection, sexual availability, and a host of other attributes is added as a man matures.

That said, in the beginning, the Genetic Celebrity is what most boys start with. Show me a guy with really bad ONEitis and I'll show you a guy who's psychologically sold on her being his Genetic Celebrity ideal on some level of consciousness. For myself it's easy, I love pretty blondes with flat stomachs, long legs, perfect small asses and mediumish tits. Back in the 80's Heather Locklear was my teenage Genetic Celebrity template. Since then I've experienced a variety of different women, but by far the most common recurrence of woman in my LTRs, including the evil BPD, and yes, Mrs. Tomassi, have followed this Genetic Celebrity template.

I think it's very important for men to recognize this preferential template in themselves. I don't think it's inherently a bad thing, but it can predispose a Man to make bad decisions, relinquish frame or develop ONEitis to make that dream girl come true for himself despite the dangers she may represent. While I can't pinpoint it now, I think there may be a vestigial, psychological purpose to a man developing a genetic template for his idealized mate. Sex sells for obvious reasons, and commercialization of sexuality picked up on this long ago, but the added bonus for commercial interests is the compulsive tendency for men to imprint that template in their psyches.

Don't make the mistake of thinking that this template is the result of it being manufactured for men – this is feminism's rationalized ego salve – the associations a guy must make to elevate a woman to

Genetic Celebrity status are founded upon the environmental sexual cues that we evolved long ago. In other words the reason Heather Locklear was my template, instead of Rosy O' Donnell, was due to her physique aligning with what my hard-wired sexual response found arousing. If it were true that beauty is a social construct, then it would stand to reason that with enough social reengineering the Rosy O' Donnells of the world end up becoming Genetic Celebrities. The lie in this, and in Cameron's beauty analysis, is the genetic part of the description; it's the biomechanics that make beauty in the first place.

The Crying Game

February 27, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Not Carrie Bradshaw (?) made an observation in last week's post I wanted to riff on a bit:

.....A conclusion I've come to in the past couple years is: a woman crying gets support while a man crying gets shunned.

Only to an extent. A crying women will elicit support and sympathy from men only if she is young and beautiful. Otherwise she is just an irritation that needs to be shut up,

A crying woman will elicit support and sympathy from women only if she belongs to the same "tribe" as the woman offering support and sympathy. Will a crying old black woman get any sympathy from a young white chick ? Not so much.

Men are not biologically pre-disposed to crying (not as much as women anyway) so when

they do, no one really knows how to respond. Particularly if it is in front of strangers and the reason for his tears is not clear at all. Admittedly this is a very very rare occurrence – usually when a man has mental issues or is having a mental breakdown.

Normally men cry in front of family, very close friends, people whom they trust implicitly or in front of medical emergency personnel so I don't think he will be shunned in those circumstances, especially if it involves death or loss of something very very important to him.

Since 2010 I can think of only three instances when I broke down and cried – my father's death, my wife's younger brother dying suddenly at 39 and the loss of one of my best dogs. It's not because I'm some unfeeling badass that nothing affects, but I think it's more about what moves me, or any guy, beyond that threshold. I'm pretty good at holding back that lump in my throat from crossing the line.

Since its inception, part of the of the package feminization sold men about “getting in touch with their feminine sides®” included the encouragement of boys learning to be in touch with their emotions and cry more often. It was part of their ‘sensitivity training’, and they were acculturated to believe that women would appreciate them more for their honest tears. You'd think guys who'd learn to cry on demand would have it made, right?

Vestiges Revisited

NCB's comment was in response to Hero's observation from that same thread:

A conclusion I've come to in the past couple years is: a woman crying gets support while a man crying gets shunned.

A woman crying is still biologically valuable. She still has a vagina and a uterus. She could still successfully carry and care for a child. Thus she is embraced and supported by the tribe.

A man crying is a liability. His crying will alert the predatory animals and invading gangs to his position. His distress is actually a problem for the tribe.

It is a blatant lie that feminism is about creating equality. We have been misled into thinking that men should emote and talk about their feelings. Very few people in a man's life will give a shit when he is going through a rough time in his life.

Women are afforded vast support and provisions that men will never know.

One of the most annoying sounds for me, and if the studies are accurate all human beings in general, is the sound of a crying infant. It was a species survival trait that this sound psychologically evolved to prompt such an irritated response in humans. No matter who's child was doing the crying, you damn well couldn't ignore the distress coming from the baby.

It's easy to make the association of how this ‘check-the-baby’ dynamic is a vestige of what evolved to make our species so successful; if it didn't annoy us, more distressed babies wouldn't have made it to semi-adulthood. However once we pass a certain stage of development, overt emotional displays (the most obvious being crying) diverge drastically for us by gender. As Hero observes, graphic displays of emotionalism were a sign of weakness to protohuman tribal societies. Women generally took care of crying infants and the association of infantile helplessness, in addition to being a general annoyance, would necessarily be a liability to the group's survival integrity. From a male-only perspective we can see the implications of this, but expand that to the social cohesion of the tribal unit and you can see that overt displays of emotionalism from men would also be associated as signs of implicit weakness for tribal women. Thus a rational control of emotion became hardwired into

men's psyches.

So you see when the feminine imperative makes attempts to feminize men, as with all of feminization's efforts, it struggles against thousands of years of species-valuable, in-bred psychology.

She Cries

The parallel to this dynamic is women's crying. Have a listen to the interplay of emotionalism in the woman's voice in [this radio bit and article](#).

White Knights will come out of the woodwork to defend the indefensible in spite of the circumstance responding viscerally to a woman weeping. How did you feel when you heard the girl cry?

Once again, as Hero points out, the sound of a woman crying elicits the innate protector response for men, but as NCB examines, only insofar as that woman presents a viable reproductive prospect. Since this woman's vocal intonation is within a feminine pitch as she weeps and pleads her case we're more predisposed to sympathy for her, even in light of her redhanded betrayal of trust. Imagine this woman's voice being raspy from years of smoking, lower from a higher testosterone level or chordless like an old woman's. Our male reflexive response, while still humanistically sympathetic as manageable, would be far different than what a young and associatively breed-worthy woman's vocal intonations would cue us in to.

Again, we're ~~seeing~~ hearing a species-valuable evolutionary vestige in the reflex men experience when they hear a reproduction-viable woman cry. To a degree it overrides even our rational capacity to separate the implications of her behavior with the empathy we want to establish with a woman we perceive as being a potential mating opportunity. It's not that men can't resist this empathy and apply a rational solution to a problem, it's that it requires an effort for a man to do so.

It comes back to the Cap N Save a Ho dynamic and the [Savior Schema](#). Empathize, protect and bond with a woman in distress (particularly emotional distress) and the potential payoff will be sexual intercourse.

Men's effort to sublimate this empathetic sexual opportunism in favor of rational action has not gone unexploited by the feminine imperative. Thus you have women's facility to cry (even under conditions of culpability) in order to provoke that male protector response. It's like the crying baby example, stimuli and response.

Also, it's important to mention women's preferred method of communication, that is to say covert. When a woman cries she's moving into an overt form of communication she knows will register with men, and this is usually the result of her having exhausted all her covert utilities. When women opt for overt communication it generally means one or two things have occurred: 1) she has reached the point of exasperation using covert means to convey her message, or 2) she has reached a point of desperation in her condition and needs the visceral response men will react to in order to defend and/or empathize with her (often in spite of herself).

You Can't Handle Me

February 27, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

"I'm selfish, impatient and a little insecure. I make mistakes, I am out of control and at times hard to handle. But if you can't handle me at my worst, then you sure as hell don't deserve me at my best."

— Marilyn Monroe



"That's what the World needs: Philosophy from someone who started her career by showing her ass, was an alcoholic, had at least 12 abortions by the time she was 29 because she was too stupid to use condoms, took drugs and died from an overdose."

"You're right! I sure as Hell don't deserve to have someone like that in my life. Even at your best, it ain't worth it."

— Men

"I'm selfish, impatient and a little insecure. I make mistakes, I am out of control and at times hard to handle. But if you can't handle me at my worst, then you sure as hell don't deserve me at my best."

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"That's what the World needs: Philosophy from someone who started her career by showing her ass, was an alcoholic, had at least 12 abortions by the time she was 29 because she was too stupid to use condoms, took drugs and died from an overdose."

You're right! I sure as Hell don't deserve to have someone like that in my life. Even at your best, it ain't worth it."

— Men

Solomon had a great [comment](#) on Dalrocks' most recent post about women, alcohol and blamelessness:

I know girls love the MM quote "If you can't handle me at my worst, then you don't deserve me at my best" and I don't know what MM's "worst" was, but...

The girls that say that quote today haven't taken into account this perspective:

"Your worst sucks, is unacceptable, and you are hereby rejected and disqualified for being an unwise, undisciplined, errant fool. Your 'best' is unimpressive and disappointing as well."

Most girls cannot compute the fact that they are intolerable and lack even the basic elements of character or wisdom- probably because their trip on the carousel seems to contradict or deny the natural consequence- rejection. Too dumb to know that the carousel is rejection too.

Women- your pussy-pass is played out. If you banked on that in life, you have earned your suffering well. Your sass and ill behavior is unbecoming, and will earn you the same desolation.

Had to get that off my chest. Carry on.

I see this quote bandied around on FaceBook by women seeking affirmation and some girl-world

truism they can chant to themselves, all while their girlfriends and fe-male symps virtually nod in assent.

One of the indicators of a fem-centric society is the empowerment of uniquely female failings and the fluid reengineering of net negatives into net positives. The message here is that a woman's *best* outweighs her worst. For guys, a woman's best – the best we'd like to enjoy – generally has to do with how hot she is and the exclusive sexual access and desire she has for us. However there is an ubiquitous price to be paid in order to enjoy a woman's best, and sometimes her worst isn't worth her best.

Thanks Marylyn.

Half Plus Seven

March 6, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Last week Dalrock plumbed the dangerous waters of the *Eat, Pray, Love* feminine social convention for the geriatric crowd in *Grannies Gone Wild!* It's an entertaining piece to be sure. If you believe(ed) in the Soul Mate Myth as some article of your personal faith or your internalized blue pill conditioning, you're in for a cold bucket of reality when you read the dating escapades of these Golden Girls once their lifetime soulmates husbands die and the Buffers of online dating and social networking are introduced to them by women of the Pepsi generation.

You see gentlemen, hypergamy trumps the soulmate myth, even for the 68 year old sweetheart you met in high school all those years ago. Sort of puts the Myth of the Lonely Old Man into perspective too.

Anyone with some red pill awareness isn't shocked by this. The Feminine Imperative and the rigors of hypergamy are *always* a reality men will have to deal with, and even old age won't diminish the drive for optimization. What does change however is the means by which the Feminine Imperative will fluidly adapt the social conventions it embeds into our social awareness in order to perpetuate itself. Collectively convincing 70+ year old widows and divorcees that 'they still got it' is just a new inroad for an old feminine social convention meant to reach the elderly demographic. It's almost a future reassurance for the 40+ demographic unable or unwilling to live out the 'Stella Got Her Groove Back' script. The message is "Don't worry, if you can't ~~get your groove back~~ re-optimize hypergamy at 40, 70 looks pretty good too.

With the exception of 'mature' porn (not to be confused with MILF porn), the idea of women aged well past their post-Wall expiration date "exploring their options" might seem dubious,...until you read about the rise in sexually transmitted diseases amongst seniors.

Social Convention Fluidity

I've written more than a few articles outlining Feminine Social Conventions, but Dalrock's piece highlighted the adaptability with which the Feminine Imperative will change those conventions to suit its specific purpose. There are many examples of this, but in this particular instance what we're seeing here is a reinvention of a similarly useful feminine social convention – that is the Half Plus Seven trope made popular by teenage girls and aging spinsters concerned with their competitive edge in the SMP with the younger women men naturally find more sexually arousing. The Urban Dictionary spells this convention out for us:

"Half, plus seven" is the age-old dating rule for dudes. It justifies the dating of younger women, within reason. The formula begins with each dude's age (for example, 22). That age is halved ($22/2 = 11$), and 7 is tacked on to the divided result. Therefore, a 22 year old male may legitimately date an 18 year old female, a 25 male may date a female of 19.5, and a 30 male may date a female of 22. While there is no technical ceiling on this social anthropological formula, there is a point at which common sense takes over, and it just becomes disgusting. For instance, this formula should not be used to justify a 60 year old man dating a 37 year old female.

Half plus seven examples:

Guy's age: 20. Formula: $(20/2)+7$ = Minimum acceptable age of female: 17.

Guy's age: 25. Formula: $(25/2)+7$ = Minimum acceptable age of female: 19.5

As with the most useful of feminine social conventions, the feminine imperative assimilates the 'insensitive brinksmanship' of men's sexual strategies and repurposes them to serve feminine sexual strategies. You see while a man is 25 and his $\frac{1}{2}+7$ acceptability is 19.5 this ratio adjusts radically when he's 40 and his $\frac{1}{2}+7$ acceptability is 27. Forty year old never-married or divorced spinsters looking for a second shot at monogamy with their socio-economic rivals equals shriek in unison at the $\frac{1}{2}+7$ rule they embraced when they were in their mid to late 20's. Not so coincidentally this age ratio aligns almost perfectly with the optimization of male monogamy on the SMP evaluation scale. I've locked horns with Aunt Giggles about the Half +7 theory on a few occasions and generally the debate ends when she agrees to the Roissy maxim that the most solid LTRs are the result of the Man being 1-2 points higher than the woman's SMV rating, or perceptually so to her.

As an aside, it's important to remember the Cardinal Rule of Relationships here:

When a woman perceives (legitimately or not) that your SMV is above her own, the power dynamic in the relationship is one of secure attachment. However, boost that SMV beyond 3 or 4 points and the relationship becomes one based on insecurities and fear of loss (for men and women). While dread is an important underlying element in maintaining a healthy relationship, push it too far and too overtly and you lean over into unhealthy insecurity.

As I addressed in The Mature Man, look at this from the half +7 rule, the older a man the greater the impression that he should have matured into a higher SMV than the younger woman, and thereby is perceptually of 1-2 points above her own by virtue of his experience and hopefully affluence. Principles like Amused Mastery are at their most effective when a woman perceives a man's SMV is higher than her own.

That said, if there is any merit to Half +7 it's more about SMV imbalance and the Cardinal Rule of Relationships than any feminine social doctrine. So when you look at my SMV graph you can also see the age differential between the points where men's SMV would generally be 1-2 points above a woman's (35+) and where a woman's SMV begins to decline (27+).

Repurposing The Convention

When the age ratios of the $\frac{1}{2}+7$ formula are strategically favorable to the feminine sexual strategy, the response by the feminine is one of enthusiastic embracement. Once that ratio progresses to the point it becomes a sexually strategic liability, or even the source of anxiety, the response is one of scorn and shame for men. In light of this you might think the feminine response would be complete abandonment of the $\frac{1}{2}+7$ canard, but as we see, reinventing the formula from a fem-centric perspective becomes not only a source false empowerment (i.e. the Cougar fallacy), but also the motivation for the *Eat, Pray, Love* schema Dalrock so ably details in his writing. Thus we have 68 year old women 'amazed' by their sunset years desirability, inflated courtesy of technology age buffers, and a built in social convention ready to help them abstract and rationalize away any vestige of guilt they may feel about indulging themselves with (comparatively) younger men.

Hypergamy doesn't care what age a woman is.

I should add here that any social convention that is a sexually strategic benefit for a woman, which later becomes a strategic liability, will be retrofitted to a man's shame and repurposed to her strategic benefit under her new circumstances. Another illustration of this is the shifting acceptability of inter-gender friendships with women. Prior to locking down a suitably optimal hypergamous monogamy with a man, women will enthusiastically embrace the idea of men and women being platonic 'friends'. Once she's monogamous this acceptability shifts to unacceptability in favor of a cautious, measured jealousy, and again reverts back to acceptability while unengaged with a monogamous prospect. Women having male orbiters, women involved in multiple 'friendships' with men, is sexually advantageous to her hypergamous assessment of prospective men – however once that assessment is settled upon, inter-gender friendships (for her man) becomes a strategic liability for her.

Consumer Confidence

March 8, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



After having worked in the liquor industry for over 8 years I can tell you that the most difficult demographic to appeal to is men. You might think that's hard to believe but by comparison men are much more difficult to engage than women when it comes to introducing a new spirits brand. Men tend to lock in with a particular brand of liquor or beer (usually what's cheap) and resist anything new, while women are much more experimentative with choice of intoxicants.

When introducing a spirit such as a bourbon or whiskey, one that is traditionally a male taste, the field is incredibly broad. There are literally thousands of craft brands all vying for the same male demographic, however, only a dozen of these brands are ever commercially successful. Not so with flavored vodkas or rums, which appeal to the much wider female drinking demo. The common mistake is to think men won't drink "froo froo" drinks with umbrellas in them for fear of seeming unmanly. This is the feminized marketing perspective; in actuality the female drinking demographic has much more depth and much more purchasing influence.

That may seem odd considering the aggressiveness with which the better known alcohol brands market to a male, drinking age demographic, but that aggressiveness is necessary to maintain brand awareness with men due to one simple fact: women are the primary consumers in westernized societies.

Alcohol is an easy illustration, not just because I'm intimately involved in the industry, but because it's one of the few markets that actively tries to engage a male demographic. Most advertising since the rise of social feminization has simply written off male consumer involvement. Men don't buy shit, women do. Even uniquely male necessities are purchased more often by women (wives or LTR women) than men today, so rather than make attempts at inroads to male brand loyalty advertising and marketing directs its effort to the demographic that is doing the actual purchasing – women.

Feminist love to paint this patronization as some triumph of women becoming more economically equatable with men. The fem-logic being that women have more purchasing influence because they have more money from being more economically successful (only to bemoan the tired 77¢ on the male dollar trope 10 minutes later). Some of that may be true, but the greater influence is men's general apathy about who's making purchases in their names.

Men's innate rationality is a tough obstacle for most marketers. The fact that most advertising is controlled by a female influence further exacerbates the difficulty of reaching men's purchasing influence. And really, why bother? It's much easier to induce women's purchasing decisions with appeals to their predominantly emotional natures. Women buy from feeling good about buying something, while men buy from pragmatism – even when that pragmatism may only benefit themselves.

Means of Production

I was recently reading a forum thread I got a link back from and the topic was the timeless classic, “what make a man a man?” The predictable responses were all present: Confidence, Responsibility, Integrity, and all of the other subjectively definable esoteric attributes you'd expect. I thought about this question in terms of the difference in consumer influence of both men and women. I'm not an economist, but I am an ideas guy, and it occurred to me that **the nuts and bolts of being a man is to produce more than you consume.**

To maintain a wife, children, even a dog, a man must produce more than his consumption. Once you've lost that capacity (or never developed it) you are less of a man – you are a burden. You must be provided either by charity or guile, but you're not producing.

On a limbic level, women's hypergamy filters for this. You see, while women have the societal *option* to provide for themselves, there is no onus on her to produce anything more than she herself consumes. For all the fem-centric male professions of how rewarding being a stay-at-home Dad is, what eats away at them is the hindbrain awareness that he is not producing more than he consumes. This is the same awareness etching into a woman's psyche when she's the one doing the provisioning.

Every complaint about men not Manning Up, every article bemoaning the End of Men or the dearth of datable / marriageable men of “equatable” socio-economic, educational levels as the women seeking them, finds the root of its discontent in the very simple formula that men *must* produce more than they consume. Women's displeasure isn't that a man might be less intellectual than they are so much as he can provide for himself, and her, and a child, and a dog, and a relative, etc.

Generation Alpha Widow

March 13, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



My real-life friend and internet shadow, Good Luck Chuck, once expressed this idea to me in a comment (SS forum?) thread:

“Rollo, once a guy gets to be 40 *ALL* women are Alpha Widows. There’s simply no avoiding it. By age 30, unless there’s something psychologically wrong with her, virtually every woman a guy might want to date has *some* kind of baggage – kids, a former bad boy(s) she can’t forget, or some other residual effect that weighs down on her as a result of basically following the socio-sexual “you go grrrrl” script the majority of women do today.”

As part of the greater whole that has become the manosphere, and courtesy of the age of technology, today we have the unique benefit of being able to go back in time and observe the meta-game being played by the Feminine Imperative. I did something similar in [Choreplay](#); comparing and contrasting the five year reinvention of a feminine-operative social convention by Diane Mapes. However, you

can do so on a larger social scale as well, and chart the social trends that typify the ‘fem-think’ of a particular decade or even longer.

In the early 2000’s the feminine order of the day was “live while the living’s good.” The HBO series that defined that era was *Sex and the City*. The fantasy of masculine control for women could be realized and along with that the world was a woman’s sexual oyster. Blatant demands of sexual satisfaction mixed with the frustration of perfecting an optimized hypergamy with a selection of prospective men made for not only an award winning series, but was also responsible for the social saturation of a new feminine mindset culturally.

SatC wasn’t necessarily reflective of what was realistically going on from a cultural meta-perspective, but its social influence and associative feelings for women was undeniable. As with most cultural influences for women, the impression is all that mattered – personal conditions and reality be damned women, wanted to live vicariously through *SatC*.

That Was Then

Now in its second season, HBO has a new cultural benchmark for women in *Girls*. In 2012-13 the sexual market landscape is a new frontier compared with the *SatC* days. Rather than sell the fantasy of wanton sexual largess and indulgence that *SatC* did, the feminine order of the day is bemoaning the lack of marriageable men possessing the elusive balance of Beta with a side of Alpha. Make no mistake, the sex is still the primary associative for *Girls*’ predominantly female viewership, but now the message is less about power and more about the powerlessness women of this decade are frustrated with. In both shows, the male protagonists are impotent caricatures of modern men, and in both shows the women’s primary plot conflicts are rooted in these men’s inability to live up to feminine expectations and in such a way that is accommodating of the conditions their life’s choices has determined for them.

In *SatC* the frustration was met with blunt force. The solution was to overpower men into entitled submission with spunky feminine über confidence and enrapture the only men so deserving of them – men with equal to, or preferably greater than, social status than themselves. In *Girls* the dynamic is an equally intense powerlessness; the mechanic of plot conflict relying on its female viewership’s empathy and sympathies. The *Girls* generation wallows in the frustration of men’s imperfect suitability for their needs. Not only is the indignation aspect of *Girls* supremely satisfying for women, but the emotional associations women make with this show tell a greater story of the current gender landscape.

Girls appeals to the generation of Alpha Widows that *Sex and the City* was itself an accomplice in creating. It’s easy to relate with Chuck’s evaluation of modern women being a seething mass of Alpha Widows in this light, all pining for the guy(s) who, at least perceptually brought them as close in their real lives to realizing the dream of a perfected hypergamy. Only now do they realize the consequences of extending the search for the hypergamous dreamquest, but the blame for those consequences doesn’t lie in their choices or even their inability to recognize the mechanics of their own hypergamy. No, the blame goes to parents, the blame goes to cultural forces they are only now conveniently aware of, and of course the blame goes to all the men who would not or could not help them save themselves from themselves – the same men who adapted to the sexual market their decisions created.

The zeit geist that the feminine imperative would have women believe today is that the source of their unhappiness comes from being sold on the idea of an acculturated priority of putting professional life

above personal life. As tempting as it is to agree with this, the problem is that the same empowering professional aspirations that women may or may not have been encouraged to internalize are inseparable from the personal (romantic) decisions they made for themselves. Women's professional beliefs influences their personal beliefs and vice versa. So now, once again, the feminine imperative reinvents the messaging, but the same culprit of women's unhappiness is still the same – the men who evolved contingencies to cope with the sexual market place women developed.

Now the feminine imperative's meme is about men's unwillingness to adjust to women's wanting a satisfying relationship prior to their turning 25 years old. Asshole Alphas have polluted the sexual market. Their insistence (not women's predilections) has made the nefarious hook up culture what it is today and the poor, disenfranchised *Girls* of generation Alpha Widow are bearing the brunt of Alpha predations. What's old is new, and it's the men created by the *SatC* generation who wont Man Up, do the right thing and girlfriend-up a mid 20's girl.

Hyenas

March 15, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

In my time spent in the manosphere I've been asked on more than one occasion what I thought about the concept of the Alpha Female. For a time I was resistant to the idea, not because I didn't allow for the possibility that certain women were predisposed to being Type A personalities and given to the same desire for power and control that men predominantly have, but rather due to the way that Alpha Female came to develop that personality.

As the social impulse to feminize men took root, so too was the counterbalance of masculinizing women instituted. As I've stated in earlier post, the concept of power, real power, isn't invested in controlling the action of others, but in how much control we can exercise in the course of, and over our own, lives. Freud's concept of penis envy notwithstanding, up until the time of the sexual revolution it's been men who've seemingly had the most control over the courses their lives will take. This of course is a classic fiction for the majority of men, but this is the perception even the most unassuming women have had with men – even the poorest of men have more power to decide what direction their lives will take than women.

In a natural state, women's biological, emotional, provisioning and protection needs have always been sustained by men. Women evolved to be the more necessitous sex. This isn't to say women were patently helpless, didn't provide nurturing or couldn't adapt to new environmental challenges, but it is to say their individual survivability, if not entirely dependent upon men, was greatly enhanced by cooperating sexually and socially with men. Due to this male-centric necessity women's predisposition for a want of a survival-level security evolved – and so too did the subliminal anxiety to ensure themselves against survival insecurity.

As social progress advanced (and occasionally retreated) so too did the influence of the Feminine Imperative over men. I would argue that the Feminine Imperative, as a socio-sexual construct, was evolved from a desire not so much to control men, but as a means to relieve the anxiety of women's earliest insecurities. This struggle for power necessitated the development of the Feminine Imperative, but only in the respect that it afforded women real power – a greater control over the course that their own lives would take.

Ensuring an enduring dominance of genetic material being passed on with the best male stock (i.e. Hypergamy) was of equal importance to ensuring the survivability of her offspring. This is nothing new to the manosphere, it's simply the Alpha Fucks / Beta Bucks dynamic, but reduced to its evolutionary beginnings. As women were (and still are) afforded greater control over their own lives (true power) the application of this power is spent in easing women's dependency upon men. A woman's desire for power is rooted in easing the anxieties and insecurities her feral and tribal ancestors hard-coded into her contemporary psyche.

For every female CEO exercising her influence over today's (male created) corporations, for every book about the End of Men, for every speech about Feminist Triumphalism, it's important for men to understand that all of these overt declarations of power stem from women's primal insecurity about their own survivability *without* the aid of attracting and sustaining an enduring relationship with a man.

Alpha Females

I drew this up to put into context the misnomer that is the Alpha Female. I find it ironic, but not unexpected, that a fem-centric society will adamantly resist the idea of Men being Alpha, yet enthusiastically embrace labeling strong independent women® as Alpha Females. Feminists and Mangina intellectuals alike will spend endless hours elaborating over how human males can't possibly be compared with Alpha lions or wolves in the wilderness, and that it's basement dwelling keyboard theorists who promote the idea; yet will giddily endorse women like Sheryl Sandberg as being Alpha Females.

At the risk of reopening the "what is Alpha?" can of worms, women cannot be Alpha in the same sense that Men are considered Alpha. The operative point being that Alpha in the male sense is a derivative of the male biology. By virtue of testosterone, male animals have (by order of degree) an inborn disposition towards an Alpha behavior set. On the most rudimentary scale, Alpha behaviors and physical traits are defined by their utility to that male and the breeding motivations they inspire in females.

Before I get run up the flagpole for asserting that testosterone is a key element for determining an Alpha status, allow me to direct your attention to today's linked video. There is a species of mammal wherein the female of the species possesses more testosterone than the male, and consequently the role of sexual aggressor and pack leading Alpha status is conferred to her.

They're called Hyenas.

Watch the video (it's short) and contrast the female hyena's behaviors and...physical characteristics with the fem-centric popularized notion of an Alpha Female.

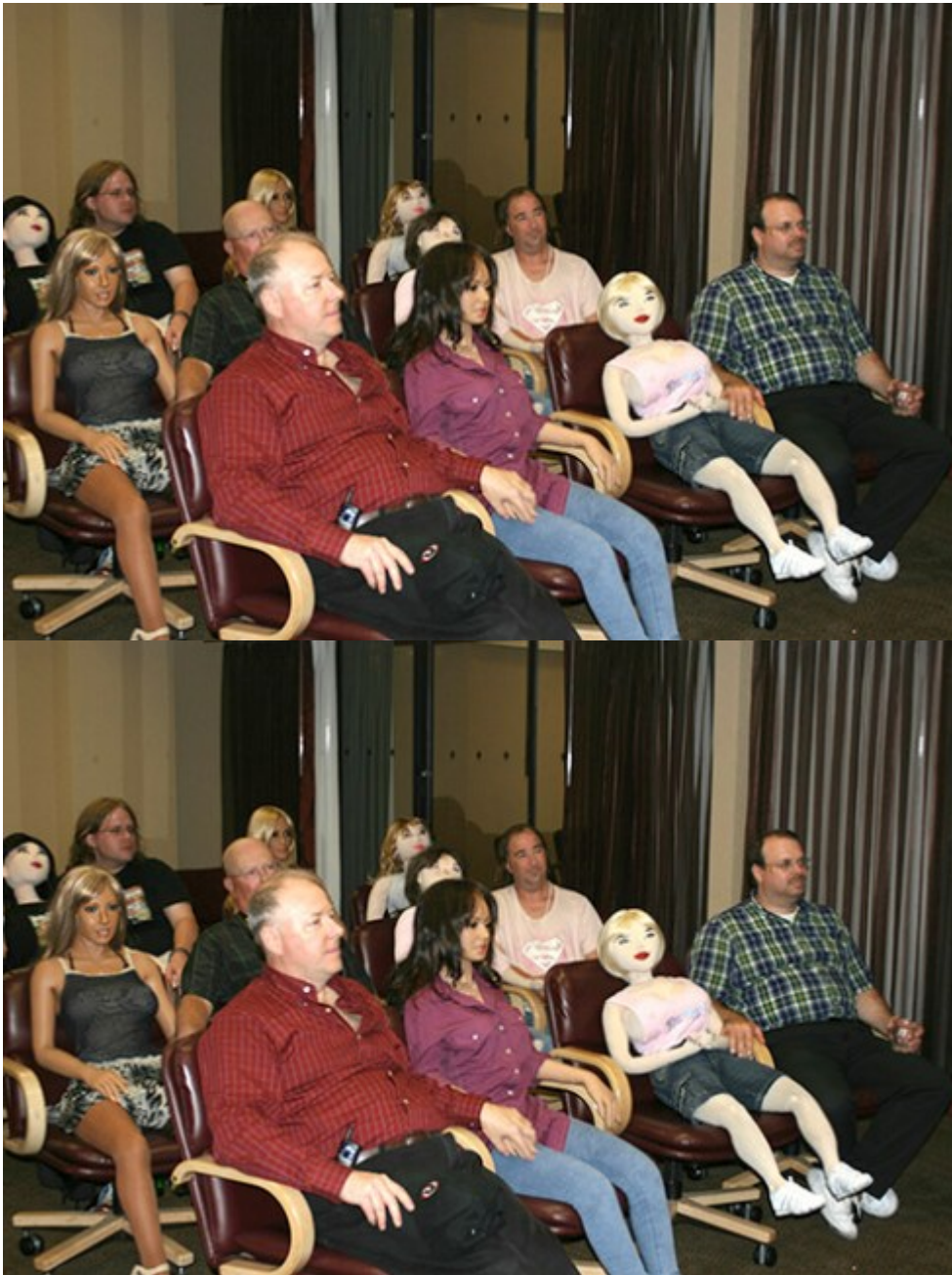
To be sure, there are Alpha traits and behavioral learnings most Beta men can develop and internalize. I'm still a firm believer that to a greater degree, Alpha status for men can become *who* a Man is. In fact behavioral Alpha dominance is (was) passed on from one dominant male to his offspring, or close relation. So it does stand to reason that women too can learn these dominant behavior sets. The rapid masculinization of contemporary women is proof of this, and women may also internalize this dominance schema to become *who they* are; but does this make them Alpha?

Obviously women are not hyenas, but the physical dimorphism of hyena sexuality is an interesting illustration for the masculinization of females in humans. Primarily it changes the social dynamic of the group. Women can do what our female hyena does in this video through anabolic steroid use and a lot of heavy lifting, and with similar physical results, but does this alter a female security desire evolved for thousands of years? That answer might be yes, but for a woman to be Alpha she must physically and mentally transform into as close an approximation of a man as societal conditioning and physical mutation will allow.

This being the case, is she really female anymore?

Quality Women

March 20, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Reader Coy expressed a need for illumination on the myth of the Quality woman:

Rollo,

I would really appreciate your thoughts on “the quality woman”. You have touched on the phenomena in many of your previous posts but i really feel my self subconsciously slipping into that binary circle jerk of madonna/whore . A dedicated post would be nice.

I briefly touched on this in [AFC Social Conventions](#):

The Myth of the “Quality” Woman

It seems like all I read about on SoSuave these days is a never ending quest for a “**Quality Woman.**” There’s threads asking for clear definitions of what constitutes a “Quality”

woman and others that conveniently set women up into 2 camps – Quality women and Hors, as if there were no middle ground. How easy it becomes to qualify a woman based on her indiscretions (as heinous as they're perceived to be) for either of these categories. This is binary thinking at its best – on or off, black or white, Quality woman or Hor.

I think the term 'Quality' woman is a misnomer. Guys tend to apply this term at their leisure not so much to define what they'd like in a woman (which is actually an idealization), but rather to exclude women with whom they'd really had no chance with in the first place as an ego-preservation method, or mistakenly applied too much effort and too much focus to only to be rebuffed. This isn't to say that there aren't women who will behave maliciously or indiscriminately, nor am I implying that they ought to be excused out of hand for such. What I am saying is that it's very AFC to hold women up to preconceived idealizations and conveniently discount them as being less than "Quality" when you're unable to predict, much less control their behaviors.

The dangers inherent in this convention is that the AFC (or the DJ subscribing to the convention) then limits himself to only what he perceives as a Quality woman, based on a sour-grapes conditioning. Ergo, they'll end up with a "Quality" woman by default because she's the only candidate who would accept him for her intimacy. It becomes a self-fulfilling prophecy by process of elimination. Taken to its logical conclusion, they shoot the arrow, paint the target around it and call it a bullseye, and after which they'll feel good for having held to a (misguided) conviction.

So why is this a social convention then? Because it is socially unassailable. Since this convention is rooted to a binary premise, no one would likely challenge it. It would be foolish for me to say "Yes Mr. DJ I think you ought to avoid what you think of as Quality women." Not only this, but we all get a certain satisfaction from the affirmation that comes from other men confirming our own assessment of what category a woman should fit into. Thus it becomes socially reinforced.

Be careful of making a **Quality** woman your substitute for a ONEitis idealization.

Back when he had a terrestrial radio show Tom Leykis did a topic about this: He had everyday women call in and tell their stories of how they used to be sexually (i.e. slutty) and how they are now. He came up with this after driving past a grade school on his way to the studio and seeing all of the women there waiting for their kids to come out and wondered about what their lives used to be like in their childless 20s. This was a wildly popular topic and the confessions just poured in like all of these women had been waiting for years to come clean anonymously about the sexual past that their husbands would never dream they were capable of. Each of these women sounded proud of themselves, almost nostalgic, as if they were some kind of past accomplishments.

This is why I laugh at the concept of the Quality woman. Don't misinterpret that as a "women = shit" binary opinion. I mean it in the sense that most guy's concept of a quality woman is an unrealistic idealization. There's not a guy in the world who committed to monogamy with a woman who didn't think she was 'quality' when he was with her. Even if she was a clinical neurotic before he hooked up with her, she's still got "other redeeming qualities" that make her worth the effort. It's only afterwards when the world he built up around her idealization comes crashing down in flames that she "really wasn't a Quality Woman."

Force Fit

The Quality Woman is defined by how well she fits a man's conditioned ideal. Good Luck Chuck lamented in last week's Hyenas that after a certain age *all* women are Alpha Widows, or, progressively lose the idealization of embodying the Quality Woman. While I understand the frustration, there's an eerily similar tone that men use when they bemoan the lack of Quality Women in the world that echoes women's when they ask "what happened to all the *real* men?" The only difference being that in girl-world a woman is entitled to a *real* man irrespective of her own quality, while a man is less of a Man for his complaints of her lacking those qualities.

I don't envy the situation monogamy minded men in this era find themselves in. As we become a more and more connected society the indiscretions of a woman's past will become increasingly more difficult to hide, much less temper. Whereas before, unless a woman had worked in porn, documenting her sexual and/or intimate past may have been an effort best reserved for private investigators. Now it's as easy as reading her social media footprint archived for all to read.

This is tough on a guy sold on idealistic notions that his virgin bride is awaiting him somewhere in the world. That may be a bit binary for all but the most white knight of guys, but by order of degree, and with a measured prudence, I think it's important for men to disabuse themselves of finding the virgin slut, who'll only be his virgin slut.

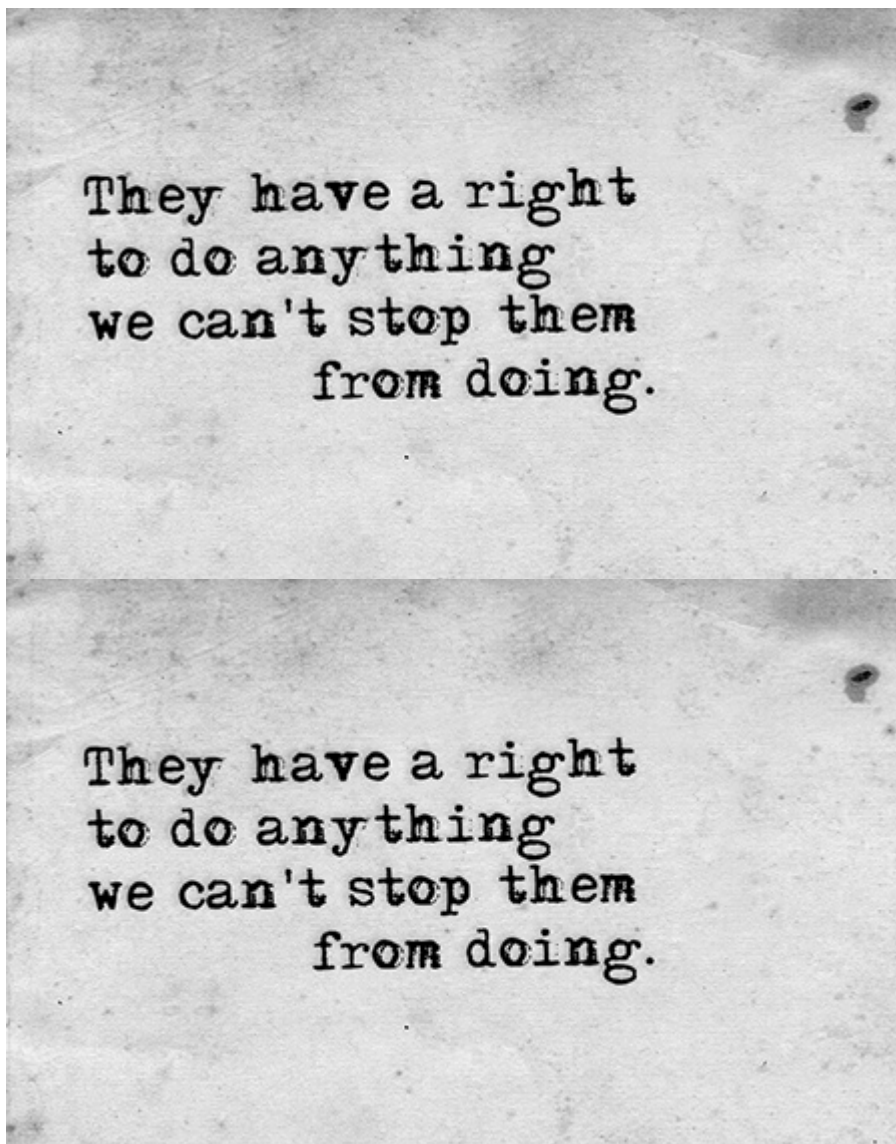
And while I would never advocate a guy to hurry up and marry those sluts, the problem with this idealization is that men want to force fit the woman who most closely resembles his Quality Woman into that fantasy role. It becomes a psychological feedback loop – connect with a "Quality Woman", discover her flaws, personal conditions and the decisions she made that resulted in them, then (after attempts at rationalizing them himself) disqualify her from the Quality Woman designation. The cycle comes full circle when her disqualification as a Quality Woman sets the environment for finding his next 'jewel in the rough'.

The bad news and the good news of this is that, as connectivity and communication among men increases, so too do they realize that the Quality Woman is an impossibility even for the most gracious of women. Thanks to the rise of the manosphere we have a global consortium of men exchanging their individual experiences with women to compare and contrast with their own. The good part is it's easy to generate a list of red flags to watch out for or read about the consequences men have suffered as a result of their blue pill existences. The bad part is that with that greater understanding comes the realization that even the best of women are still subject to hypergamy, the feminine imperative and the fem-centric environment they find themselves in.

A little bit of knowledge is sometimes dangerous – after a lot of this realization and the discernment that comes from it men are likely to have a very long list of prerequisites and red flags develop. I'm not saying men should surrender to the inevitability of marrying some raging former slut, but I am saying that an important part of unplugging oneself from the Matrix is letting go of the idealization of the Quality Woman. There are a lot of caring and nurturing former sluts, and there are pristine and chaste women only lacking the proper motivation to move them in a direction no one would ever expect of them.

Hypergamy Synthesis

March 26, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



After last week's essay on the idealistic nature of the Quality Woman I had an interesting question arise:

Rollo,

I know you like to divorce humanistic and moralistic variables as much as possible from your blog and I understand why. I would like you to explain this point:

"There would be a contingent of moral absolutists who would declare that it's men, by virtue of their great moral self-awareness and thus responsibility, who need to enforce controls over the socially destructive nature of hypergamy. Ironically this moral impetus is yet one more control itself to ensure hypergamy works to the benefit of those who subscribe to their moral absolutism."

I understand you say that hypergamy doesn't care about moral imperatives but how would the attempt of men to enforce controls over it (which I'm not sure is entirely possible) backfire on those men?

As is my standing rule, I strive for a separation of moralism and rationality on this blog, up to the point where the topic crosses over into a better rational understanding of a particular dynamic by addressing the moral element of it – this is one such an occasion.

What I'm saying is that, in the context of hypergamy, moral absolutism, religiosity, secular appeals to 'higher self' ideals,..hell, even white knighthood, are all founded in a desire to control hypergamy to better fit their subscriber's perceived strengths and weaknesses in coping with hypergamy.

I've written in several blog posts about how the feminine imperative would ideally strive for a set of controlled environmental conditions that favor's women's capacity to optimally satisfy their hypergamic natures (i.e. feminism, feminine-bastardized chivalry, etc). As impossible as this is in a long term sense, the feminine will exhaustively construct social dynamics it thinks change the 'rules' to favor hypergamy – lowering the basket to better play the game, etc.

Men given to moral absolute ideals, like blue pill men still plugged in, do something similar in their own mindset, and just like the feminine imperative, find themselves equally disappointed when the Rules don't change to meet their capacity to play the game. They'll disqualify women from their definition of 'quality' in the same fashion women will disqualify men as 'misogynists' when either refuse, deliberately or indifferently, to comply with what their ideal conditions predispose their beliefs for.

Hypergamy isn't going to change, so if a moralist or a feminist wants to minimize or maximize hypergamy to their benefit, social and psychological schemas need to develop around what serves either the best. This is exactly why white knight beta chumps seek to define what the essence of Alpha should be in terms that best describes themselves. They seek to control hypergamy by redefining hypergamy's ideal to fit their own description – likewise fem-centrism will seek to redefine masculinity to better fit a hypergamous ideal (Alpha Fucks/Beta Bucks in the same, or in two distinct, definitions of a man).

Conditionally necessitous women will seek to redefine for men what men 'should' want in an ideal partner by defining female desirability as it pertains to themselves. Thus we get fat acceptance and a refocusing of women's intrinsic qualities as what men should prefer rather than the male-hypergamic impulse of men to be aroused by women's physical appeal.

Control and Synthesis

Now, all of that isn't an indictment of multiple millennias of human social progress, but rather it's to reveal the base motivator of that progress.

One of the main issues I see for both genders coming to terms with the reality of Hypergamy is this want for applying humanistic / moral variables into the resolution of hypergamic problems.

In other words, hypergamy doesn't care about your moral imperatives – it exists with equal efficiency both within and without a moral context.

Hypergamy has been a very uncomfortable truth of human existence since long before we had a formal name for the dynamic. Every inter-gender social convention in human history has been an attempt to either marginalize its influence, or in the case of women, misdirect men from the truth of how their hypergamy, directly or indirectly, compels their most intimate decisions. So pervasive is hypergamy that it had to be evolutionarily sublimated into our subconscious/preconscious minds. The conceptual awareness of hypergamy was so disturbing to the human condition that, in our evolved past, humanity literally selected-for people with the ability to psychologically repress the awareness

of it. Thus you get dynamics like the War Brides phenomenon, and while moralistically it's pretty fucked up, both the men and women who benefit from it simply shrug their shoulders and say everything from "it is what it is" to "it all worked out for God's glory."

Our concepts of romance, tenets of religion, even our innate understanding of gender differences, are all manifestations that reflect the human want to anthropomorphize and exercise control over hypergamy. We want to believe our 'higher' selves can rise above the physical demands of hypergamy only to have those moral idealizations reflect hypergamy within that idealized context.

Hail to the V

March 27, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I'm not sure if Mark Minter had plans to submit his essay of a comment on [Hypergamy Synthesis](#) to [Return of Kings](#) or some other manosphere collective blog, but I felt it was too important a post to allow it to slip into the obscurity of a mere comment thread. Yes, it's long, but it has to be and it's well worth the read. Set aside half an hour to read it through in one go. It's really not as cerebral as you might expect and very 'illuminating' to say the least.

In several posts and on various other blogger's comment threads I've debated that the social paradigms of chivalry and feminism are cultural engineerings of the feminine imperative. I delved into the history of chivalry in [The Feminine Imperative – Circa 1300](#) and made my best attempt to outline the history of chivalry, the feminine bastardization of it and how it was the cultural parallel and precursor to feminism. Naturally the more romantic leaning of my critics chose to keep their noses in their holy books and epic poems rather than take the time to consider the historical underpinnings of what we now consider chivalry and monogamous romantic love.

So it pleases me beyond what I think Mark will appreciate to have him provide such an in depth and insightful detailing of the history of courtly love and how it influences our social consciousness, our gender expectations, even the frustrations we experience in today's gender landscape.

I continue to explore the concepts of things I learned at this blog. I am bouncing around sporadically from idea to idea and am having trouble staying focused on any one idea. But I keep getting pulled as much as being due to any lack of mental discipline.

I was searching for a study about the lack of congruence and dissonance between physical indicators of arousal in women and their mental perception of arousal. The whole Testosterone thing driving women's sexual choices.

I was actually searching for "Chimpanzee Porn" because the article I was looking for used it. The researcher had imposed the sound of Bobono monkeys over the visuals of Chimpanzees having sex because they were more "vocal" during sex and the researcher noted that women display measured physical arousal even though they didn't recognize being aroused.

And one of links in the search phrase I was using came back with this imbedded in the text:

"Cultural historians believe that romantic love was created sometime in the 14th century".

Google is the most wonderful thing ever created by men. How this linked got included with a search phrase on "Chimpanzee Porn" is a particularly unique result that would prove it relevant only to my particular "Googling" habits. But I guess Sergei felt I needed to see it. And I did.

OK, we moved down this line of thought at some point on Rational Male a few months ago in the discussion of the beginnings of "chivalry", so I bit on the link that came up.

The link stated that the idea of "Romantic Love" was created by troubadours in verses by the idea of "Courtly Love" that arose in its beginnings the the end of the 12th century. So I started going back,back,back,back, back (-Chris Berman) and I found this:

<http://kalpen.myweb.uga.edu/Capellanus.pdf>

The book is important. The foreword by John Jay Perry was written in 1941. The title of this book is

“The Art of Courtly Love” but it is actually a Victorian Era title imposed on the work that has several other different titles as a function of the era when the translation was performed, country where the translator lived, and particular social attitudes prevalent when and where the translator produced the translation. I think the “Romantic Era” was when these ideas of “courtly love” finally percolated up into mainstream thought, well, actually women’s mainstream thought, and defined love as we believe it be today, or at least defined it as women wish that definition to be imposed on men.

The title I generally use is “Treatise on Love”. Andreas Capellenus was the Chaplain of Countess Marie, and the preface goes into all of this history and I don’t want to get it into it. Read it.

It is the seminal work on the subject and there is no earlier work by a European. There is reference to Ibn Hazm, an Islamic writer from Spain, who began to define the idea of “love” in Islamic cultures. It went through a series of other writers in the 13th century and orally communicated through verse and song during the 14th century and made its way into the consciousness of western thought from the 14th century on.

The key thing is that these Troubadours were not some “traveling band” singing for their supper. Maybe later, but at this time, they were major nobles, from both the nobility and the higher noble classes. The first major one referenced was Duke William of Aquitaine, who was Marie’s grandfather. These were important people of the time. This would maybe be like, God forbid, Senator Harry Reid, breaking into a song after dinner about the importance of passing spending bills to ease the particular issues about the “sequester” that are key issues to Democrats or Ben Bernake letting loose about the Quantitative Easing. Ok, maybe not exactly.

The issue at the time, was that, as the historians state, that “Love as we know it did not exist. Marriage was as much as about land and politics as anything else”. It was said you “Married a fiefdom and a wife got thrown in the bargain”. Imagine a time where firelight and sunlight were practically the only light, when people rarely traveled more than 12 miles from their place of birth, when nothing, and I mean nothing, changed. The major cathedral built in Nimes took 38 generations to complete. The skyline never changed, towns remained the same. There were no books. None. All knowledge was conveyed orally and generally died with a person. The only cultural conditioning was what you got by watching the people you saw. And you saw very few people. Even at the peasant level, most marriages were the tossing together of two available young people, and that was that. But particularly at the noble level, all marriages were entirely based on practical considerations and nothing to do with “love” as we know it.

And the major church writers the time, just skewered women. The preface named several, and while I can’t find actual text of the writers specific to women, Bernard de Morlaix, John of Salisbury, I can find overall references to what they said about morality in general. They were a group that very much about self control. And it was thought that due to the “wickedness” of women, it was probably superior to remain a virgin. And thus the idea of the “celibate” priest was born. He could not be “godly”, and should be suspect, if he allowed himself to come under the temptation of women. These guys were definitely the “Red Pill” writers of the time. The general idea was not so much that sex was bad, but women were so bad, and sex was lure, the hook, so they damned sex as a means to keep men from getting ensnared in the traps and wickedness that women lay for men. And the thought has a little bit of merit, I must say.

So, think about this. The men in power at the time, saw some of the stuff we see, and they gave a huge “thumbs down” on women. Huge.

Now, heading into the second 500 years of Christianity, throw a “rubbing elbows” with Moslems in Spain, and this idea of “love” starts to percolate about, sort of this “counter-culture” idea of the time. It did not exist at all before in European culture, this idea of “soul mates” and “intertwined” spirits and “the ennobling qualities of love”, love as the be all and end all, the very reason to live.

And it was made up.

By women. Duh?

So there were moments, during this period 1170-1250 were in certain places the women got control. In the case of this Marie, she got control of this region “Troyes” in southern France when her son was named to be noble over the region and he was 11 years old. So she accompanied him down there and was the defacto “regent” during his “minority”. Her husband became King while she was down there. So this was a woman of major influence. And her sister was married to someone that also became King of someplace else. Their mother had been both Queen of France and then Queen of England after she divorced the King of France. This was a powerful woman who got what she wanted. And two of the chief architects of “love” were her two daughters, who married extremely high status men.

The same thing happened at the same time in about 3 other major places in the area, and these women, began to “flirt: with idea of “Courtly Love”. Flirt maybe is a little weak of word. But the general idea of most writers about the theme is that they “Proposed it as countervailing religion or thought to Christianity.” Christianity had so vilified women during the past 200 years, and this “love” stuff was really one of the first “feminisms”.

And near I am can tell, it was literally the birth of the Feminine Imperative. At least, the birth of the version that we know today.

The general idea was this.

“Women are the love. Women give praise to men and the power of that praise is the driving motivator of men. All good things that men do are only done in the true spirit of love to earn the right to the love that the woman confers to the men. Women define what is good. Women confer status on men by allowing them to receive the love they receive from women as a result of high character and accomplishment”.

Sound familiar.

So that was why some “Sir Goodguy” white knight would tie the scarf of the woman around his neck during some contest. It was his sign to her that he was doing this brave deed for her love and his recognition that she saw him as good and worthy.

They actually created these things called “The Court of Love”. And these men and women, and you can imagine the men in those courts were the 12th or 13th century equivalents of Manginas, would literally “rule” on love. They would debate questions, actions, and then determine if an act was good or bad and then that further defined “love”. Remember again, this was not idle chit chat after dinner. These were the major movers and shakers of the time. This was the court that would go on to exert cultural and intellectual control over Europe until 1914. And really even later than that. For nearly 1000 years, the French held sway in everything and Paris was the center of the world. Except at this time, this part of France, the south was the big deal.

One example I saw was letter written by a man that said, he and a woman were having heated discussion of two points, (1) Can true love exist in a marriage. (2) Can there be jealousy between the married partners. The Countess, the Queen of Love, at that time wrote back and said “No, love cannot

exist in a marriage. Love is freely given and asks for nothing in return. Marriage is a contract of duties. So there is no love in a marriage. And Jealousy is a prerequisite of love and since only lovers could be jealous and since married people were not lovers, then there could be no jealousy in a marriage.” And that was that. The Chief Justice of the Supreme Court of Love had issued a ruling. And its weight was everything.

And needless to say, it was a mighty convenient development for women that were traded off into marriage as pawns attached to land. So it conferred the key power of social definition and the final say of what is good in men, and good in society, and that women should and will be the definers, and the arbiters, and the judges of all of that.

The translators, and this particular author John Jay Parry, mention that was nothing particularly distinguishing about Andreas Capellanus that would make it seem like he was the person to end up as this great literary figure that wrote a work that is “One of those capital works that explain the thought of a great epoch, which explain the secret of a civilization”. Parry said often, some of the prose was different in style and “meter”, such that it seemed “dictated” to him.

And frankly I am sure the whole book was “dictated” to him. That he was, in fact, as chaplain, the mouthpiece of these women, and his position as Chaplain allowed the viewpoints expressed to be accepted in a way that a work created and made public by women, given what it expresses, would have viewed more critically by readers. Keep in mind that it was written in Latin, and only those who were either Clerics or the nobility could read the thing. What wasn’t literally dictated, was more or less, transcribed thought, and he knew that Marie was final “editor” in the content. And his position, both as Chaplain, and his very livelihood, depending on her being happy with the finished product.

So let me make an analogy, and step just a little bit in time. Things are little muddled today cultural to make a similar one from a very current example.

Consider Hugh Hefner. And consider his show called Playboy After Dark. This was a time of much “friction”, the early 60s. Civil rights and racism are extreme issues. Sexual “freedom” is coming about. The “rights” of just about everyone are much talked about. The setting which was sort of this contrived “salon” from Paris. The set looked like a large living room in a swanky spiffy Playboy bachelor pad. All these “cool”, meaning avante garde, “open minded”, intellectually superior, artistically superior, liberal people are just hanging out, having a spiffy party. Hef does more for civil rights in a minute than 50 writers do in 10 years by having Sammy Davis Jr on the show. Hef did more for women’s liberation by having a “guest” on the show to talk about it and the camera sees Hef nodding approval, than 50 screeching female professors could ever do.

So then that “cool” boy, that wants to be like Hef, all through the 60s and the 70s, the “cool boy” believes in Equal Rights, Racism, Feminism and this idea of “gender” and “race” being a culturally imposed concept. And that “cool” boy does it exactly because it is “artistically and culturally superior” than the conservative ideas of the time. So then imagine how pervasive both of those viewpoints on Racism and Sexism are today and how “religious” both have become in such a short time, historically. All of us have experienced the reaction of people to our Red Pill beliefs that border on religious arguments. And some of the biggest fighters of what we propose are men. So a philosophy can quickly move from the fringe and become core if the “right” people get behind it and push it.

So then imagine the same thing back in 1200, the “cool” boy, the son of the nobles, that reads latin, has a little bit of education, he thinks the Catholic church is a bunch of sticks in the mud. He is

literally built, wired, for sex, to want women. And this idea of “love” makes absolute sense to him, or at least he wants it to make sense, because the top of line, highest status women, those noble women in that area between Barcelona and maybe, Bologna, were all giving approval to those men that bought into it. So by saying “I believe in Love” or “I am in Love’s army”, or “I am a soldier of love”, what he is saying is “I’m cool, man. Please like me.”

And just like today, any guy that goes against Feminism or attacks the behavior of women is shunned. I hurl some attack on women in comments to an article, and some woman comes back with “Oh, I be you just get you tons”. So in 1200, It is “No ‘Love”, then no ‘love””, you were ostracized by women, at least the cool French Chicks who were the celebs of the day.

And so it takes hold, and as Feminism has co-opted the church, today’s women have imposed their viewpoint on church acceptance of divorce, premarital sex, with the whole idea of the “magic vagina” of women compelling those men into better behavior and better performance, and the woman has the right and the duty to punish him for failure to live up to the love that the woman has given him as a gift that he must continue to earn, the same thing happens with “love”. It co-opts the Catholic church of the day, and throughout the 13th and 14th centuries, “love” creeps into the morality and consciousness of the people at the time. The “love” thing is dominating the “court” and is leaks into the church in the relationship of accomplices that they first and second estate have which each other. It catches on and becomes the dominant aspect of the culture and women are “rehabilitated”, seize control, and never let go. They have the “authority” because they have the “morality”, and they drive the course of society by controlling what is “moral” and what is “honorable”. And what constitutes both, from that point forward, are generally what is in the best interest of women, given their situation, given the time.

So why is this important to us?

First, the whole idea of “Courtly Love” was entirely hypergamistic. Entirely. The Capellanus book has as the heart of the second part, 9 dialogues. These dialogues define the Feminine Imperative.

Keep in mind, at this time, there might have been maybe 500 books floating around in total. And this is the only one on this topic available for a 100 years. The only other referenced work before this was Ovid “The Art of Love” and most scholars really see Ovid as more of a satire on the “treatises” written during his day, and not as a REFERENCE MANUAL that people today, including myself (pre-Red Pill) , see it.

I took it as “how to” book. And what it should be titled is “How to be a AFC Beta”. Also keep in mind that books were so rare, that everything thing was relayed as an oral tradition. Even as late at 1513, Luther said he had been a priest for 3 years before he ever even saw a Bible. And that’s the effing bible.

So here you are somewhere in 1200, and this major Noble dude guy, or high status babe, gets up and starts talking or singing about this new “love” thing, and everyone is nodding and agreeing. And if they don’t nod and agree, then they don’t get to be in the group, they’re fired. The High Status women turn on them, and they are ostracized.

So in the 9 dialogues, there are a series of conversations that men of one of three statuses would have with a women of one of the same three statuses. Those statuses being “commoner, noble, high noble”. And these dialogues set the ground work, the rules, of what both men and women of all three classes should, do, feel, and think about “love”. And “love” is only between those classes. Peasants don’t love. They need to stay on the farm and work it. They have no time for “love”. And love is only

between people that aren't married.

And there you go right there, with anachronistic thought. You probably thought, single people. No. Single people weren't dating and marrying. No way. That was decided by someone else. You were probably going to be part of some arranged marriage. "Love" was between married people, at least married women and a man, but not married to each other. You can already see the way hypergamy is influencing the idea of "love". Girl gets pawned off as a 14 year old or 15 year old as part of some arrangement between older family members. She probably didn't like her husband very much, given what we know about women today. And he probably didn't like her much either. I am sure there were just as many men when they first saw there "betrothed" thought, "Oh fuck, you have got to be shitting me. I have to marry this bitch?"

And in these dialogues, pure hypergamy is enforced and codified. The dialogues enforced class, at least enforced it for men. Men could try and love "up", but most likely they couldn't unless they displayed such extreme good character that their character was better than all of the available men in the class of the woman he was "hitting on". But it also set a nice set of rules for women "move up". But the women were the ones, in every case, to judge the men, the determine that even though the women were "moving" up, they still were to ones to say "OK, I'll take you You are worthy of my love".

And then it also codified acceptance for women to be able to "cheat" on their husbands. "Courtly Love" was only between people that were not married. They got around the 10 commandments, by stipulating that the true lover never asks for sex in return for his love. He loves merely for the purity of his love. And that the whole endeavor was supposed to remain entirely secret. That if it became public, then the "love" was dead. Over. At best he got a kiss, maybe an embrace. Gentlemen in the army of "love" never tell. And Gentlemen never demand sex. Which of course, all of this was bullshit. But since "Courtly Love" was "love" for "love"'s sake then those husbands couldn't get jealous, and nobody loves their husband anyway. So it gave a socially acceptable way for this woman that had this beta forced on her by marriage, then get out their and have exposure to the alphas that she truly wanted. And it gave her a social means to circumvent the church. And since everyone, at least everyone who mattered, was married to someone they didn't like, then it was an early version of "Don't ask; don't tell".

This also forms the basis of monogamy, as we know it, codified by women, in that the definition of it truly benefits women. "The true lover that truly loves only loves the one. He cannot love two. The sight of other women do not affect him because he has true love for his true love." Notice that there are a lot of "he" and "his" words used. The book asserts that those men that would want sex with lots of women and have passion for someone other than "the one" under the guise of love is an "ass", mule, dressed up in the finest livery, but still an "ass".

Schopenhauer said "Love! If you would have thought it up, your fellows would have thought you daft. The mere idea that because a woman allows you her favors, that you should support her for life."

Well, it was thought up, by these women in the south of France, and it curled around and snaked its way into the current consciousness of people like it was something that people have done since the dawn of men. And it wasn't.

When you read Capellanus' statement of what "love" is, it is the seminal definition, the very "jump street", the Genesis of the codification of "Oneltis". And when you read the dialogues, and then this

list of the “Rules of Love” which is the part of the book that is most public, you see the fingerprint of the Feminine Imperative.

http://web.cn.edu/kwheeler/rules_of_love.html

I think at some point in my reading, someone had described Capellanus as being very “Copernican”, as in Copernicus, and astrology, threatening the religion and the concept of the world. I say we use him again in a Copernican manner, as the very argument that the Feminine Imperative is an entirely contrived ideal.

And we reject “love”, as in the definition of it by Capellanus. We see it as the social manipulation that it was to orchestrate the emotions of men, and actions from those emotions, entirely for the benefit of women.

Churchill said “In England, it is permitted unless it is not permitted. In Germany, it is permitted only if it is permitted. In Russia, it is not permitted even if it is permitted. And in France, it is permitted, even when it is not permitted.”

To some degree that combination of all four “permitteds” describes the Feminine Imperative. It is permitted when they want it to be permitted and not permitted when they do not. Even if it is not permitted then it is permitted, if it is in the benefit of women. And especially, it is not permitted even when it is permitted, in the case where it might benefit men at the expense of women.

The only way to put a brunt on the Feminine Imperative is make them pay a cost for their behavior. And the best way for men to do that is the rejection of “love”.

In the words of YaReally, “The manosphere is the new counter-culture”.

We are the new “cool boys”. We are the new “rebels”.

And you need to read Capellanus, and as you read it, to see the manipulation in the pages. Maybe it was adopted because it had social value to blunt the negative behavior of the men of the time and turn it in a constructive direction.

But today it is only something that is used to provide advantage for women. And that advantage is often used at the expense of men, and furthermore, for the punishment of men, the social shaming of men, when women deem the men’s behavior or actions to be at the detriment of women. And they are allowed to be judge, jury, and executioner of their verdict. And no one ever challenges them.

And we begin by rejecting unilaterally, out of hand, “love” for the pack of lies it is.

So I say we use our position as influence peddlers, taste makers, of our day and time, and shame men, Mangina men, and White Knights as fools; toadies for women and their “love”. And make no mistake, that whole White Knight shit comes exactly from this book. We all should read “Treatise on Love”, deconstruct it, and expose it for the bullshit sham it is.

I have ranted this in the past. It is time for men to gain an entirely new consciousness, a new awareness, a entirely new set of constructivism abstracts on which to frame their thinking.

The constant whine, complaint, criticism of the manosphere is that it attacks “love”, it makes “love” impossible, it kills “love”.

And I say, no it doesn’t. It exposes the reality of the impossibility of “love” because “love” is entirely a manufactured ideal. And modern Feminism has brought about the recognition of the impossibility of it and rubbed it in the face of men. If you pine for it, it you whine about it, the end of it, the lack of it, then you deny the truth of it.

Modern life is entirely developed as a means to blunt the natural advantages that men have. This “love” is a further handicap, a weight on your shoulders, that limits your ability to use your advantage, physically, mentally, by women exploiting the emotional advantage that women have over men. She only has this advantage if you allow her to have it.

So discard it. It is religion in you that does not work to your advantage.

So yes, “They have a right to do anything that we can’t stop them from doing”.

But we have the capacity and the ability to make them pay for it.

In the end, and my life right now is living proof of this, they need us more than we need them. We want them; they need us. And the things that most women want, they get from us. And without the handicap of “love”, you can make them pay, and pay, and pay, until they fucking cry uncle.

Show and Tell

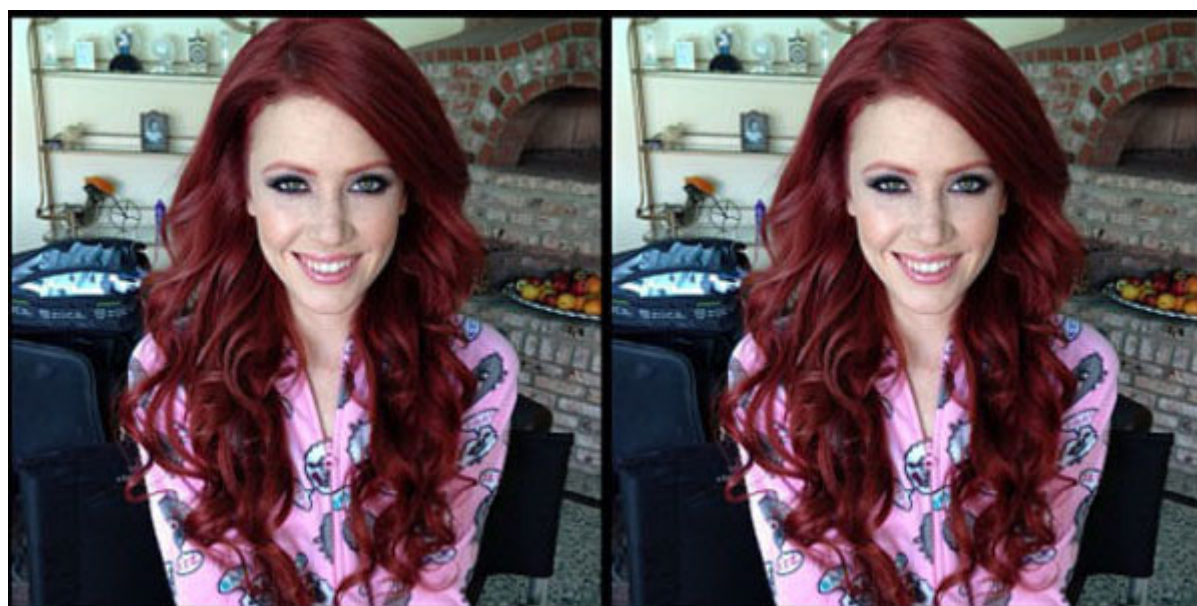
March 29, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

*scroll slowly

Elle

Imagine you're at a casual bar and grill. Not a club with pulsing music and overdone HB7's, but a cool place to hang out and bullshit with friends. There's a good bar, good food, maybe pool tables and you're with your regular social circle, but there's also other groups of people in their own social circles. Very casual, nothing pretentious, you're in your element and open to the potential for meeting a new girl.

Then this girl is introduced to you by a mutual girl-friend:



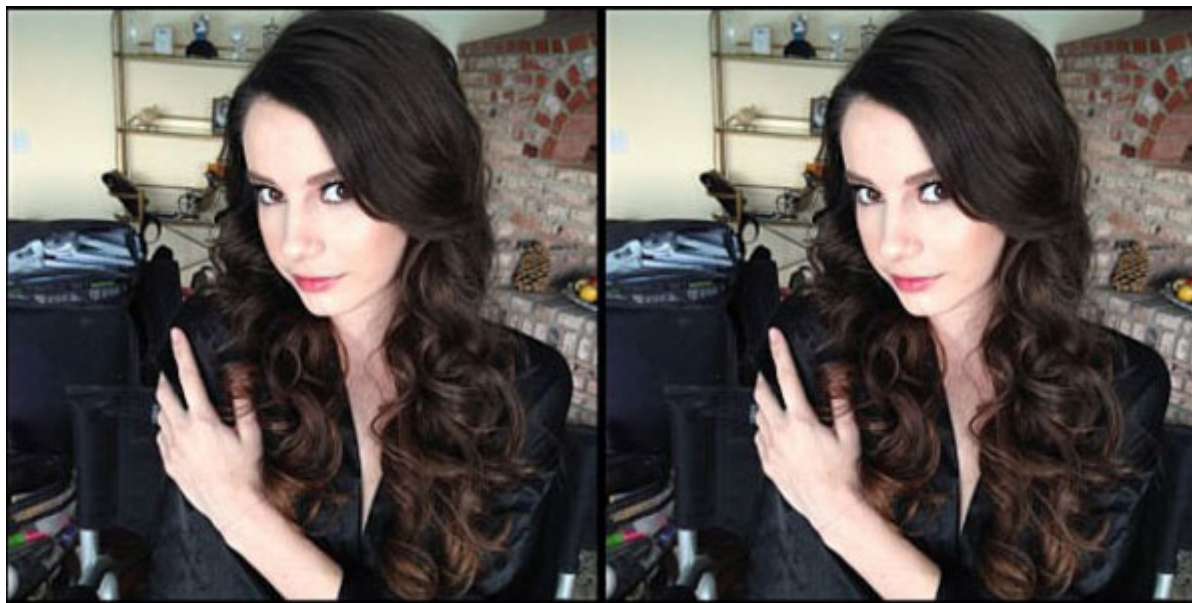
Her name is Elle and she's pretty down to earth, but has a "fun side" to her personality. She wants to shoot pool with you, and after a just a short while you number close closer her. After your 2nd date you f-close and wake up in the morning to what she looks like in a different environment:



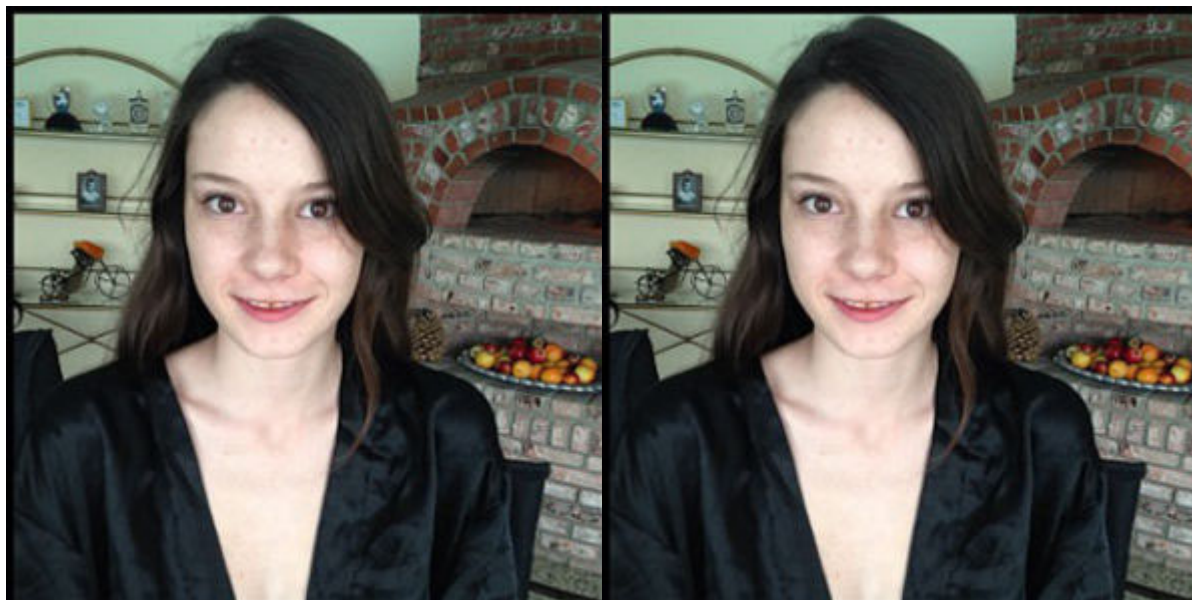
Still, not bad. She looks good sans makeup, and helps you get past the morning breath. Minus the make up she loses maybe an SMV point.

Rilee

You meet Rilee at dance club while sarging with four of your boys. She's hot – body's tight, has a great smile, flirtatious and while she gives off IOIs you can read with ease you still need tight game since she's an HB8.5 in a club full of mid 7's:



Rilee also has a “fun side” but she's more direct about it than sweet little Elle. While you don't get a same night lay (SNL) you do get after it on your first ‘real date’. And in the morning you see the ‘real’ Rilee:



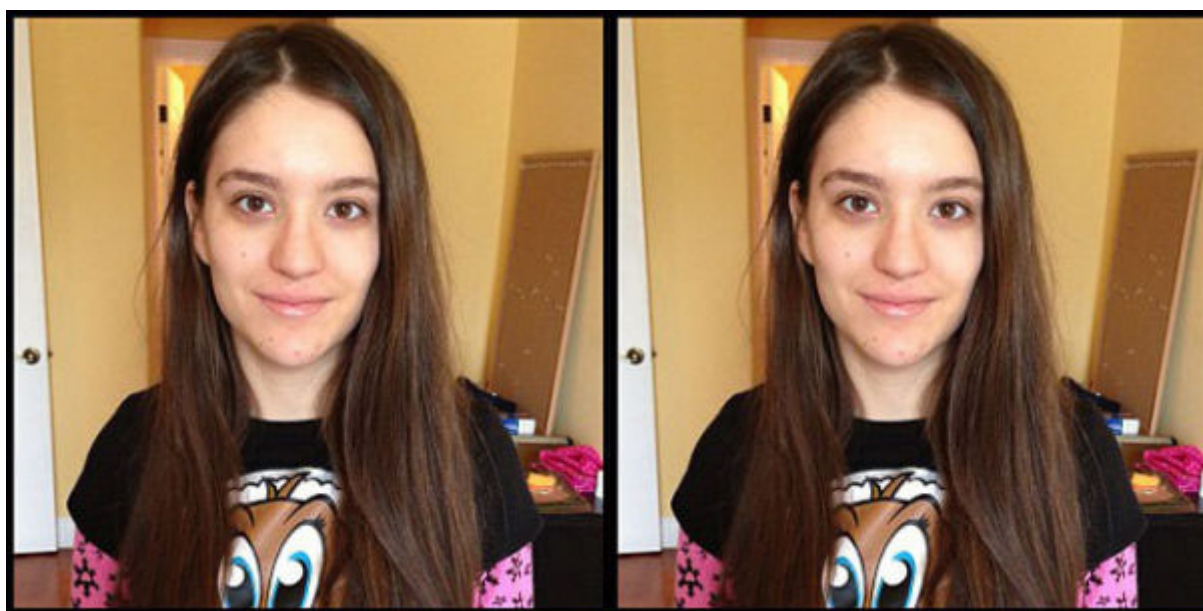
You're beginning to wonder if she had a fake ID to get in the club, and now you're on the hook for statutory rape. It's all good though. Also not bad, but she loses maybe 1-2 points considering her first impression.

Zarina

You meet Zarina at local gig your friend's band is playing at. She's kind of a wild child, also has a “fun side”, but requires minimal game. Two hours after the show she's dry humping you in the car. Logistics don't work out for a SNL, but the Saturday night after the gig she's riding you to glory:



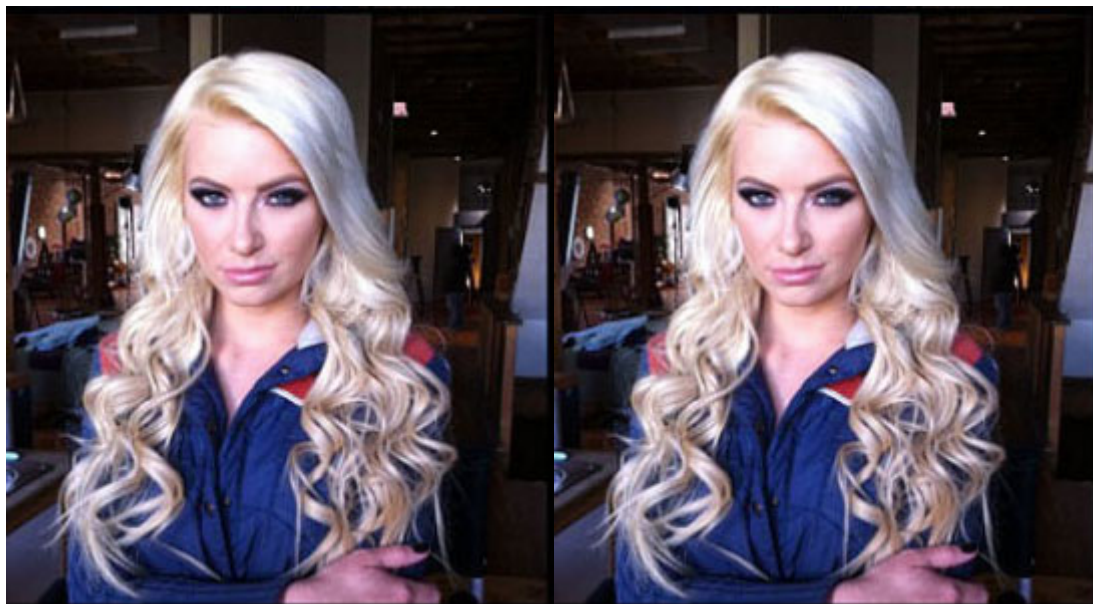
Zarina doesn't spend the night so you never get a look at her in the morning, but you happen to run into her coming out of the local Game Stop with the most recent version of Halo:



Woah,..if she hadn't been wearing the same shirt she wore (briefly) on that Saturday you wouldn't have know it was the same girl. This is easily a 2 point conversion.

Anikka

Anikka is a rare beauty you met in Estonia while you were writing pick-up guides for guys looking to get laid abroad. She was a difficult notch – no fast times at DC high with Anikka, you had to work your Game for every contingency with her. You learned her language just for the privilege to turn her out.



Your efforts would not go unrewarded, Anikka is indeed a rare talent and you discover her “fun side” after investing more game than you ever thought was within you. After a night of Retzina wine and unmatched sex you awaken to Anikka who has just hung up the phone with her mother after telling her of your impending wedding arrangements:



Yaaagh,...a solid 2-3 point drop!

If you'd like to learn about all these girl's (and more) “fun side” head on over to [this link](#).

Granted I'm having some much needed fun with this, but the grain of seriousness in it is understanding the bigger picture of how what our perceptions of women are when our familiarity with them isn't what it was when you met them. Next to posts about the importance of men's looks and what the definition of Alpha should be, defining what constitutes the qualities an HB9 should have is the most contentious. I'm not saying that (most) of these women are particularly homely sans makeup, but there is a marked drop in SMV potential.

I understand the “well duh? Rollo” factor here, but do you see the woman behind the foundation and mascara when you're deciding whether she's worth your tightest Game? Bear in mind, these women are porn stars, would you think they were capable of being so if you saw them with little or no make up eating a burrito supreme at Taco Bell?

It's Their Game

April 3, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



<http://live.huffingtonpost.com/r/segment/why-do-girls-date/5154ae1878c90a511200016b>

As glad as I am to see George from 3rd Millenium Man grab the manosphere colors and go to the front lines, I'll admit I'm a little disappointed with this. Roosh has predicted 2013 will be the year the manosphere goes mainstream, but my concern is less about the exposure and more about the representation. The MSM *is* the feminine imperative.

I understand the host here is contracted to the Huff-Po so the context begins in terms of what entertains women's need for indignation. No indignation, no audience. George is hamstrung from the outset: we have the ubiquitous 50+, "I'm ok with the beta provider I married after fucking my spell of bad boys and *learned my lesson* so you gals should learn from my mistakes" woman (aka the Aunt Giggles, Kay Hymowitz archetype). Next we have the prerequisite "clinical psychologist" who looks like one of the mothers on *Dance Moms*, and rattles off the feel good humanist psychology truisms clichéd in the 1990's. After that we have Nathan the self-identified White Knight who's only purpose is to bolster both women's feeble positions to better identify with *any* woman in the hopes that she might be watching and, God willing, anonymously seek him out to potentially hook up with him for being such a team player.

That's a tough cast to work with so I will commend George on his effort, however, his dropping the

ball here is less about his grasp of red-pill wisdom (I know and read his blog regularly), and more about the context that the MSM will allow the manosphere to be represented in. Learn this now red-pill literati before you venture into the MSM – the feminine imperative will gladly make you the red meat for the indignation that sells their advertising to women.

As I said, Roosh predicts that the manosphere will surface in the MSM this year, and I will concur, the manosphere will come to the attention of the greater whole of western society, but don't think for minute it will be for the positive. With any luck it will reach out to a few blue pill men ready to realize the truth, but my trepidation is about the overall image the manosphere will be molded to by the Feminine Imperative. Men are simply not allowed to have any legitimate insight into intergender dynamics – as I'm sure George is realizing now. In girl-world, women are the sole arbiters of relationship wisdoms – men are simply foils for their legitimacy, even in the best of pretenses.

I don't write too much specifically about the manosphere with good reason – the 'enlightenment' is still evolving. As I've been quoted many times before, unplugging guys from the Matrix is dirty work. It's triage, and the greater majority of men aren't ready or even in a mental position to be unplugged when you're in a personal, one-on-one context. So when you extrapolate that to a larger context it's easy to see how the feminine imperative will readily use men's default lack of legitimacy for its own purpose. The greatest Threat to the Feminine Imperative is men becoming self-aware of their own sexual market value and the dissemination of information about how the imperative uses this lack of awareness to perpetuate itself.

The first recourse to prevent this is male-specific ridicule and derision for even attempting to explain the social constructs of the feminine imperative.

In a large public forum like this Huff-Po video we don't see the underlying feminine social urgency and anxiety about men becoming aware of the mechanisms of the feminine imperative because for decades women's unknowability has become synonymous with the feminine mystique. So it's made laughable by default that any man would have a legitimate understanding of women – they are just unknowable, so men's perspectives and insight about the psychology of women starts from a position of ridicule, even when it patronizingly agrees with women's perspectives.

But underneath the Dance Mom psychological snark, underneath the accusatory tones 50+ woman uses to burn interview time, underneath the attempts at hopeful beta white knight feminine identification, even in the overall context the host uses to broach the topic, red pill men can see the nervous tension of the possibility of the rational exposure of the underpinnings of the feminine imperative.

When you're in an isolated social setting, it's a dangerous topic to venture into – like religion or politics – but you can make an effort without too much social repercussion. You can speak red pill truth and endure the wrath of women (who'll likely fuck you after the fact) and white knights, but you'll make a point. You may even open the eyes of a few men. However, the larger, meta-scale feminine narrative will use and distort your red pill awareness to make advertisers rich.

Women sustain themselves on indignation and nothing stimulates that better than a man who publicly declares he knows how women think. The Atlantic has made a very profitable business model for a dying form of media based solely upon this feminine-satisfying indignation. This host, the Huff-Po, are simply following the model. So yes, Roosh is right, the manosphere will go mainstream this year, to the overwhelming adulation of the media that's discovered this type of feminine imperative indignation is extremely profitable.

Build a Better Beta

April 8, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For women, nothing is both as frightening and arousing than a Man aware of his own value.

[In light of Aunt Giggles recently going off her meds and clamoring for her weekend bender of attention, I've decided to re-post this from December of 2011. Considering the hostility lobbed at the manosphere lately I thought it was quite prophetic.]

I got a metric ton of feedback with regards to my Mrs. Doubtfire post and the notion of Game being co-opted to serve the feminine imperative. This sparked an interesting exchange on more than a few blogs and forums. All of this led me to do a bit of research into how Game principles, not necessarily Game in practice, is being subverted to address feminine-centric mandates. Even the idea of 'false flag' blogging in the manosphere has been suggested as a means to more effectively establish a male-specific popular perspective that might be considered more legitimate.

The problem intrinsic to all of that is that masculinity is now so ridiculed and delegitimized in our feminine-centric reality that any (lame) attempts at subterfuge only make the manosphere look even more like the boys club in the treehouse shooting spitwads at the "mature" girls below. It's going to come off as game-playing and juvenile, and only serve to make any legitimate point or appeals to logic appear self-serving. That said, I do understand the necessity to be covert in expressing the principles behind Game from a pro-masculine perspective. Men blogging in the manosphere, whether it's Game theory, PUA, MRA or MGTOW, all assume a horrible risk for publicly expressing their views that a proponent of feminism would rarely need to consider. Professionally, personally, and to

an extent, even physically, manosphere bloggers paint a big target on themselves that very few people would sympathize with their being damaged for their outspokenness. If it looks like patriarchy, it's OK to set their home on fire, and a feminized world of angry women and their identifier mangina sycophants will line up with torches to do so.

Building a Better Beta

None of this is really even a concern for the proponents of a fem-centric culture; they can rest comfortably in a self-affirming, social echo chamber without any real fear of persecution or risk to their career or reputations. However, the utility of exploiting Game in theory (not in practice) to better serve that female centrism hasn't gone unnoticed. This has given rise to what might be called "sanitized Game" – take the primary elements of Game to build a better Beta. With such an overwhelming social undercurrent for men to 'Man-Up' today it's really simple pragmatism to reinterpret Game to serve the expectations and entitlements inherent in fem-centrism. Thus we see Game concepts being co-opted by social conservatives, so-called female manosphere sympathizers and christo-religious revisionists all blogging in disclaimed agreement with Game principles insofar as it serves their particular delusion. What they fail to recognize is that, for all of their efforts to contort Game into their personal agenda's boxes, they're still living in and fostering a feminine-centric imperative. If there's a definition of the Matrix, this is it.

I would argue that most, if not all, are unaware that this is the latent purpose they're serving. The overarching point is to create a more acceptable man for a female defined goal, NOT to truly empower any man. There is no feminine opposite to this; there is no counter effort to make women *more* acceptable to men – in fact this is actively resisted and cast as a form of slavish subservience. This is the extent of the feminine reality; it's so instaurating that men, with the aid of "concerned women", will spend lifetimes seeking ways to better qualify themselves for feminine approval. That's the better Beta they hope to create. One who will Man-Up and be the Alpha as situations and use would warrant, but Beta enough to be subservient to the feminine imperative. They seek a man to be proud of, one who's association reflects a statement of their own quality, yet one they still have implicit control over.

Whether the reasonings are moral, entitlement or 'honor bound' in nature the end result is still feminine primacy. The sales pitch is one of manning up to benefit yourself, but the latent purpose is one of better qualifying for normalized feminine acceptance. What they cannot reconcile is that the same benefits that are inherent in becoming more Alpha (however you choose to define that) are the same traits that threaten his necessary position of subservience as a Beta. This is precisely why 'real' Game, and truly unplugging, cannot be sanitized. This social element wants to keep you plugged in; more Alpha, more confidence, more awareness, is a threat to fem-centrism. It's great that all this Game stuff has finally got you standing up for yourself, but remember who's got the vagina.

The Evolution of Game

In the beginning, Game was about little more than racking up lay-counts. For some guys this will never change; you can't ignore the purely seductionist intent of the origins of Game. Game was (is) for getting laid, and along with that now comes a sort of stigma of the Player. It's against the interests of the feminine imperative that a man might conceivably have some kind of secret, learned system that bypasses her (mythological) feminine intuitions and natural reservations. That's a power that men have sought for millennia. Some might realize it to a degree through power, fame or fortune, but to distribute this figurative ability en masse would be a power shift that would put women at men's

mercy. With great power, should come great responsibility. This is the fear that Game represents to the feminine – even the concept of men ‘understanding’ women’s natures must necessarily be ridiculed and shamed even in the attempt. When women are knowable they lose the power of their only actionable agency over men.

Game has evolved into much more than just a set of replicable behaviors for PUAs to ply their craft and get laid. Somewhere along the way a man wondered why these behavior provoked the responses they do in women. What were the core elements that these behaviors and attitudes were operating on in women? Game is still about getting laid, but it’s progressed beyond just the practical. Game is really a catch-all term now for lack of a better one. It’s moved on to the theory, the principle and the psychology that makes us better Men, and makes women knowable. It’s very important that the vision you have of being a “better Man” originates with **YOU**, not with the idealisms of a plugged in moralist or women so fearful of your new awareness that they’ll make concerted efforts to supplant it with what makes you a better servant of their insecure imperative. Resist the idea of becoming a better Beta in girl-world and focus on being that Alpha Man as you define it.

The Plan

April 10, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For the longest time I never had a plan. Oh, I knew what I wanted to do in life; something artistic, publicly recognizable, flamboyant, but the path to get to that reality was never really concrete for the 17-19 year old mind. First and foremost I wanted to get laid. I had aspirations and I recognized my innate talents, but I really had no plan.

At first I did what most conditioned Betas do at 17 and followed the ‘official’ script approved by the feminine imperative – nice guy > rapport > comfort > commitment > monogamy > and if magical predestined sex happened to be graced upon me at one of these stages then it was all the confirmation of process any Beta required. But still I had no plan. It felt like a plan, but it never quite played out as a plan once that plan came together.

Serial monogamy with a ONEitis girlfriend seemed like a plan. That's what the imperative had always reinforced and it seemed logical. Man, did I ever hate the guys who had the capacity (ability) to entertain multiple women concurrently. How could the women so enthralled by these 'players' not see their deviation from the 'official' approved script of the feminine imperative? Didn't they know they were wrong in their deviation? Why did women reward them with sex and intimacy, and why did they do so without the prerequisite steps laid out and approved by the imperative's teachings? The FI had always taught me women were to be treated with default respect – as gender equals, as rationally acting an independent agent as my(equal)self. Could they not rationally conclude, as I did, that they themselves were rewarding the very Men who deviated from the plan that the imperative had set before all of us?

I didn't realize it at the time, but what I failed to consider is that women's innate Hypergamy was in conflict with *the plan* of the feminine imperative. Later in life, the male offspring of the feminine imperative (Betas) would come to realize the true plan of the imperative, and the supporting, provisioning role it conditions them for in raising other men's genetic legacies, or their own, less than optimal ones. Either by self-realization or self-actualization men, even the most beta men, usually come to realize the plan of the imperative. For some it's a sad realization, too late to really do much of anything but moderate the impact the plan had. For others, it might be freeing in a post-divorce separation from not just their wives but the plan the imperative convinced them of. And still for others, it's the relief of having sidestepped the consequences of a life-impacting ideology.

Making a Plan

There's a clever Jewish saying that goes, "Man plans, God laughs." It's kind of endearing in a patrician way, but it really amounts to another saying by the world's most famous Beta, "Life is what happens while you are busy making other plans." Or in other words, 'it is what it is' and you never really had any influence over the circumstances that have led to your present conditions.

I used to believe this. I used to think that having a plan was more or less irrelevant, because ultimately you're really never in control of what happens to you. My Mother used to give me grief about being "obsessed" with bodybuilding and staying in shape. She'd say, "you never know what tomorrow will bring, you could get cancer or hit by a bus, and then all that fussing over your body will be a waste." I remember telling her yes, but this is how I *want* to look *now*, I wont care about it in a casket.

Those were always some interesting conversations, but the fact of the matter is I really had no plan for myself of my own creation.

Failing to Plan

Failing to plan is planning to fail. My Marine buddies like this line. In the military I'm sure it was a great mantra, but how many of us allow things to happen to ourselves as the result of not having and sticking to a plan? I'm not saying we ever have a complete control over our circumstances, but when we don't have a plan the plans of others influence the consequences of our own conditions. As I illustrated above, when a young man has no plan the feminine imperative is already there with its own – ready to fill that void for its own purposes, ready to convince that young man that its plan was really his own concept.

One thing I've always advised the high school forum readers on the Sosuave forums is to plan for success when they sarge a girl they like. So many of these young Men get so absorbed in the mechanics and anxieties of asking a girl out, or maneuvering to become intimate with her that they

don't plan for success. I tell them to expect success, so plan for that eventuality, and there's a foundational reason for this.

Suddenly a girl agrees to go out with him and he has no plan for a date. What this telegraphs to her is she's agreed to a date, agreed to potential intimacy, agreed to a hypergamic assessment, with a guy who hasn't thought past the getting a date part. His lack of a plan revealed his Beta essence – he wasn't expecting to succeed, she detects this on a limbic level, and the context, the frame, of the date becomes one of working back from a Beta presupposition.

An Alpha mindset expects success. One of the key tenets of Game is irrational self-confidence, and while this is a core element of Game, its successful application hinges upon follow through – and follow through requires a plan. Whether that plan is about a PUA on an insta-date after a successful sarge or that plan is about banging the wife you reserved your virginity for on your honeymoon night, the conditionality is the same – Alphas already know what they want and have a concrete plan of where they want to go.

Confidence

One of the more frequent questions I'm asked on the SS forums is,

“Rollo, I understand confidence is the most attractive aspect about men for women, how do I develop confidence?”

Confidence is an interesting concept, not just in it's application with women, but in a meta-life sense. Confidence has been elevated to this mystical realm so we read,..”The reason you fail is because you don't believe in yourself enough.” This is a very similar mechanic to the ‘Just Be Yourself’ line of reasoning. It's something people say when they don't know what else to say – “aww man you just need to be confident with her, that's what the bitchez want, just look at any PoF profile, confidence, confidence, confidence,...” What they're not explaining is that confidence is derived from past successes and the inherent knowledge that you can repeat those successes again.

I understand the frustration; women say just be yourself, guys say just be confident, both imply some nebulous quality that only those in the know really have a grasp of. I've addressed the JBY principle before, but how do you get this confidence women declare is so important in their list of demands?

Confidence is derived from options.

When you know you can repeat your past successes, or you have the resources to repeat concurrent successes already available to you, you have confidence. This is the code women are asking for when they claim to want confidence: “I want a man who has the presence of a man that other men want to be and other women want to fuck.”

The great irony of this is that the male confidence women want, that exceeds a woman's deserving of that confidence, will always be considered conceit. Why? Because that confidence conflicts with the plan of the feminine imperative. It's sexy as hell, but it represents too great a Threat to the feminine imperative.

As I stated in my Plate Theory series, it's much easier to have an ‘I don't give a fuck’ attitude when you really don't give a fuck. If you maintain a presence of non-exclusivity with women, and down to each individual woman, the straightjacket of the plan of the feminine imperative begins to loosen. Included in YOUR plan is a sampling, and filtration of, women who have a genuine desire to be with you. Not a mitigated desire, not an obligated desire, but a genuine desire to associate themselves with the potential you represent, confidently, prospectively and sexually. It doesn't seem like filtration or

vetting in this sense that you're cognitively looking for the perfect mate – the perfect mate presents herself to you.

Too many guys think they can't spin multiple plates. They think it MUST mean they MUST banging every available woman at their disposal and wanton sex is the ultimate goal. This is the distortion my critics hope to attach to Plate Theory,..

“Rollo says to fuck anything that moves, that's outrageous!”

No, but the concept of non-exclusivity does fundamentally disagree with the plan of the feminine imperative, which is why the FI and its agents rely upon those distortions to maintain the imperative's social dominance.

If you have the confidence that comes from having succeeded at a task with predictable regularity in the past, you can say with a reasonable expectation that you are confident to repeat that task in the future. In the context of a career, a sport, a particular social engagement, or maybe a talent or skill we all stand up and applaud that individual's confidence – they make it look easy. Say you're confident with women, say you've had success in the past with them, and you are a player, even when you are a devoted husband of many supportive years, make this declaration and you are a deluded, typical male.

But confidence is what chicks dig Rollo,..WTF?

It's not the confidence, it's the plan. YOUR plan. It's easy to give illustrations about men having date plans beyond the approaching her, but this is only one example of the overall planning a man must have in his life. Alphas plan. That may be cognitively or not, but their confidence is evolved from a sense of others, of other women recognizing their unspoken plan.

The reason that Frame is the first Iron Rule of Tomassi is that it relies so much upon a man having such a concrete plan that he will exclude others, even potential mates from it if situation warrants it. A Man's plan needs to supersede his desire for sex, but also includes using sex to effect it.

Full stop.

“My God Rollo, are you suggesting that sex be an inclusive part of a Man's plan even if he has no intention of long term commitment to her?”

In terms of a plan, yes. That may seem immoral or dehumanizing of me, but stop and think about it. Is it any more immoral or dehumanizing than the plan of the feminine imperative on a personal scale? What about a global, legalistic scale?

Is it beyond the pale of hypergamy?

Begin with the Ending in Mind

But we're better than that right? We're the noble, chivalrous, honorable sex. It's our commission to ensure that women fall in line because they know not what is right for themselves. (insert Arthurian prose here)

That's nice prose, but hardly a plan. For all of the control and guidance women really seek (a nice way to say dominance) in a man, it really comes down to the direction of his vision. Is she confident in you? The biggest meta-shit test you will ever face as a Man is in replacing the plan of the feminine imperative with your own. How audacious! How cocky! How dare you?!

Begin with the ending in mind. As per the first Iron Rule of Tomassi, she enters your frame, she enters your reality, she is the curious actor, she is the inquisitive one, she explores the world you create for her, it's your friends, family and cohorts she encounters. If you feel the reverse is true in your LTR, you've enter her reality, and the narrative, the question of whose plan is in effect is answered for you.

Master & Servant

April 12, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Evan12 on the SoSuave forum has an interesting observation:

I've noticed in many lesbian couples the submissive woman in the relationship is not embarrassed from that , and she showed her love and submissiveness to her partner without shame. For example they write on their facebook "I want to worship you" or "you are my goddess " etc.

Also in real life they took some clear orders from their dominant partner, that if a man would've ordered a woman in-front of others they would consider it degrading to them .

In the workplace, I find women submit to other female managers very easily and sometimes even voluntarily, but when a man is manager they play a lot of power games to challenge/question his authority.

Is this because of public shaming from the figure of woman following a man, so women feel more free to show her submissive side when it is toward a woman and not a man ?

The inimitable Burroughs (who is cordially invited to comment more on this blog) then picks up the next salient point:

The next time you switch on the television, count how many programs have the token ‘stupid boyfriend’ or ‘abusive husband’ or ‘paedophilic father’ figure.

Switch over to a children’s channel / time window and watch how many cartoons or programs reflect ‘silly daddy’ characters or ‘bullying big brother’.

Don’t forget, of course, nearly all the women in these same programs will be smart, sexy, sassy and full of beans, capable of juggling a career lifestyle with children, a husband and a social circle

– let’s not forget that she’s undoubtedly a wonderful cook and always remembers everybody’s birthdays.

If these images are being constantly spread out over our airwaves, what does that tell our children who are growing up watching & learning daily, hourly, that men are just so stupid, abusive and ... well, useless?

I addressed a good portion of Evan’s observation in Sexual Fluidity:

Ironically—or not, as some might argue—it is certain “masculine” qualities that draw many straight-labeled women to female partners; that, in combination with emotional connection, intimacy, and intensity.

“Men can’t understand why I want to be with Jack, a lesbian, when I could be with a biological man,” says Gomez-Barris. “And at first I thought it would be threatening, but I have a rebellious spirit. He’s powerful, accomplished, and appealing. And in some ways, the experience is better than in heterosexual sex.

So what are we seeing here? Heterosexual women, still crave the masculine dominance that men cannot or will not provide her. Thus, we see condition dictate response.

Burroughs accurately notes the social symptoms of the dynamic. It’s not difficult to outline how the institutionalized social feminization (via mass media ridicule and shaming of masculinity) of men over the past 60 years has greatly contributed to men uncomfortable in their innate masculine predispositions. However, by the same means, the other side of the story is women’s fem-centric conditioning predisposes them not to expect masculinity to be anything other than negative when coming from a human being born with a penis. Masculinity paired with a vagina however *is* the only legitimate form of masculinity acknowledged.

It takes a feminized society of millions and half a lifetime of institutionalized feminization conditioning to repress the male definition of masculinity in a man. As I’ve noted before, feminization seeks to redefine masculinity to better fit with an egalitarian equalist doctrine, but what thwarts the effort is men’s biological, and in-born psychological, bent to manifest a uniquely male

defined masculinity.

Hypergamy's Doms & Subs

This is only one half of the dynamic though. The other half being women's innate desire, through natural hypergamy, to be submissive to that male-defined masculinity; but only to the man who is dominant enough to satisfy a woman's hypergamy.

In an era when Hypergamy has been given free reign, it is no longer men's provisioning that dictates her predisposition to *want* to be a submissive partner in their relationships. To an increasingly larger degree women no longer depend upon men for the provisioning, security and emotional support that used to insure against their innate Hypergamous impulses. What's left is a society of women using the satisfaction of Hypergamy as their only benchmark for relational gratification.

Men with the (Alpha) capacity to meet the raw, feral, demands of women's Hypergamy are increasingly rare, and thanks to the incessant progress of feminization are being further pushed to marginalization. The demand for Men who meet women's increasingly over-estimated sense of Hypergamic worth makes the men women *could* submit to a precious commodity, and increases further stress the modern sexual market place.

But women *want* to be submissive –preferably to the dominant Man qualified to quell her Hypergamy, but in his absence (thanks to mass feminization) substitutes needed to be created. One of the most important points doubters of the Feminine Imperative need to understand is that every social dynamic *must* work to the benefit of the feminine. When we observe modern social variances on traditional themes, understand that these are modification intended to 're-provide' women with a previous benefit lost due to the distortion of feminine primacy. No men around to provide that masculine dominance? Turn women into men.

Enter the Hyenas

One thing you'll notice amongst the majority of homosexual couples is an inherent hierarchy of dominance. With all the debate about gay marriage and civil rights these days, I find it fascinating that a subculture founded on non-traditional values, to the point of subverting them, would demand with such fervor to participate in one of "traditional society's" most traditional institutions – marriage. Even homosexuals *want* that heterosexual, interpersonal social structure.

For all of the sermonizing about the want for egalitarian equality, the observable establishing dynamic is still one of a dominant and a submissive partner in a monogamous framework. As our collective gender identities become more homogenized, the role of whom will play the part of dom and sub becomes based upon who better has the stronger personality to live that role out.

Combine this with a collective social consciousness that, by default, puts men into a position of masculine ridicule, and you get the now stereotypical 'whipped' husband seeking his dominant wife's permission as part of his internalized sense of identity. You also see the homosexual woman 'worshiping' her dominant partner – a partner more hypergamy-satisfyingly masculine than any man she's ever encountered, or ever had the capacity to attract. We see the 'tough bitch' fearlessly making demands of her female (and male) subordinates that would be grounds for harassment were a man to issue them.

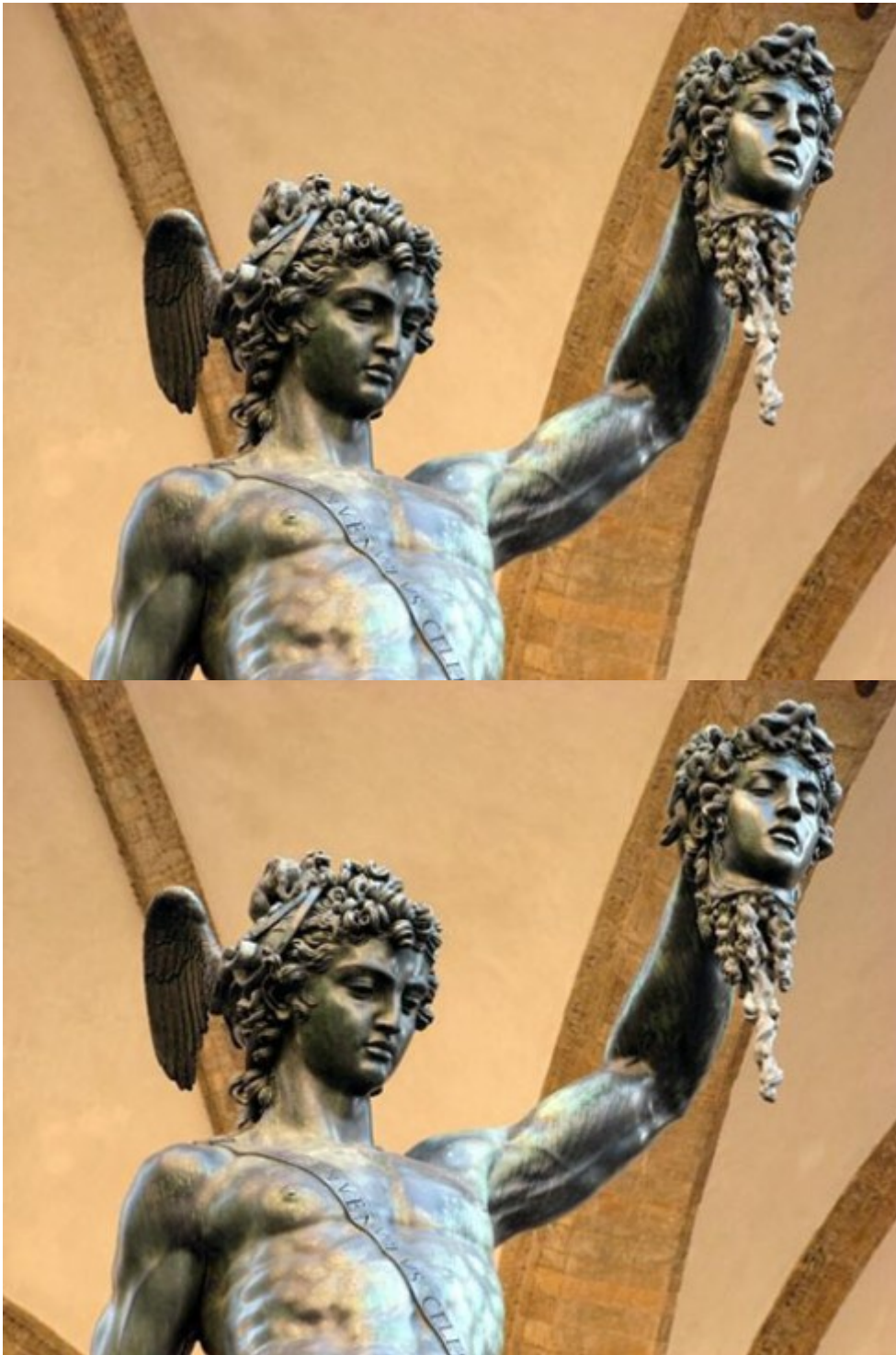
The Meta-Shit Test

We have a society based on presupposed male incompetence, but women still *want* the hypergamic satisfaction of submissiveness that men should provide for them. It's in their fantasies. Women's

literature from classical antiquity to modernity is characterized by a want for masculine dominance. This is the great social shit test of our time. In spite of a world arrayed against him, a Man needs the fearlessness of purpose to pass what has become a meta-scale test of hypergamy. The provisioning, support, emotional investment, and security a man could establish that used to buffer Hypergamy are all ancillary to satisfying Hypergamy now. Feminization has seen to it that in defying its purpose you are identified as being less than a man, but still challenges men to be Men by defying it.

The Evolution of Game

April 19, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



If you ever need a reminder as to how you came to a particular belief or set of beliefs, the best way to consider (or reconsider) that process is to write a book about it. As most of my readers are aware I'm in the process of publishing my first book based on the writing of the past ten years of my involvement in the manosphere. It wasn't even known as the 'manosphere' back then.

For the men (and women) who've read my ideas since the inception of the SoSuave forum almost 12 years ago, I expect they'll find the book kind of remedial – like going back over old classics they'd internalized and take for granted now. If I make a reference to Hypergamy or the Feminine

Imperative, for most, there's a standard level of pre-understanding about the elements associated to each of these and many other concepts. However, a problem of familiarity arises when I, or anyone else familiar with red-pill awareness makes an attempt to educate the unfamiliar. The Red Pill reddit community makes a good effort of this, but after going through 2 revisions of my book it's become evident to myself and my editor that familiarizing the uninitiated is a major obstacle to reaching the men who'll benefit most from unplugging (yet another manosphere term).

Familiarity

The majority of the requests I've received over the years for a comprehensive book of Rational Male ideology has come from readers expressing the desire for a condensed version in book form which they can give to family and friends (mostly male) in the hopes that they'll better understand their need for emancipation from their fem-centric mental models. Of course that's always been my goal from day one, but it presumes that a large part of those reading will be unfamiliar with common terms and concepts I, or familiar readers, will already have a grasp of.

Another issue I often run into is the presumption that readers new to my blog or commenters on other blogs have a familiarity with my work. I often find myself having to link back to articles where I covered a specific topic that a critic or an inquisitive reader might want to take me to task about. For the most part I make a conscious effort not to repeat something I've addressed, sometimes years, before, but that's simply a part of this medium. For convenience I've recently added a new page to the top of the blog with all the relevant links I think cover most of my basics from the Year One post.

It's a difficult enough proposal to unplug men from their blue pill conditioning, but leading them to an understanding of principles they mentally have a resistance or aversion to is a particular challenge. My editor is only peripherally familiar with these principles which is kind of a blessing and a curse. In one sense it requires me to revise old posts and concepts to be more 'noob friendly', but it also challenges me to review how those concepts evolved over the years to be what I and other red pillers now consider common foundations. For instance, while I might rigorously debate the Feminine Imperative with those familiar with it on Dalrock's blog, I had to spend over an hour defining it further with my editor after he'd read my seminal posts about it.

Game

Of these concepts the one I return to the most frequently is that of Game. My editor asks, "Just what *is* Game?" Throughout the upcoming book, this blog, and virtually every major manosphere writer's blog there's a constant presumption that readers will know exactly what Game is when it's referred to. Game has been lifted up to an almost mythical state; like some panacea for the common guy struggling with achieving women's attentions and intimacy. It's gotten to the point where familiarity with Game has become a flippant aside for manosphere bloggers – we have varieties of Game, we have internalized Game, we have 'natural' Game, direct Game, Beta Game etc., but defining the term 'Game' for someone unfamiliar with the very involved intricacies, behaviors and the underlying psychological principles on which Game is founded is really tough for the uninitiated to wrap their heads around in the beginning.

For the unfamiliar, just the word 'Game' seems to infer deception or manipulation. You're not being real if you're *playing* a Game, so from the outset we're starting off from a disadvantage of perception. This is further compounded when attempting to explain Game concepts to a guy who's only ever been conditioned to 'just be himself' with women and how women allegedly hate guys "who play games" with them. As bad as that sounds, it's really in the explanation of how Game is

more than the common perception that prompts the discussion for the new reader to have it explained for them.

At its root level Game is a series of behavioral modifications to life skills based on psychological and sociological principles to facilitate intersexual relations between genders.

Early Game

In its humble beginnings, Game was a set of behaviors, learned, adapted and modified with the express purpose of bettering a guy's prospective sexual 'success' with the women he had only limited (if any) access to. Game was defined as a series of behavioral skills and techniques observationally experimented with, and developed by the burgeoning PUA culture of the early 2000's. While there was a peripheral acknowledgement given to the psychology that made these behavior sets effective, the purpose was more about the result and less about the head-mechanics that made the result possible.

This introduction was many of the current manosphere's first contact with 'formalized' Game. The quality of the *Art* in pick up artistry was (and still is) really left up to the practitioner's capacity to understand the basics of behavioral psychology (with regards to women) and refining a deft ability to adapt and react to his target's changing behavioral cues on a given environment and/or context..

If this were the only extent of Game it would understandably be very short sighted and limited in scope. In the beginning Game had a utility in that it helped *a majority* of men lacking the social intelligence to approach and develop a real, intimate rapport with women they fundamentally lacked. The problem was that beyond Game's "in-field" uses it wasn't really developed past the point of 'getting the girl', and left even the most socially adept PUAs unprepared to deal with the real psychology motivating women on a greater whole. It was just this feminine meta-psychology that drove men, unaccustomed to enjoying and then losing the affections of women formerly "out of their league", to depression and suicide.

Game was a wondrous tool set of skills, but without the insight and foresight to deal with what these tools could build, it was potentially like giving children dynamite.

Evolving Game

From the earliest inception Game was more or less viewed as a solution to a problem. Game has been described as a logical social reaction to the women that the past 60+ years of feminism, social feminization and feminine primacy has created for the men of today. Courtesy of modern connectivity, the internet and collectivized social media, evolving Game or some variation of it was inevitable for men. Despite the public social stigma and ridicule attached to men attempting to understand the psychologies of women, privately the internet facilitated a global consortium of men comparing experiences, relating observations and testing theories.

The behavioral psychology that led to Game which prompted the desired reactions in women began to take on more import for men. Sure, the now classic Game techniques like being Cocky & Funny, Amused Mastery, Agree & Amplify, Neg Hits, Peacocking, etc. were effective in their own artfully used contexts, but the latent psychology that made those behavior sets work prompted the questions of *why* they worked.

The psychological aspects of effective (and ineffective) Game began to take on a new importance. Through this broader exploration of the role biological, psychological and sociological factors affected Game sprang new ideas, theories and experimentative models leading to new behavioral sets

and the abandonment of less effective ones.

As connectivity grew, so did the knowledge base of the Game community. No longer was Game exclusive to the PUA pioneers; Game was expanding to accommodate the interests and influences of men who'd never heard of the earlier version of Game, or would've rejected it outright just years before due to their feminine conditioning. Married men wondered if aspects of Game could reignite the sexual interests of their frigid or overbearing wives. Divorced men embraced the Game ridiculed when married to improve their potential for new sexual interests, but also to relate their experiences and contribute to that Game knowledge base. Men, not just in western culture, but from a globalizing interest began to awaken with each new contribution not only about *how women were*, but *why women were*. Game was making the unknowable woman knowable. The enigmatic feminine mystique began unraveling with each new contribution to the Game knowledge base.

Game was becoming something more. Men could now see the code in the Matrix: we knew the medium was the message, we began to see the feminine social conventions used to control us, we began to see the overarching reach of the feminine imperative and fem-centrism, and we came to realize the insidious, but naturalistic, influence feminine hypergamy had wrought in both men and women. Game was prompting Men to push back the iron veil of feminine primacy and see what made her tick.

Predictably, fem-centric society sought to cast the rise, and expansion of Game as a modern version of the ridiculous macho archetypes of the 50's-70's. The threat of an evolving, more intellectually valid form of Game had to be ridiculed and shamed like anything else masculine, so the association with its infamous PUA forerunners was the obvious choice for the feminine imperative. The feminine standard appeal to the Masculine Catch 22 was the first recourse: any man who desired to learn Game was less than a man for that desire, but also less of a man for not already knowing Game (as approved by the feminine imperative). Any guy actually paying for, or personally invested in, Game was associated with the PUA culture that was characterized as a throw back to the 'Leisure Suit Larrys' of the 70's.

Contemporary Game

For all its marginal efforts to shame Game back into obscurity, the feminine imperative found that the Game movement wasn't being cowed as easily as it might have been in the mid 1990's. The Imperative was falling back on the reliable tropes and social conventions that had always pushed the masculine back into compliance. At the apex of fem-centrism in the 90's these social constructs worked well on an isolated, shamed and ignorant masculine imperative, but with the evolution of the internet, by the late 2000's Game was snowballing into a threat that required new feminine operative conventions.

Game evolved beyond the behavioral sets, and beyond the psychological and sociological mechanics that underlined women's psyches and larger socializations. While still encompassing all that prior evolution, Game was becoming aware of the larger social meta-scale of the feminine imperative. Game began to move beyond the questions of why women are the way they are, and into piecing together how the intergender acculturations we experience today are what they are. Game asked how did we come to this?

Game branched into specific areas of interest in its scope to answer these broader questions and solve more expansive problems. While we still have all of the prior iterations of Game, we have expanded into christianized Game, married Game, divorced Game, socialized Game, high school Game, etc.

However, underpinning all of these areas of specialization was still the need to internalize and personalize Game in a Man's life. Game was the path to male re-empowerment; an empowerment that even women today still feel men should Man-back-Up to. Game required a reinterpretation of masculinity towards something positive, beneficial and competent – something entirely apart from the negative, shameful and ridiculous archetypes 60 years of feminization had convinced women and men of. Call it Alpha, call it Positive Masculinity, but Game necessitates the reimagining of the importance of the masculine imperative. Game needs Men to change their minds about themselves. Needless to say, even in its most positive of contexts, the male re-empowerment that Game led to was a Threat too great for the feminine imperative to allow. Controlling the intrinsic insecurities that the feminine imperative is founded upon has always depended on men's ignorance of their true value, and true necessity to women. Men have to remain necessitous to women in order for their insecurity to be insured against, and the feminine imperatives control to be insured of.

The well of knowledge and awareness that Game represented had to be poisoned. The social conventions the feminine imperative had relied on for decades was no longer effective. The continued expansion of Game into the social, psychological, evolutionary and biological realms was evidence that Game was something those old convention couldn't contain, so the imperative evolved new tactics while reinventing old ones.

Shaming and ridicule were (and still are) the rudimentary tactics that the less intellectual of the feminine imperative would resort to, but the expansiveness of Game needed something more distorting. Proponents of the feminine imperative began to concede certain universal points that Game had long asserted about feminine nature (and the FI had long rejected) in an effort to co-opt the social momentum Game had taken over a decade to develop.

The Feminine Imperative couldn't argue with the extensive validity of the tenets of Game, so it sought to reengineer Game from within and modify it to its own purpose. The Feminine Imperative wants just enough male empowerment to return men to an improved (really an older) state of usefulness to its ends, but not so much that true male emancipation from the imperative would threaten its dominance. In co-opting Game and conceding to the truths it finds less threatening the imperative hopes to build better betas – men who believe they are empowered by Game, but are still beholden to the Feminine Imperative.

True emancipation from the imperative threatens its dominance, so Men with the vision to see past this are labeled Dark, Sociopathic and Deviant by the imperative. It wasn't enough just to infiltrate Game and sanitize it for its benefit, the Feminine Imperative had to categorize Game for itself – Evil vs. Good Game. The good of course being characterized with whatever aspects benefitted the imperative and the bad being whatever 'selfishly' benefitted the masculine. The Feminine Imperative doesn't care about the various branchings of Game – natural, internalized, marriage, etc. – it only concerns itself with what aspects can be distorted to its advantage and what aspects cannot.

This brings us to Game as we know it today. Game is still evolving, and had I the prescience to see where it will go next, I would venture that it will come to a real emancipation with the FI. Not an emancipation from women, but an emancipation from their imperative. Not a 'men going their own way' negligence of women in the hope that they'll come around to behaving as men would like being given no other choice, but a true Game driven emancipation from the control that fem-centrism has maintained for so long.

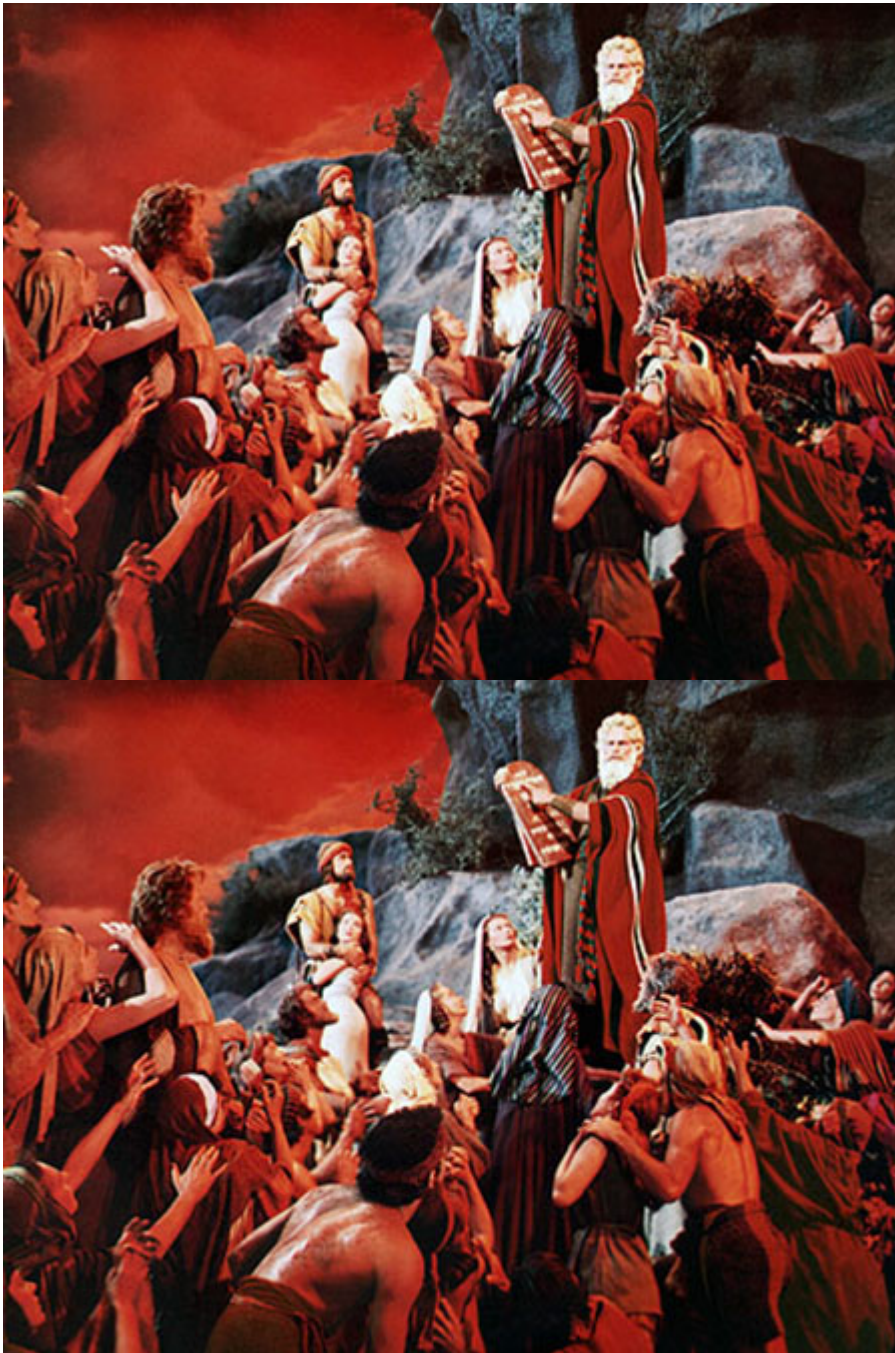
Make no mistake, the Feminine Imperative needs men to be necessitous of it, and it will always be

hostile to the Men attempting to free other men from that necessity. In this respect, any Game, even the co-opted Game the imperative will use itself, is by definition sexist. Anything that may benefit Men, even when it associatively benefits women, is sexist. Freeing men from the Matrix, breaking their conditioning and encouraging them to reimagine themselves and their personalities for their own betterment is sexist.

Encouraging men to be better Men is sexist.

The Tribes of Game

April 23, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This comment from Deti in the Evolution of Game was too epic not to make a post of. He leaves out Aunt Giggles Iscariot, the betrayer, but he is forgiven:

THE GENESIS

In the beginning was Game. And the game was with the natural alpha, and the Game was alpha. And the natural alphas created the world of pickup, and they saw that it was good.

And they said, "Let us make men in our own image." And took they some words and swagger and attitude and niking shit tests, and formed they men; and breathed into their nostrils the breath of cocky-funny, and they created men.

And alpha placed men into the world and told them to dress and keep it; and they did.

And alpha looked upon the men, and said “It is not good for the Men to be alone. I will make him a companion and a helper.” And alpha caused the man to become drunk with wine, and caused him to fall into a deep slumber, and while he was out cold, alpha created women of all shapes and sizes, colors and hair styles. And alpha presented the females to the men, and they said “Whoa, man!” And so this is how women were named, and it is so to this very day.

And the men and the women were together. And alpha looked upon them and said, be fruitful, bang, and multiply. And they did, with great gusto and enthusiasm.

And one day the women were walking in the garden, and a serpent with the face of Betty Friedan slithered up to them, and said; “Did alpha really say to you never to eat the fruit of the Tree of the Knowledge of Feminine Mystique? For he knows that in the day you eat of it, you will become like alpha and men, knowing men and women.”

And the women did eat, and they found that it was pleasant to the taste. And then they offered some to their men; and the men said “but alpha told us never to eat from the Tree. What is this you have done?” And the women said “The Friedanosaurus offered the fruit to me, and I ate, and it was good.” And the men ate.

And then alpha saw the men and said “where are you? what have you done?” And the men answered “We were hiding, because you said not to eat of the Tree of the Knowledge of Feminine Mystique, But the women, whom you gave to us, they tasted the fruit, and gave it to us, and we also ate.”

And alpha said to the men: “Because of this thing you have done, cursed is the ground you will walk on. You will no longer be able to pass shit tests. You will become beta pussyboys. No longer will you be permitted to tend the world; for the women whom I gave you have taken it from you. Your women will become unhaaaaaaappy and will divorce you or marry you nevermore.”

And to the women alpha said: “From this day on you will be miserably unhappy, for there are none to lead you and tell you no. You will do what is right in your own eyes, and satisfaction you shall never know all the days of your lives.”

THE EXODUS AND THE PROPHETS

But came then the prophets, and they were named Ross Jeffries, David DeAngelo, Mystery, and Neil Strauss. And they foretold of a saviour. They told of the way to the woman’s heart and mind. And they did many signs and wonders with women in the taverns and the bar bathrooms and the meeting places and the bedrooms of the land.

And they wrote down the words which the alpha did give them, and it was “The Game”. And “The Game” was read by many men, who marveled at the words that were written, and said “who are these men that even the women spread their legs for them?”

THE GOSPEL OF ROISSY

And the time came for the saviour to come. And he was indeed brought forth, in the City of George and Abraham and Ronaldus Maximus, and alpha decreed that he should be called Roissy. And in the City of George, Roissy began a blog. And men began to hear of the Man Roissy; and they said “Rejoice, for unto us this day has been given in the City of Ronaldus Maximus a guru, who is Roissy the PUA.”

And so it was that Roissy began his public ministry.

And Roissy ascended to the top of Mons Veneris, and took he with him his wives and concubines. And he was absent for a time. And when he returned, written with the finger of alpha and inscribed in

pixels on the Blog were the Law, given by alpha, the Sixteen Commandments of Poon. And Roissy gave the Law and the Commandments to the men; and he commanded them: “You shall learn these words and the Law and the Commandments which alpha and which I have this day given to you. You shall write them in your minds, and you shall learn them when you rise up and when you lie down; you shall know them when you eat and when you walk by the way; and you shall teach them to your sons and daughters; and you shall keep them in your mind forever.

“And you shall put these Commandments which I have this day given you into practice. Every day you shall do them, and take care to see that you keep them in spirit and in letter.

“And if you do these things which I have commanded you; then I will bless you with more sex from your women than you can shake a stick at. But if you do not do these things which I have this day commanded you, then woe be unto you men and your sons and your sons’ sons, even to the third and fourth generation; for I have given to you the Law and the Commandments for you and for your good. If my men will turn from their beta ways and will follow my Law and Commandments, then will alpha come to give advice, and will heal your relationships and marriages.”

And Roissy went into his wives and concubines, and he knew them, some more than once in a night. And Roissy came, and came, and came again, and he had many sons and daughters. And these are the sons and daughters of Roissy:

Dalrock of the Metroplex, who brought forth the Doctrine of Serial Monogamy and the Lovestruck Principle, and who sought to bestow marriage and monogamy upon his tribe; and the Dalrock also brought forth many charts and graphs and learned treatises with which to teach his sons and daughters;

Roosh V of the City of Ronaldus Maximus; (also known as the son whom Roissy loved), whose words and deeds are written in the Chronicles of Bang

Keoni of Kamehameha, who brought forth Married Game; and Keoni begat his son Athol the Kiwi who then begat MarriedManSexLife

Rollo Tomassi of the Land of Sunshine, who said “let us reason together” and brought forth The Rational Male

dannyfrom504, the one who said “If I can slay the poon, anyone can”, and he became a great Teacher and was renowned throughout the land

Vox the Genius, who wrote of the men, the politics and the Game

The Badger, who became a scrivener and thinker

The Private Man, the oldest of Roissy’s sons, promoting Charisma “for men of a certain age”

Stingray, who wrote of the true condition

SunshineMary, who taught the women about the Law

And Roissy had many many more sons and daughters who are counted like grains of sand on the beach and stars in the sky.

And Roissy’s sons and daughters themselves had many sons and daughters, each of them talking to one another and learning from one another.

And Roissy gathered his sons and daughters unto him. And Roissy said to them “you will not always have me with you; for soon I will return to alpha. It is good that I will go, because if I do not go, the Manosphere will not come. But when I go, I will send the Manosphere. It will guide you into the

facts of male female relationships. It will remind you of all I have taught you. It will comfort you and cause you to waste endless hours in front of a screen learning of men and woman.

“Remember that the world, and many female bloggers with chips on their shoulders, hated me; and they will also hate you. If you suffer for Game’s sake, remember that I am with you. And remember that neither shit tests, nor breakups, nor flaking, nor snowflaking, nor batshit crazy, can ever keep you from your confident and dominant frames.

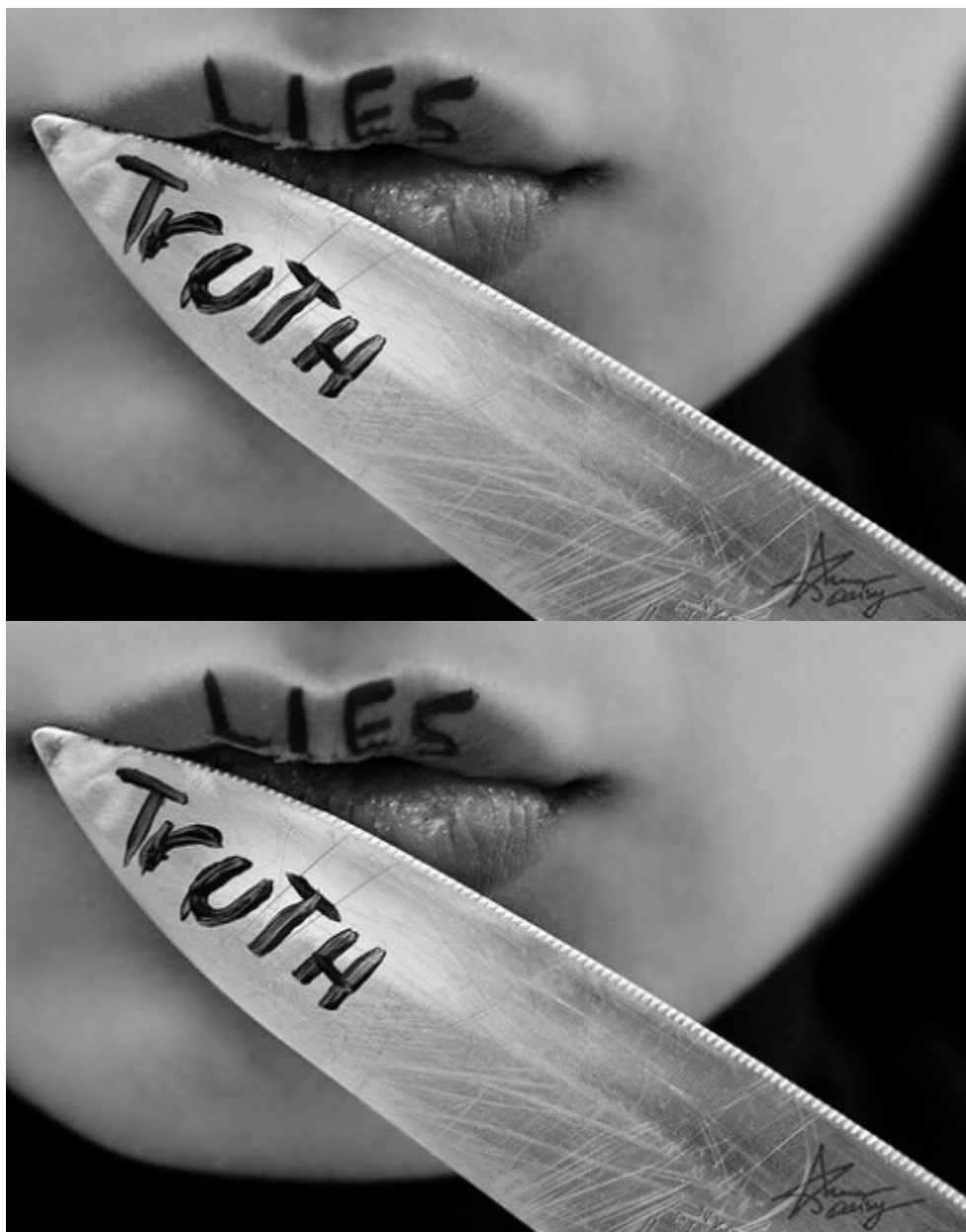
“But you have seen that which I have done, and read the words I have written unto you and given unto you. And I tell you that these and greater things all of you will do, for the sake of male female love, long lasting marriages, and intact families. I tell you that you will write greater and more insightful things than I, and the Game will reach even to the ends of the earth.

“But this I command you: Go forth and tell all the world of the good news. Go forth and make disciples of the Manosphere. Go forth and teach them all that I have taught you.”

And they saw Roissy ascend to Mons Veneris from whence he came; and they marveled at his words and what they had seen. And they resolved to minister to the beta, the omega, and the feminists who suffered for lack of good relationships and good sex. And they taught the men and women of all that Roissy had said, and of the Law and the Commandments; and many were saved from unhaaaaappy marriages and sluthood and involuntary celibacy.

Fear and Freedom

April 27, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



EastWind from the [SoSuave](#) forum has come to the existential conflict of the [bitter taste of the red pill](#):

So, after reading through the most prominent articles of Rollo's, Roissy's and some of Dalrock's, alongside [this comment](#) and [this comment](#) by Mark Minter, I've reached a point of depression and giddiness at the same time.

Their take on the female imperative, female behavior, marriage, relationships and everything else rings so true to me, it's unbelievable. I find it impossible that any guy could read these posts, then go back outside and compare what he sees and what he has experienced and is experiencing to what he has read and *not see the truth in it*. Maybe the reason this understanding comes naturally to me is because I've seen and experienced enough (emotional) pain at the hands of fellow humans to know for damn certain a human being is capable of just about anything given the right circumstances, and maybe it's

because I've dabbled in this "game" and "manosphere" stuff for near to ten years now, ever since I was 15, so I am actually an example of someone who was, in a way, *brought up* with it.

And I see the divorce rate and the cock carousel riders and my friends who get knocked around by their girls and my colleague who announced he's going to be a daddy and he's so happy and, isn't life full of miracles, *both* methods of contraception they were using failed *at the same time*, what a coincidence, and he's an engineer who deals with fail rates, no less. So now he's going to be a daddy on a PhD salary because his girl will stay at home and, what do you know, the baby's due two months after she's getting her degree, another happy coincidence.

And I'm starting to wake up, not from the dream of happy equal relationships, I had forgotten that years ago, but from *everything*, and I realize:

The true red pill doesn't tell you, as a man, that women are sh1t-testing you, it makes you see that everything and everyone in your life and society is grooming you up to be a provider, to be someone who does work for other people's benefits, to give your money and LIFE for some cause that is not your own.

It's enough to seriously depress a man. This had been creeping up in the back of my head for some time now, Rollo and co. just had the words to give it a shape; that most of what we do is utterly pointless if we let go of trying to obtain women. Suddenly nothing matters much anymore.

I'm supposed to get a good education, a steady job, a comfortable apartment, for what? Other people tell me it's so I can take care of a family, but *now* the only reason for me to do so is for *my* security and convenience, I find myself planning out my life without a woman, with a comfortable minimum of expenditures and "furnitures" and a maximum of free time and enjoyable activities, with a job that provides me with enough cash to live, do the things I like and put some on the side in case I do get old.

But it's scary. It's fucking scary, believe me. Suddenly the questions everybody is asking, here and in real life, i.e. "how can I get a girlfriend?", "how can I get laid?", "what will I do/what will become of my family if I lose my job?", they lose all their importance. I find myself wondering why I should have to head to some place everyday, whether I want to or not, whether it's interesting or not, when I could be doing more enjoyable things, and no matter how much you love your work, there's always more enjoyable things than work. My PhD topic is somewhat interesting, but I'm pissed off by the "office politics" going on at my institute, even though it's a bloody university, and you know what? If I leave, or am made to leave, it doesn't matter because I only have myself to take care of.

So a side effect of realizing that you will never find a woman who will be thankful for the sacrifices you make for her is utter and total freedom. And freedom is huge, and it's scary. And I can't handle it. I'm sticking with my position because, well, it's somewhat interesting, but mainly because I don't know what else to do. I've never been prepared for this, never been told that dreams can be reached, *how* to reach them.

And another thing is, and this is for you, Rollo, well, what about women now? I'm 25, I'm eligible, and every woman my age, even the nice, kind, beautiful, sweet, intelligent ones, who gives me serious attention creeps me out because I know what she's *really* after.

The Red Pill makes you see that the only people who love you for who you truly are is your parents, if you're lucky, and every other person in this world is going to expect something from an association with you, with women expecting your life for it. And this is why we cry so miserably when our parents die (I did when my mom died), it's the subconscious knowledge that no-one will love us like they did, be there for us like they were, without expecting anything in return, simply because it was us.

All my friends and family tell me, well, yes, bad things *could* happen to you, but you just have to find the RIGHT girl, and in my eyes all of them are insane. This isn't like having to take the right street in a peaceful German town or you'll get mugged, this is like walking around Johannesburg blindfolded.

I'm not trying to fight the concepts, I see their truth. But I can bloody well be disgusted at the way the world works.

So what about the "giddiness" I talked about up there? Well, feeling free makes you giddy. It makes you VERY giddy. The feeling that your life isn't planned out or that there's only one true possible path is positively exhilarating. But it's also *extremely* scary.

Eastwind finds himself on the cusp of something great, but at the same time scary. He's the first of a generation of Game aware men who were 'raised' in a post red pill internet culture. He's part of a generation of men coming to terms with the very disturbing realities the still evolving manosphere has presented for him, but he's still in a position of choosing how he will use that awareness to plan his future life.

There are going to be more men like Eastwind in the coming decades. Men asking 'what's the point?' as they move into the primes of their lives. These are the guys who will truly be men going their own way; unmotivated by life plans that were presented to him, but rather men reimagining those plans according to the unplugged reality they're now aware of.

These are the Men that the feminine imperative is threatened by – a vanguard of men who are aware of their real value to women and society, and can make life impacting choices free from the influence of the imperative. I understand the 'giddiness' in that freedom, but I also understand the hostility that will be leveled at them by a feminized social mindset which can't afford to have these Men making other men aware of their servitude by exemplifying red-pill awareness in their life choices.

The system will fight Eastwind in every arena; psychological, familial, sociological, financial, political, every feminized aspect that can pull the crab back into the barrel will be used against him. The primary weapon of the feminine imperative is male self-doubt. Doubt that he'll be able to craft a life by his plan, doubt that he's wrong about the machinations of the imperative, doubt in the certainty of his new awareness, doubt that he'll ever experience love in his own context. Because once he doubts his certainty of purpose, once he doubts his power to direct his own course, that is when the imperative welcomes him to its comfortable reality.

The anxiety and fear you feel is the the result of being cut away from a system that's already established for you. The giddiness is from the potential to create a new system for yourself.

Remove the Man

May 6, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)





A little over two weeks ago Washington state Governor Jay Inslee signed off on the final installment of a *six-year* effort to make language in the state's copious laws gender-neutral. The sponsor of the bill, Senator Jeannie Kohl-Welles' (hyphenated surname noted) reasoning for initiating the *six-year* endeavor was,

"It brings us to modern times, to contemporary times, why should we have in statute anything that could be viewed as biased or stereotypical or reflecting any discrimination?"

Thus words such as 'freshmen', 'fireman', 'fisherman' and even 'penmanship' are neutralized to 'first year student', 'fireperson', 'fisher' and 'writing skill'. Perhaps the easiest way to grasp the process the committee used in their *six-year* effort is to presume that any noun or verb with the successive letters of 'm-a-n' in its syntax was replaced with 'person' or a substitution for a term that excluded the offending 'm-a-n' letters.

This hasn't been the only effort to geld the English language under the guise of a want for avoiding legal repercussions. The University of North Carolina has initiated a similar effort in their school's by-laws. Kent Law, Marquette and virtually every state college in the union, while not mandating the 'manless' language, has made efforts to encourage linguistic androgyny.

The Washington state initiative is really just the next predictable progression in this gelding, however the *six-year* effort represents something more endemically hostile; the Feminine Imperative, in its unconsolable insecurity, would reengineer the very language society uses in order to feel more

secure.

Now granted, this is English, the second most commonly spoken language in the world, but in order to fully appreciate the scope of the Feminine Imperative and the lengths to which it will go unhindered to assuage the need for feminine-security, a red-pill man has to recognize the importance language represents to the human race as well as the removal of male, not masculine, influence from that language.

In all Latin-based languages there are gender associations with definitive articles. Nouns (and many adjectives) are specifically feminine or masculine as part of their intrinsic qualities. In Spanish ‘La Casa’, the home, is a feminine association. ‘El Toro’, the bull, is a masculine association. Anyone with even a rudimentary grasp of a Latin-based language understands that millennia ago the Latin culture found gender differentiation so important that it attached gender associations to the words, written and spoken, that represented the ideas and articles each word meant.

This might seem like a remedial review of language and society, but it’s important to understand what it is the Feminine Imperative hopes to undo, and the magnitude of its insecurities. The *six-year* effort of gender-abridgment in the Washington state law is really an illustration of the lengths to which the Feminine Imperative would reengineer society; from the very foundations of human communication, language, by eliminating masculine associations with *any* article or quality. The Feminine Imperative, that is dependent upon men being Men when convenient, simultaneously makes herculean efforts to remove men from its idealized environment and society.

Be a Man

There used to be a time when some cultures had a rite of passage into manhood or a passing into adult responsibility and masculine respect. In Latin cultures a young woman becomes a *woman* on here quinceñera – her fifteenth birthday. Jewish boys have a Bar Mitzvah, certain Native American tribes had similar traditions, etc. I think that if there’s a modern social complaint about men remaining perpetually juvenile this is the root of it – we don’t respect Manhood enough to define what’s expected and when that adult, masculine respect is due.

A lot has been written on this blog and many others about the ceaseless efforts of the feminine to marginalize and ridicule anything masculine. It’s easy to find consistent examples of this in the past 50 years of popular media, movies, TV sit-coms, music, etc. While masculinity is ridiculed, there’s more to it than this. It’s not simple masculine ridicule, because the same masculine attributes and qualities that make women ‘strong’ are the same that make men strong. The difference is in the application – it wasn’t enough to implant the seeds of masculine self-doubt into men, the Feminine Imperative had to make *men*, not necessarily masculinity, the problem to be solved.

In all of the examples of masculine gender reversal in popular culture, men are the unique problem, to which only women have the resources, wisdom and intuition to correct. The men of today are characterized as the Lucy Ricardos of the 50’s, requiring women’s guidance to avoid, often mutually destructive, disasters. However, the key to solving those problems, characterized as uniquely male, still require masculine-associated, mindsets, skills and applications.

Guys vs. Men

I was participating in a conversation just recently with a young woman of 26 and a young man of 18. The conversation itself wasn’t important, but at one point the young man referred to himself as a ‘Man’. He said something to the effect of, “Well I’m a man, and men do,.” At the word ‘man’ she cut him off with the unconscious snigger that’s resulted from years of feminine ridicule conditioning.

Just the mention of a man self-referencing as a “man” is enough to inspire feminine ridicule. It’s laughable for a man to consider himself a man.

This exchange got me to wondering about the turning point at which I began to self-reference as a “Man”. In the face of a constant conditioned ridicule, it’s almost an uncomfortable recognition to distinguish yourself as a Man. It’s too easy to just think of yourself as a ‘guy’ and never be so presumptuous as to insist upon your manhood. In girl-world, to claim to be a Man is to admit to arrogance – it’s to embrace a flawed nature.

It’s important to note here that in embracing your status as a Man, instead of ‘just a guy’, you are passing a meta-shit test. By embracing self-referenced manhood, you are rejecting what a world aligned against you would like you to believe about yourself. You’re endorsing yourself as a Man with self-assurance despite the self-doubt the Feminine Imperative relies upon men believing about themselves, masculinity and the dubious state of manhood as a whole. By flagrantly referring to yourself as a Man you are passing the meta-shit test – you’re overtly stating you’re a Man, but you you’re covertly stating “I Just Get It.”

Remove the Man

As I addressed earlier, the Feminine Imperative perceives your Manhood as a Threat. By endorsing yourself as a Man, on some level, whether you’re cognizant of it or not, you’re alluding that you have an inkling of your own personal value as a Man. You’re expressing a self-awareness that is both attractive and terrorizing for women, but due to the constant influence of feminine primacy you’re perceived as arrogant, self-serving and prideful. Even in the most innocuous context, insisting upon your status as a Man is inherently sexist to a world defined by the Feminine Imperative.

But the imperative needs masculinity. To insure its (temporary) satisfaction of security a masculine element is required. Strength, confidence, determination, a capacity for risk taking, dominance and the comfort that women naturally derive from those masculine attributes are necessities of a healthy, secure, existence for women and the feminine.

However, brutish, ridiculous and stupid men can’t be trusted to universally provide this masculine security that *every* woman deserves irrespective of attractiveness or merit according to the Feminine Imperative. So Men must be removed from masculinity.

No longer are Men allowed a monopoly on masculinity. Domineering women as a default status in heterosexual relationships pushes masculinity into her domain. Dominant masculine partners in sexually fluid relationships are similarly, unironically, re-characterized.

These are the easy examples. Volumes have been written in the manosphere about how feminine-primary government assumes the masculine providership role in modern relationships, thus freeing an already unhindered hypergamy even more so, but the effort to remove the Man goes far beyond this obvious institution. The fundamental restructuring of gender reference in our very language – as illustrated by the Washington state legislature – attempts to, literally, remove the Man from the equation.

Masculine Security

I can remember an instance at a former workplace where some coworkers were organizing a team to run in a Breast Cancer awareness walk/run. At one point a particularly mangina coworker suggested we all wear the prerequisite pink color at the event, and needless to say I arrived in a black T-Shirt amongst a sea of pink. The predictable accusation of my sexual security came up: “What, aren’t you

secure enough in your manhood to wear pink?...herp..derp!” to which I answered “I’m secure enough in my Manhood *not* to wear pink.”

What the mangina was obviously parroting back is the same social tool that’s been used by the Feminine Imperative for the past 60 years; inspire self-doubt in male-specific masculinity. By making compliance with the Feminine Imperative a qualification of masculinity, men assign the power to define masculinity to the Feminine Imperative. My answer to him was simply taking that power of definition back into a male-controlled frame – “I’ll tell *you* what manhood is, your grasp of manhood doesn’t qualify you to tell me.”

This power of defining the masculine isn’t limited just to snarky, subconscious referencing; it’s simply one aspect of a greater effort to remove men from masculinity. While the efforts of certain women bloggers and psychologists (both within and without the manosphere) to build better betas seems ennobling to white knights, the unifying purpose behind their efforts is really one of portioning or rationing masculine authority to men in as convenient a way as would satisfy their immediate needs for those masculine aspects. Be Alpha as needed, but beta for the greater part so as to allow for fem-masculine dominance and primacy.

I’ve explained this previously as the Male Catch 22, but it’s important to understand that this Catch isn’t some unfortunate byproduct of male inheritance; it’s a careful, calculated feminine social dynamic with the latent purpose of making men accountable for masculine responsibilities while simultaneously making them shamed and guilty of ‘male privilege’ when that masculinity conflicts with the dictates of the Feminine Imperative. That’s the crux of the dynamic, but the mechanics of it are still rooted in specifically male masculine self-doubt.

For the Feminine Imperative to sustain itself men can never be trusted with masculinity, solution: remove men from being the definers of masculinity and apportion them only enough authority of it that would benefit the Feminine Imperative as necessary.

Soft Dread

May 14, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the past I've covered in various detail the utility of instilling dread in a woman both pre and post monogamy. It's been one of the more contentious principles I've endorsed, with women tending to revile me for having brought men to the awareness of dread's uses, and men concurring with, but often hesitant in applying dread for fear of the backlash for having used dread conspicuously.

In [Dread Games](#) I made an attempt to clear up the real inevitability of dread in any average relationship. Dread is going to be a factor in any relationship due to the [Cardinal Rule of Relationships](#):

In any relationship, the one with the most power is the one who cares the least.

As Roissy and many legitimate psychologists will tell you, the most secure relationships generally result from about a 1-2 point SMV imbalance favoring the Man in the relationship. In this imbalance, the actual strength of that secure feminine attachment to the man (both in and out of a monogamous

commitment) can be expressed as a soft, or passive form of dread. This expression of dread is still rooted in a woman's imagination of emotional, physical and provisional loss, but just as the application of that dread is passive, so too is a woman's progressive realization of that dread.

Soft Dread

Mrs. Tomassi and I were recently talking with a woman of about 49. She's the ever-present front desk host at our gym and a casual acquaintance and friend. She's not particularly unattractive for her age, reasonably good shape from a body perspective – I can tell she used to enjoy a lot of male attention in her 20s and maybe 30's – but now just this side of 50 she's moved not so much into a regret stage, but rather a hopeful sense of well post-Wall self-remorse. That might sound odd, but she's at least optimistic about her 'chances' of getting with a "good man" in the near future.

She's quite upfront and honest about the Alpha Bad Boy Jerks she's dated, married one and then divorced from her past. In fact she's one of the more lucid women I've encountered about her present state and how she came to it. Although she's the typical result of a hypergamous life prolonged past the "eating her cake too" phase, she owns her mistakes.

Although we generally hit Gold's at different times, occasionally the wife and I go together in the mornings. It was on one of these mornings, and our friend at the counter stopped us to say,

"I love you guys, I really do. I see a lot of people pass through here but when I see you both together it gives me hope that I can have a good relationship like you two. You're such a team, I really hope I can meet a guy I can connect with like that."

We were on our way out, and she always has something else to say about her personal life so, while I guess I was somewhat flattered, I didn't pay it much mind. That is until our ride back home when Mrs. Tomassi looked me square in the face and said, "I am so glad I didn't end up like that!" I was actually kind of surprised at the tone of her voice. "Thank God that's not me, how horrible to be in that position at her age." I nodded my head because I knew she was expecting my usually analyzations of post-Wall women and the beds they make. Then, with a hint of a tear in her eye, she gave me one of the best compliments I've ever heard from her, "I hope Bebé finds and marries a Man just like you."

That made me feel really good, and what I'm about to type here sound really shitty. After not a small swell of pride, I thought, while it's nice to be appreciated in this respect, would this realization have come without the influence of our friend and her state of life?

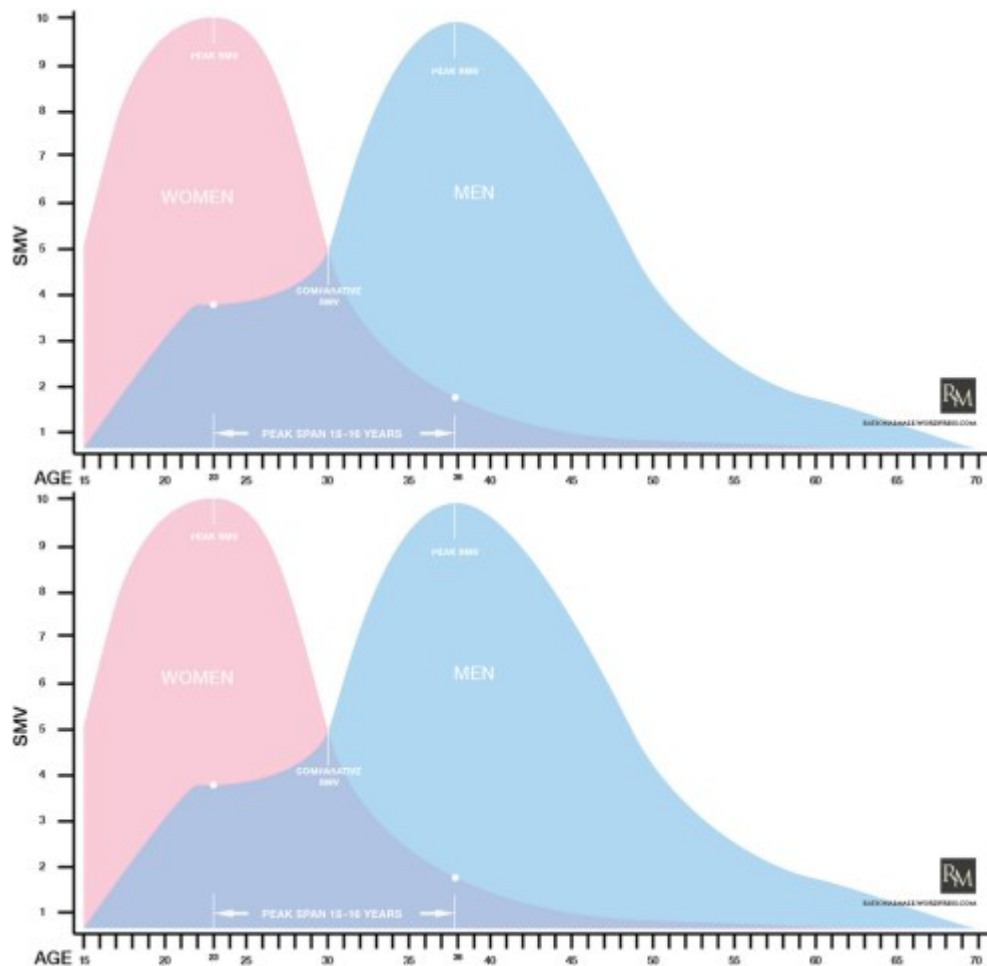
You see, what I experienced that morning was a sort of de fact association of social proof. Granted, I'm not taking anything away from the love and solidity upon which my marriage and our relationship is founded on, but was I just the right guy in the right place for this realization to come to awareness? What I had just participated in was a form of soft dread. A dread that needs no emphasis or prompting from a Man, simply the occasion for it to come to the surface to be actualized.

When a Man's status is long established it's easy to take his qualities for granted by women. It takes another woman's lack to bring that status into focus for her. In the same vein that women will pre-approve or pre-qualify you for another woman's intimacy, likewise the personal state of other women will serve as a benchmark of social proof for a Man's wife or LTR. I realize this has the potential to cut the other way for women who are more well off than others, but the dynamic is real. I've written in the past that women fundamentally lack the capacity to appreciate the sacrifices Men must make to facilitate their feminine reality, but if they ever come close to this appreciation it's only at the

prompting of women outside the relationship who can recognize it in the Men committed to other women.

Progressive Dread

The admittedly *very rough* graph I created to illustrate the contemporary sexual marketplace (SMP) is almost a manosphere link staple now. However, I'm going to reuse it once more here to illustrate another point:



When I wrote Navigating the SMP it was in response to a need for visualization of how men and women's respective sexual market value (SMV) differentiate at different phases of their lives. Using this model it's not too far a stretch to illustrate how dread plays a factor in women's self, and relational awareness.

At their SMV peak, adjusting for the mean average, women's potential for experiencing dread is as low as it will be in a lifetime. During this phase the potential for replacing a respective mate (or STR lover) is almost a nonissue. Even in emotionally invested relationships during this phase, the subliminal presence of a basic, unprompted, dread of loss is pushed into unawareness for women.

That dread of loss is replaced with the dread of insecurity as a woman ages toward the Wall. Before I continue here, it's important to remember that security comes in many different forms – financial, emotional, psychological, spiritual and even self-esteem play a part in the totality of women's security needs.

During the height of a woman's SMV, men are scarcely aware of their potential value to a woman in the long term. Men's recognition of dread is much more heightened when a woman's SMV is peaking, while his is on a slow ascendancy toward his late 20's and early 30's. He doesn't want to

miss his “dream girl” and she doesn’t want to sell herself short in the hypergamy gamble she’s playing.

As a woman ages to the Wall and beyond, and while a Man’s SMV accumulates into his 30’s, the role soft dread plays in the relationship is reversed. As women’s primary physical attraction decays, the subliminal dread of loss, and an ever decreasing ability to recreate her security, increases in her psyche. It may not be on the surface of her awareness, but there will be more reminders of her state with each passing year.

It seems unduly cruel to remind women of this dread; that’s not my intent with today’s post. In fact, just because I’m aware of the subtle reminders of soft dread women experience, I may play my relationship Game with a bit more sensitivity. That being the case, there’s no ignoring the reality of this dynamic and the utility it represents for a man aware of the state of women in various phases of their lives.

When I wrote Navigating the SMP the operative intent behind it was to make men more conscious of the predictability of women’s motives and behaviors at various phases of life – and plan their Game according to the signs they were seeing. In the case of soft dread, this realization may at first come as a hint of appreciation to the Man who’s dutifully persevered through his woman’s dominant frame for most of his LTR Marriage. It may come as a comfort for a guy who’s unused to sentimental declarations of appreciation, but it’s important to remember the *why* in that declaration, rather than the *who* in that declaration.

He's Special

May 20, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Sunshine Mary had an interesting insight about some of my analysis of Soft Dread:

It may come as a comfort for a guy who's unused to sentimental declarations of appreciation, but it's important to remember the why in that declaration, rather than the who in that declaration.

Although it seems mercenary, there is some truth to that. However, we are grateful because our husbands have saved us from spinsterhood. So it's not a "rather than" situation, it's that **we are grateful to him because of what he has done**...it's both the *who* and the *why*. I wouldn't have wanted to be saved from spinsterhood by just *any* man, ya know?

Mary knows I love her, and this is in no way a cut on her, but here's a new item to add to the Hypergamy doesn't care list:

Hypergamy doesn't care about *who* you are, it only cares about *what* you are.

Your awesome personality, charm and any number of ingratiating personal traits are all perks – value added – that contribute to what you might consider Relational Equity, but as we've already observed, Hypergamy doesn't care about Relational Equity. The problem with Mary's estimation here is she hasn't considered women's Hypergamic capacity to make *any* man into a *special* man so long as he meets her Hypergamic criteria.

Chick Logic

In the past I've described the female sexual strategy as schizophrenic, but what it really is is pluralistic. All the jokes you read as 4Chan memes about 'chick logic' are only funny because we all have an intrinsic, largely unspoken, understanding of this sexual pluralism. The female sexual response is characterized by a dual nature, Alpha fucks and Beta bucks.

That's the simplistic, distilled version ready for easy consumption and understanding, but the feminine sexual response is much more detailed on an individual level, and much more significant on a social level than just this jargon. Every stimulus bearing on the feminine, from how she'll explain her girl's night out to her LTR Beta, to how women in the workplace can rejigger legislature to create a society directed by the feminine imperative, all come back to the Alpha fucks / Beta bucks equation for optimizing Hypergamy.

Alpha fucks and Beta bucks is literally a biological imperative for women. I wrote in Balancing Sexual Pluralism about this pluralism describing the desire for that perfect balance of Alpha sexuality when ovulatory impulse predisposes women to it, as well as Beta comfort and security when her cycle predisposes her to it. This isn't just my speculations, it's a scientifically documented phenomenon common to *all* women. Yes, in this instance, *all* women are like this. It is literally in their DNA.

Hypergamy is the constant striving for an optimization of a woman's sexual plurality. Although there may be behavioral permutations that women will use to achieve it, or the imitation of it, the underlying motivation of Hypergamy is the same for *all* women. It's a hard-coded psychological survival script that's benefitted the human race since our tribalist beginnings.

The War Brides Effect

Recently there's been a lot of discussion on the forums I frequent about Michelle Knight, Amanda Berry and Gina DeJesus being held captive by Ariel Castro for a decade. Let that sink in a minute, a *decade*. That's 10 years. That's a lot of life to live. That's a lot of normal to get used to. There are other cases like this; Jaycee Dugard and Elizabeth Smart come to mind, but are all of these instances the results of a hard-wired Stockholm Syndrome in women?

As it applies to women, I think Stockholm Syndrome is a convenient term for psychology to give a name to what really amounts to adaptive hypergamy. Granted, due to media sensationalism we may not hear about incidents where men have been taken captive for as long, but this identifying with one's captor is far more prevalent in women than men.

Primarily I attribute this to the War Bride effect, wherein evolution selected-for women with a psychological facility to adapt to a new dominant male captor as a species-beneficial survival trait. Have a read of War Brides for the full theory, but the short version is essentially this: in early tribal societies, women evolved a capacity to accept new out-tribe (presumptively Alpha) conquering men as their masters after the fathers of their children were killed or otherwise defeated and neutralized.

This is not unfounded historically. There are documented tribal traditions in cross-culture societies where it was not only accepted, but expected of a man who'd defeated another in a challenge to assume responsibility of the slain man's children and wife(s). In terms of inter-tribal warring, it was common practice for the conquering tribe's men to take (and often rape) the defeated tribe's women. Another, more humane, version of this War Bride effect is found in Old Testament Jewish law where a dead man's brother was expected to take his wife to bear children irrespective of the woman's interest.

I originally went into detail in War Brides about this dynamic due to men's observing women's ease of transitioning romantically from one lover to another. That facility is a vestige of a psychology evolved to ensure Hypergamy is optimized with the best mate a woman's environment (and her own physical conditions for attraction) will allow her. More often than not, in our evolutionary past, a woman's conditions and environment were not of her own choosing, thus psychological contingencies had to evolve in order for women to maintain a mental and emotional dissonance while still ensuring as Hypergamously optimal a situation as she could.

Women lacking the mental capacity for selective, impersonal indifference to men would've been selected-out, either by debilitating emotional breakdown or by her new captor's disregard for her provisioning. We can draw modern day parallels to the latter situation when we hear about how a woman might divorce her previous Beta provider husband for an Alpha lover only to regret having done so. It's not the emotional consideration she regrets, but rather the loss of provisioning when her Alpha pumps and dumps her. Hypergamy is sated from one side of her sexual pluralism (Alpha fucks), only to create a deficit on the other side (Beta bucks).

War Brides vs. Alpha Widows

Where all this gets interesting is in considering the Alpha Widow dynamic;

These are the Alpha Widows – women so significantly impacted by a former Alpha (or perceptually so) lover that she's left with an emotional imprint that even the most dutiful, loving beta-provider can never compete with. A woman doesn't have to have been an archetypal slut in order to have difficulty in pair bonded monogamy.

On the surface of it, it may appear that the Alpha Widow dynamic contradicts the War Brides dynamic, but if we dig deeper we find that they are both mutually reinforcing principles, and both are expressions of Hypergamy attempting solve the problem of women's plural sexual strategy.

It is actually a woman's capacity for selective indifference that predisposes her to an Alpha Widow state because the Alpha(s) she "can't get over" imprinted an idealized state of an optimized Hypergamy for her. So the guy she banged in high school or college (the one with enough Alpha impression to take her virginity) is the idealization she harbors while married to the dutiful Beta. Even the abusive lout that a battered wife keeps returning to and refuses to press charges on, still represents that Hypergamous ideal to her.

Women will pine for the most significant Alpha they've experienced in life. It's not *who* the Alpha was it was *what* he represented to her in terms of an idealized Hypergamy. That's not to delegitimize women's genuine feelings of love, respect and devotion for that Man, but it is to say that all of those feelings are consequences of her impression of an idealized Hypergamy.

There's a lot being made about how women should or shouldn't settle for 'Mr. Good Enough' before it's too late. Granted, much of women's indignation about *settling* for less than they deserve stems

from an overly exaggerated appreciation of their true (and decaying) SMV courtesy of social media and social conventions intended to alleviate the anxiety of the approaching Wall. However, the underlying psychology of that indignation is rooted in women being forced to acknowledge that they've reached a point in their lives where they can no longer achieve an idealized Hypergamy. So the stress responses are social variations of "Don't tell me I can't have it all", "I deserve better than 'good enough'" or, "Look at (insert aging celebrity's name), she's proof that you don't have to settle." All of these are pleas for a recognition of an imperfect ability to balance her sexual pluralism.

Artificial Joy

May 29, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Of all the scenes in the Matrix, Cypher's 30 pieces of silver moment here is the one that requires the most suspension of disbelief. Granted, it's the Matrix, so you're going in with a lot of suspended disbelief, and I understand Cypher's Judas moment is central to the movie's plot, but for as cerebral and philosophically rich as the Matrix is, this scene begs a lot of questions.

First we have to consider how long Cypher's been cut away from the Matrix – 9 years. His experience of awakening, or something like it, we can presume was much like Neo's. Shock, disbelief, denial, depression and finally acceptance. The experience Cypher and Neo, and anyone else so unplugged, would somewhat follow a predictable path, and thus the people doing the unplugging have pre-established *programs* to help those awakened adjust to a 'real' life.

What Cypher has here is 9 years of experiencing the harsh reality of the 'real'. Although he understands it, he wants to forget it. He wants the comfort and bliss that being unconscious and ignorant in the Matrix makes possible for him.

The disbelief we have to suspend here is that the automatons of the Matrix will actually honor their end of the bargain and graciously wipe away all of his memories of being in the real world, to say nothing of actually improving Cypher's 'life', such as it is, once he's blissfully oblivious of the 'real'. One would think that after 9 years of watching the Matrix 'code and understanding how that system works Cypher wouldn't have been so naive as to think that the system wouldn't simply kill him once he'd betrayed Morpheus to it.

Still, the want for an escape from harsh realities is certainly an aspect of the human condition. We all have them and for the most part they're harmless distractions to ease what we can bear of the *real* world. However, depending upon the personality and the severity of the need to escape, we can find ourselves preferring the fantasy to the reality. This is what can make harmless distractions into compulsive obsessions. It's easy to on pick MMO games as an illustration, but the 'addiction' element of them stems from a personality that prefers the fantasy to the reality of its conditions.

Artificial Joy

Cypher is one such individual. He's been rejected by Trinity – one of the only two women on his ship – in favor of the (at the time contextual) Alpha of a better looking and less creepy Neo. He resents Trinity's attraction to Neo and spends his off hours watching encoded Matrix porn (not only a Buffer, but also an escape) and has a direct line to the only alcohol on the ship (courtesy of Dozer). Both of these classic male escapes, and many more just like them, are the characteristic remedy intended to cope with a reality that borders on insufferable. It's almost prescient that this movie was written and released well before the rise of ubiquitous internet porn.

"If you entirely removed men's access to porn and booze from society the male suicide rate would increase tenfold."

I've read this comment on a couple of manosphere blogs in the past, and it's almost a truism when you consider the most visceral of Buffers men turn to in order to escape their realities. Whether or not that guy is lost in his blue pill mental jail cell or he feels destitute in the perceived hopelessness of a cruel, but real, red pill existence he's unprepared for, a man will always look for his escapes – and usually he gravitates, and fixates upon the ones that best satisfy what he's unable to actualize.

On second thought, maybe we don't need to suspend any disbelief with Cypher. Once we understand

that condition and situation, and the abject lack of an ability to address it, can drive someone to desperation, to hopeless suicide, acts of violence, to fanciful absorbing escapes, etc., ‘real’ naive beliefs and willful intellectual negligences seem of small consequence by comparison.

Reinsertion

I’m using Cypher’s character here today thanks to an enlightening post Athol Kay dropped last week. I disagree with his assertion here that red pill men need their occasional *blue pill* escapisms, but really only in how he’s applying terms. Athol sites this same video and character to illustrate how men have a desire (need?) to regress back into their former ‘magical thinking’ in order to cope with the reality *our* red pill, our Game awareness, our new ability to make sense of, and confront, our conditioning and the mechanics of fem-centrism now demands of Men.

My main objection is conflating to blue pill ignorance as some sort of escape that a Man might artificially enjoy from time to time in order to balance the harsh, and admittedly cruel truths his new awareness brings to him.

The trouble is, a lot of the Red Pill approach to life assumes a near telepathic assumption of negative intentions in others. Is it often right? Sure it is. But it’s almost impossible to live happily if you are endlessly paranoid and jaded about the intentions of everyone around you. If every woman is a hot mess of whorish desire and nothing else but a lying cunt of a hamster justifying her Alpha male sperm seeking... well it gets tiring being on edge after a while. Likewise every man is a third wheel seeking an opportunity and plots behind your back, pumping you for information about your woman, seeking to make a run into the endzone the moment you blink too slowly.

I read versions of this breakdown from a lot of guys who resist the idea of a red pill or a Game awareness altogether when it’s first presented to them and they acknowledge the basics of it. I addressed this in The Bitter Taste of the Red Pill and Bitter Misogynists, but the simple version is that what’s being outlined for red pill men seems too hopelessly nihilistic to actually be true. It sounds so paranoid and attention consuming that it can’t actually be.

From The Bitter Taste of the Red Pill:

The truth will set you free, but it doesn’t make truth hurt any less, nor does it make truth any prettier, and it certainly doesn’t absolve you of the responsibilities that truth requires. One of the biggest obstacles guys face in unplugging is accepting the hard truths that Game forces upon them. Among these is bearing the burden of realizing what you’ve been conditioned to believe for so long were comfortable ideals and loving expectations are really liabilities. Call them lies if you want, but there’s a certain hopeless nihilism that accompanies categorizing what really amounts to a system that you are now cut away from. **It is not that you’re hopeless, it’s that you lack the insight at this point to see that you can create hope in a new system – one in which you have more direct control over.**

Little Lies

The reason most men experience this initial hopelessness is because their only prior frame of reference for the way life works up until then has been that of a blue pill existence. It’s a very difficult aspect of killing the Beta and relearning how to exist in a red pill awareness – most men either reject it in wholesale denial or they turn paranoid and see the signs of the real intent or the

underlying motivations for every action a woman or man presents them with as per Athol's example. The trouble this presents is one of switching a man's paradigm from blue pill to red pill. Many transitioning guys tell me how impossible it is to "keep up the act" that they believe a red pill awareness requires of them. They believe so because their operative mindset, the direction they think will work best for them, are still based on the rules and mental framework of their former blue pill existence.

In the blue pill Matrix, everything was set for them, but with a red pill awareness comes the responsibility of doing things for themselves. They're unprepared and cut away from a comforting system, but they don't know what to do with that freedom. They understand that the blue pill is really a complex series of little lies meant to soften painful truths, and that they'd tell themselves more little lies to comfort themselves when those truths' consequences hurt them, but now they know better. They have only themselves to blame for allowing the speeding, red pill train they knew was coming to flatten them. For one so unprepared it seems impossible to avoid.

Internalization

NEO: So what're you trying to tell me, that I can dodge bullets?

MORPHEUS: No Neo, what I'm trying to tell you is that when you're ready, you won't have to.

The problem lies in the assumption that Red Pill awareness is a consuming force in a Man's life that demands his constant effort and vigilance to defend himself against.

Once this awareness is internalized and becomes a part of a Man's personality there is no vigilance, just awareness. There is a subconscious understanding of the order of things from a red pill perspective, but that doesn't mean I suspect the female bank teller I'm making a deposit with is ready to rob me blind the moment I turn to walk out the door.

Neil Strauss hinted at 'social robots' in *The Game*; guys who were nothing but Game all the time and were unable to make real emotional connections. I would argue just the opposite. The real danger inherent in Game and Red Pill awareness is a man using it to fulfill his former blue pill idealisms – *that* does require a constant effort.

A healthy red pill awareness requires not only a Man's reassessment and recreation of himself, but also that he abandon his former blue pill paradigm and learn to live in a new, positive, red pill paradigm. It seems like a daunting task when you first come to terms with it, but ultimately your awareness becomes an internalized part of who you are. You can allow that to consume you with a paranoia rooted in your former blue pill frame, or you can learn to create hope in a new system – one that you not only have more control over, but one that requires you to assume that control.

Don't wish it were easier, wish you were better. Easier is telling yourself that you actually need the little lies the blue pill provides. Easier is thinking the blue pill is the sugar that helps the medicine go down. Better is recreating a new, positively masculine, direction for yourself based on the awareness and the opportunity that the red pill provides and requires of you.

*Before I finish here I want to say that this post was in no way a 'take down' of Athol's article. I have nothing but respect for the guy and count him as a valuable peer and colleague. His work with MMSL is a much needed resource in the manosphere, and I can't say enough good things about his efforts. I simply disagree with his take on a need for blue pill illusion.

Can't Buy Me Alpha

June 4, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I can't imagine most of the manosphere, to say nothing about MRAs, haven't read about the latest feminist triumphalism in a recent Pew study that's determined that 23% of women now out-earn men. The ironic inconsistencies are an easy mark for most red pill men, but I imagine they're particularly galling for MRAs:

Moms now earn more than dads in almost a quarter of all U.S. families, the highest level in history. It's a huge leap from 50 years ago when only a handful of moms were bringing home the bacon, according to a study released Wednesday by the Pew Research Center.

Overall, women – **including those who are unmarried** – are now the leading or solo breadwinners in 40 percent of U.S. households, compared with just 11 percent in 1960,

according to data from the U.S. Census Bureau analyzed by Pew.

Cue the MRA rage posts about *unmarried* women receiving uniquely feminine social benefits and entitlements men have no access to, not to mention state enforced male child support for unmarried mothers and remarried mothers. I get it, really I do, but my emphasis here isn't so much about the factual information being skewed by the feminine imperative, rather its neurolinguistic delivery of those distortions.

That's both good news and bad news, depending on which end of the scale you examine. At the top level, educated women are catching up with men in the workforce. But at the bottom rungs, there are more single mothers than ever and most of them are living near the poverty line.

Bear in mind this *report* by Amy Langfield was what hastily replaced this report by Bill Briggs – For Richer or Poorer?, When wives make more, some men's health suffers – on NBC's frontpage. As I've written before, the feminine imperative will never allow even its own message to be sullied with a male perspective.

When wives bring home more bacon than their husbands, household budgets surely may sizzle but in some cases, men may pay a price. Some guys who lose their role as primary earners are known to lose sexual steam and may deal with insomnia and other issues, researchers say.

In relationships where women's wages become slightly fatter than what their spouses pocket, scientists have determined that men are about 10 percent more likely to require prescription pills to combat erectile dysfunction, insomnia and anxiety, according to a recent study by Washington University in St. Louis' Olin Business School.

Naturally the comment section is rife with feminine ridicule and accusations of men's masculine insecurities being made manifest in not being able to get it up when wifey makes more money. The apex fallacy is a helluva drug for the feminine imperative.

"There is a powerful social norm for many men that it's important to make more than their wives and, essentially, when that social norm is violated, what this does is make them feel emasculated," said Lamar Pierce, a professor of strategy at Olin who completed the study in February, working with colleagues in Denmark. Other research has shown that men with wives who earn more are more likely to cheat.

It's going to be important to read that linked 2010 article about men who's wives earn more being more likely to cheat, because this is the crux of who gets to decide what emasculation *feels* like for men. Lamar Pierce's assertion, as with most blank slaters, is that masculinity is the result of "powerful social norms" and not the result of a culmination of what millennia of biological and psychological evolution physically made of men. The nuts and bolts get discarded when the feminine imperative defines the terms of what men feel and why they do.

The problem here is that the nuts and bolts are about the physical male sexual response. What is it about women earning more money (excluding for single mother bonuses) that makes them less likely to pass the boner test? If the feminine imperative is to be believed, it's due to men's fragile egos and masculinity being defined by his ability to provide. No mention is made of women's lack of

femininity, physical sexual attraction or simple logistics when she's the one tasked with bringing home the bacon. No mention is given about women's desire to even be in the position of being the sole or majority breadwinner.

Buying Alpha

The main problem with women earning more than their men is far more hardwired into both gender's psyches than the *experts* consigned by the feminine imperative will ever be allowed to relate. It's not very complimentary to the imperative because it reveals far too much of its real inner workings and exposes its social engineering to effect them.

On the feminine side we have the cruel reality of feminine Hypergamy that's constantly reminded that the man she's paired with (or would pair with) isn't capable of, or is less capable of, the provisioning her Hypergamy ultimately demands of him, and which she can provide for herself. For the single professional woman this imbalance results in their constant search for a man they consider "her equal", and is the cause for many post-Wall women's common lament of not being able to find the guy she thinks she deserves.

By this distorted logic, professional women subscribe to the social convention that they can 'buy Alpha'; that their credentials, financial and social status ought to be the deciding factor for men's intimate estimations of them, and any man not abiding by these conditions is by definition "infantile", has a "fragile ego" and is "threatened by successful women".

Feminine Operative Social Conventions are the meta-hamster of the gestalt consciousness of the feminine imperative.

On the masculine side the problems are twofold. The first comes from men's evolved subliminal understanding about how being a provider is his last, best, resort of securing a mate who will send his genes on to future generations. Once this capacity is removed, he becomes conscious of his vulnerability to the predations of his wife's Hypergamy.

If men met their future wives when the women already were the bigger breadwinners, "they never have any problems later on," Pierce said. "The problems are all coming in marriages where the guys are making more, they get married, then their pay slips (below their wives' salaries)." The study was published in the Personality and Social Psychology Bulletin.

Since mass media is rooted in a fem-centric reality, we're spared the gory details of women's Hypergamic re-estimations of their husbands. Rather, we're left to believe that it's the husbands who have an inability to cope with their wives making more money (due to fragile egos remember?) and suffer from a masculine insecurity that's making their cocks go soft. No mention is made of men's now-impassable Hypergamic shit-tests women demand of men affecting their previously stable marriages.

For the majority of Beta men, their cow-eyed confidence and reliance on being able to at least provide an equal contribution to a woman's wellbeing as part of his Beta-Game sexual strategy gets flushed down the toilet when she out earns him. For Beta men, men's primary sexual market value is derived from performance – unfortunately Betas are beginning to be outperformed by women and their wives. Once that outperformance is actualized for women, only Alpha dominance defines men's SMV since it's the other remaining side of women's Hypergamy and their pluralistic sexual strategy.

The Bought Alpha

The second masculine issue is the bought Alpha. When a woman is in fact capable of her own

provisioning all that's left wanting for her hypergamy is Alpha dominance. Most breadwinning women are condemned to being frustrated by this dynamic. The majority of elite earning women simply lack the feminine grace and physical appeal to attract this Alpha dominance. Fewer still have the capacity to surrender to that Alpha, but the upper 1% of elite earning women can, and they illustrate the dynamic here. I realize it's an old article but have a quick read – [Guys more likely to cheat on high-earning women](#).

In fact, men who were completely dependent on their partner's income were five times more likely to cheat than men who contributed an equal amount of money to the relationship, according to research presented at the annual meeting of the American Sociological Association.

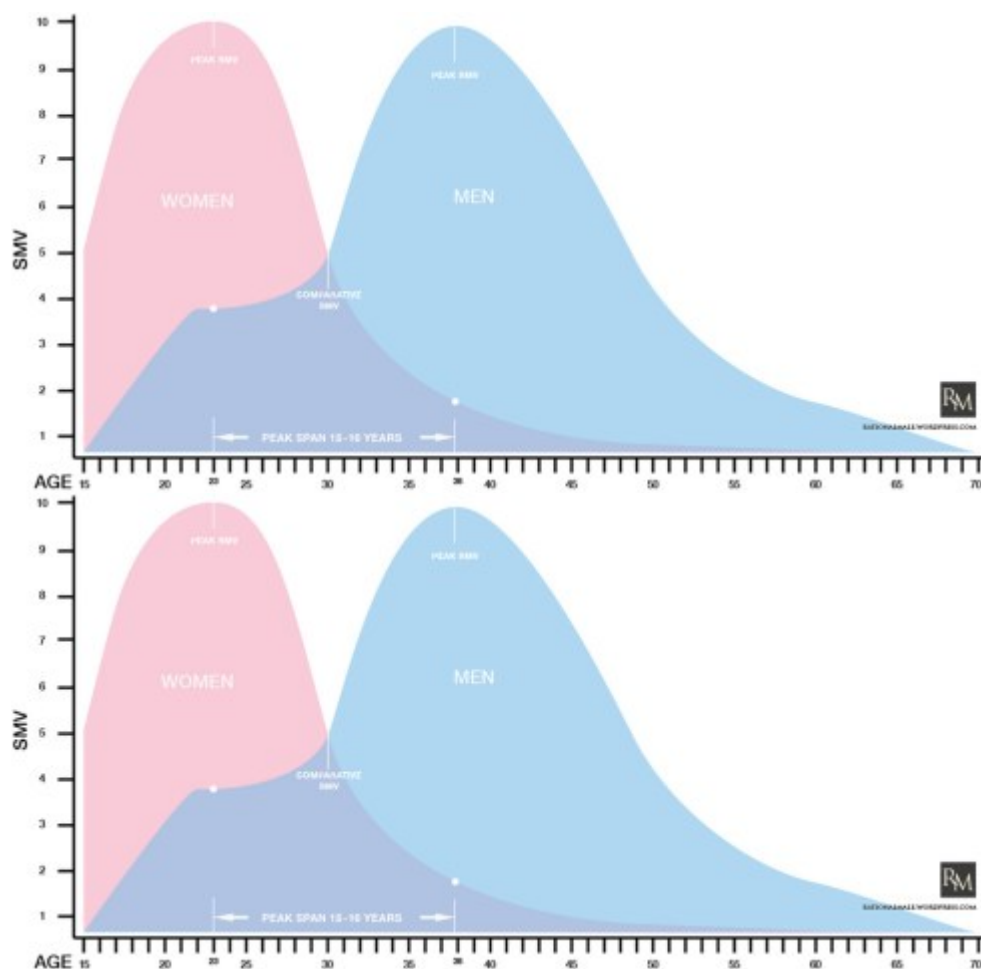
You'd think such men wouldn't want to risk their meal ticket. But lower-earning men may be self-medicating their inner macho guy, says Cornell University sociology graduate student Christin Munsch, who conducted the study. "Having multiple sexual partners may be an attempt to restore gender identity in response to these threats," she writes. "In other words, for men, sex [outside their relationship] may be an attempt to compensate for feelings of inadequacy with respect to gender identity."

Despite the masculine shaming threaded throughout the article, what's not being addressed is women who make substantially more money, or all the money, in their relationships have flipped a dangerous gender script. As elite earners, women tend to want to pair off not with the the guy who'd otherwise be a loyal, respectable Beta provider under other conditions, but rather the men they feel they 'deserve'. The provisioning part of their Hypergamy has been satisfied, so the visceral part is all that's left wanting. Thus they gravitate to the Alpha cads they're aroused by, and they 'deserve' by virtue of their earning ability and status. These women's Game is a reflection of Beta men's Game – they believe that their provisioning alone will be the lynchpin in keeping their spouse loyal.

An Alpha guy (like Jesse James from the article) grows tired of being his wife or girlfriend's accessory, and as is the Alpha nature, he's happy to have the financial backing to fund his infidelity. An inverse of this would be Tiger Woods' marriage and his indulgences. The marriage becomes a means to an Alpha end (or a hinderance for Tiger), and our rich, empowered wife duplicitously loves and hates that her Man is so desired by other women, but can't balance her Hypergamic nature any other way.

SMV Ratios & Attachment

June 20, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Since I produced the [SMP graph](#) last year I have had more than a few earnest readers and irritated critics call me to the carpet about the variables involved in estimating even a rough sketch of the modern, western, SMP landscape. Before I get into today's post let me reiterate that my SMV chart is an imperfect tool; sexual market evaluation doesn't happen in a vacuum, I know that, but it is a necessary starting point and framework against which we can better understand social, behavioral and psychological dynamics between the genders.

One of the larger messages this SMV life-overview brings to light is the rise and fall of an individual's sexual market value according to their age and the personal implications that phase of their life has on affecting that valuation. I originally published the SMV chart with the intent of enlightening men as to what their future SMV (should) will be in relation to women's faster burning SMV, and the social conventions women, and the feminine imperative, have established in order to derail that awareness to better service women's sexual priorities and hypergamy. However, since then I've seen this chart passed around the manosphere and into outside forums as an example of other related gender dynamics. The chart has other uses than my original idea.

The Ennobled Beta

With this in mind I was debating the idea of secure attachments in relationships with a friend over my summer hiatus. He's what I'll call an 'ennobled Beta', not necessarily guilty of outright white knighting, but is steeped in his Matrix conditioning enough to conflate a prescribed male role in

egalitarian equalism with masculinity. In other words, to him, to be a 'supportive husband' ® is to presume a position of absolute equalism in his relationship. Since he subscribes to the feminized notion of an historic condition of 'male privilege', generally this means he believes that limiting his inborn masculine nature allows his wife to be "more equal". To him, real manhood is repressing his innate masculinity (such as it is) so that his wife will feel less inhibited in becoming something more than what a 'masculine' society will permit.

Yes, it's classic Beta Identification Game; nothing I haven't engaged already in the past decade. And yes, it's also the classic feminist boilerplate that feminism has bred into contemporary males for over 50 years now. What hit me during this conversation is the presumption of an idealized equalism that can in some way be realized between a man and a woman in an LTR. The reason the topic came up with us was due to his wanting for his wife to be more aggressive with him sexually. He simply couldn't grasp that his wife didn't want to take the initiative with him in the bedroom. Here he was explaining the virtues of being a 'better male' in his playing fair and even with his wife, yet for all his giving her space to grow, she wouldn't be the sexual instigator with him despite his equalist expectations that she would feel comfortable being that instigator. In a way he subscribes to the Relational Equity fallacy – he believes she ought to appreciate him sexually because he's invested so much of himself in ensuring she feels like his equal.

True Neutral

The problem he's dealing with is the result of his belief in true gender neutrality. Learn this now, taken to its logical extreme, the end result of true gender neutrality is androgyny. No sexual dimorphism, just simple homogenous androgyny. Fortunately for us, nature abhors homogeneity and has always found dynamic ways around the dead ends that the inbreeding of androgyny produces.

My friend's wife's sexual passivity (and general disinterest) is one such dynamic. Try as he may, no amount of social equalization will prompt his wife's biological sexual impulse – in essence he's attempting to negotiate her desire with himself.

For all his frustration and inability to accept red pill truths I have to thank him because it was from this conflict that I had a starting point in estimating relationship attachment theory and its relation to SMV.

Roissy once proposed that the strength and security of any relationship rests in the disparity between each person's sexual market value. While I endorse this principle entirely, I'm going to take it a bit further. As a general principle it works well for the guy wanting to maintain his frame in an LTR, however there's more wrapped up in that SMV disparity than I think has been explored thus far.

As I began here, SMV doesn't happen in a vacuum. Men may have an Alpha dominance established only to have it knocked back down after failing a particularly bad shit test. He may rate lower or higher depending on a social status that's in flux. A woman must find ways to cope with an ever decaying SMV once she reaches her SMV peak and begins her decline towards the Wall. Childbirth and rearing, weight gain, satisfying a security need, and many other factors may also accelerate this process.

What I'm going to do here is propose a general outline for SMV disparity based on the ratio between both sexes. Before you read my outlines, keep in mind the Cardinal Rule of Relationships: *In any relationship, the person with the most power is the one who needs the other the least*. The overarching concept here is that the person in the relationship with the superior sexual market value will at least be *perceived* by the person of lesser value to need them less than the other. If it is

established by concrete social proof that one person is of higher SMV than the other, it's usually an accepted reality of that relationship, but bear in mind that it is the fluctuating *perception* of SMV that has more influence on the attachment and strength of that relationship.

Finally, from a feminine perspective it's important to remember that Hypergamy is a game of perceptions, testing, confirmations and retesting new perceptions. This process has a pronounced effect on SMV evaluation, which is then influenced by a woman's own self-perceptions.

1:1

This is the position of Tue Neutral I illustrated with my friend's situation above. I'm starting here because this ratio is the mythological ideal every equalist will tell you they're striving for. Be they male or female, what adherents of equal balance fail to consider is that real, sustainable equilibrium in SMV is an impossibility. What every modern woman and gelded male in an LTR will tell you is that they believe they are common examples of that SMV equilibrium. The truth is that their ego investment in that equalist idealism won't allow for the real introspect necessary to accurately evaluate what their true individual SMV really is – both in relation to themselves and the greater whole of society in their demographic.

A 1:1 SMV doesn't exist. I'm sure there will be naysayers who feel they "play it fair" with their wives or girlfriends, but the fact remains that SMV is always in flux and doesn't allow for a true, sustainable equilibrium. Hypergamy is an easy example; fail one too many shit tests and your equitable 1:1 ratio slips to 2:1 in a woman's favor. A man getting to the gym more frequently or getting a promotion in status may be enough to upset that 1:1 balance. There are simply too many variables in a contemporary relationship to take the notion of SMV equilibrium seriously. Furthermore, we must consider the effect that social media plays in women self-evaluations of their own SMV. And this is only one (albeit significant) social distortion that can upset the idealistic equitable balance.

Even in the most stable and SMV balanced pairings, the simple fact that both sexes' SMV peaks occur at differing phases of life makes the notion of a contented balance laughable. However it is important for a Man to bear in mind that his SMV will eventually exceed that of any woman if he continues to improve himself and grows personally, physically and financially into his SMV peak years. There will eventually come a time when a woman's SMV will decay to the point that her necessitousness will exceed her value. In other words, due to her fast burn-fast decay SMV, and recognized or not, she will eventually need a Man more than he needs her when he enters his peak SMV phase and she's declined to the Wall of her own.

It's during this critical phase that a woman must rely on her man's socially expected love, charity, obligation and parental investment to maintain his secure attachment to her in the face of an obvious SMV imbalance. As I've covered before, women fundamentally lack the capacity to appreciate the sacrifices men make to facilitate women's reality – and once those facial wrinkles and cellulite can no longer be disguised by makeup or collagen, women will still persist in the expectation of monogamous obligation, in preference to the genuine desire, love, devotion, etc. a man may legitimately feel about her regardless of her wrinkles.

2:1

Roissy has defined this ratio in the past as the golden mean of SMV between the genders – so long as the man is on the beneficial side of it. The most successful, stable and loving relationships don't result from being equally yoked – they result from a mutually acknowledged SMV superiority of a

positively masculine male and his adoring, yet subconsciously anxious, woman who's up to a point below him in SMV evaluation.

Some guys get to this position by default. Either by genetics, prior hard work or simply being single at the phase of life when his SMV is peaking while hers is in decline, a man can prolong this ratio far longer and far more realistically than the 1:1 idealization. This isn't to say his SMV can't be reduced by failing a shit test or by unfortunate personal circumstances, but the durability and resiliency of his higher SMV affords him more leeway in recovering from these missteps or calamities.

A man need not necessarily be an Alpha cad to establish this ratio, all that's required is an acknowledged recognition of this SMV imbalance and the appropriate appreciation and adoration from the woman involved. There are plenty of Betas who enjoy (or eventually will enjoy) the benefits of a 2:1 ratio even when they don't (or refuse to) recognize an SMV imbalance that weighs in their favor.

From a female side a 2:1 ratio is generally what most modern women find themselves dealing with; through realized fact or by self-deluded overestimation of their own SMV, most women already presume they are the party with the higher SMV. These are the naggers, the brow beaters, the women who wistfully to aggravatedly wish their men were more than they are. They crave the SMV imbalance that a dominant Alpha would satisfy, yet through their own ego investments, or due to their inability to lock that Alpha down, must relegate themselves to being the less necessitous person in their LTR.

3:1

While this is a tenable situation for a Man it borders on the unhealthy. Marginal fame, notoriety or an actualized condition of widely acknowledged social proof can make for a 3:1 SMV ratio. These are the Men who other women can't help but be attracted and aroused by, and other men aspire to be in one way or another. The women they do pair off with are faced with two options: either maturely accept this inequity and rely on feminine wiles (and sexual performance) to create a situation of 'value added' emotional investment and secure his monogamy, or accept that she will only be a short term breeding option for him before a woman who's a better SMV option presents herself to him.

Only the most secure of women in this ratio pairing don't suffer from an state of passive dread. While a 2:1 pairing may force a women to deal with marginal self-doubt and underlying competition anxiety, a woman in a 3:1 pairing will have to confront the dread of loss that accompanies a less stable pairing. From a Hypergamic perspective, she's hit the evolutionary jackpot – sexual pairing with a mate she wouldn't normally have access to. Fat women who garner the drunken attentions of an out-of-options man of higher SMV make for the most common occurrences of a 3:1 pairing. Irrational jealousy and 'accidental pregnancies' are not uncommon in this pairing.

I should point out that a 3:1 pairing may also be the result of a 2:1 pairing that lasted into a man's peak years and bumped him up a point, or more likely, the woman depreciated down a point or more as she hit the Wall.

From the female side, a 3:1 ratio is generally only a temporary condition. Leaving a man who is recognizably a full 2 points beneath her in SMV is really only a formality. Generally this female-side pairing is the result of an extreme circumstance, a particularly materialistic woman or a man who convinced a woman he was more Alpha than he seemed only to backslide into abject Betaness once he mistakenly thought he could get comfortable with her and expected her to love him for just being himself.

It should also be considered that a 3:1 female-side pairing may also be the result of a post Wall professional woman pairing off with the only Beta so intently conditioned in feminine-primary psychology that she would consider him preferable to celibacy.

4+:1

We're pushing into the improbable here, but these pairing do exist. Your first thought may be the famous celebrity or musician who marries a 'commoner', but the more likely scenario is one where a previously more equitable pairing was solidified and one partner decayed so dramatically that this extreme imbalance resulted. It's easy to find online before and after examples of women progressively fattening from a trim sexy girl of 19 to a 200lbs+ landmonster of 26. I wish I could say these were outliers, but as all too many bloggers in the manosphere will attest, it's increasingly common.

Women in the 'before-and-after' demographic who find themselves in a 4+:1 are often the most dependent upon the feminine social convention established to delimit men's sexual selectivity. The Body Fat embracers and the 'shallow' men shamers are the most obvious examples.

Other than for the most egregious of gold diggers a sustainable 4:1 balance from the feminine side is a virtual impossibility.

You Need Sex

June 27, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When I first got laid in 1985, I went to the bathroom, towed off the equipment and walked down to 7-11 for a big gulp. No blue birds landed on my shoulder to whistle Disney songs and no ray of sunlight broke through the clouds to shine on me. Nor did I think “damn, that was terrible, I’ve lost all respect for myself, I’ll never be the same again, ...sob!”, it felt pretty good. The traffic lights still worked, the busses ran on time (sorta) and food still tasted good.

I’ve had sex with over 40 women since then. I got laid first when I was 17 and on average I’ve been having sex with my wife 2-3 times a week (and a hummer on her off weeks) for coming up on 17 years now. Sex is a great part of life, sometimes it’s memorable, sometimes it’s taking care of myself, but it’s never been some epic experience of cosmic importance. It keeps you healthy in body, mind

and spirit, and the best I can describe sex is that it's an important part of a balanced life experience. People have been fucking a lot longer than anyone's had time to contemplate the esoteric significance of sex.

I can remember listening to an episode of the Tom Leykis show when he was on terrestrial radio, and he described what sex is like for men. He said, sex is like taking a piss for a guy – sooner or later he's got to take care of himself and let loose. Now, most guys would prefer to take a piss in a nice clean bathroom, where the towels smell good and he can feel comfortable and unhurried. Sure, he'd love to have the occasion to take a piss in the bathroom of a four star hotel with gold plated faucets and all the trimmings, but when he *really* has to go, he'll stop along the side of the road or take a piss at a dirty gas station urinal. Sooner or later he's gonna have to go.

What prompted today's post was my reading a recent blog entry of a notable christo-manosphere commenter. I'm not going to name him since I think most of the readers who frequent Rational Male from Dalrock or Sunshinemary's blogs already know who I'm referencing. What's important is his life's plight. The nuts and bolts of his post was his lament in finding a suitable, monogamous mate to marry, have sex with and (presumably) have a life and children with.

It's not too tall an order for even the most abject Beta of men. To be sure, nowadays it increasingly requires a good amount of self-delusion and / or faith for a guy to consider monogamy, and red pill disillusionment can help or aggravate, but statistically more people are engaging in monogamy than not at some stage of their lives. However, this blogger feels doomed and relegated to what I can only assume is a self-inflicted life of celibacy due to his religious convictions and his inability to connect with the properly prescribed virgin bride who fits his ideal.

Now before I dive too far in here, I'm not going to debate the merits or limitations of this guy's conviction. Before I started considering this post I realized I'll be run up the moralist flagpole for even using his predicament as my example, but what I'm going to focus on is the *need* men (and by association women) have for sex. Try to keep this in mind.

Big Heads and Little Heads

One very common dismissal of red pill awareness I read from blue pill men is this feigned, blasé indifference to sex.

“All that Red Pill, PUA shit is for guy's who obsess over sex. They only go to the lengths they do to get laid and never see the bigger picture. You don't *need* sex you know, you wont die from not getting laid.”

For the most part this pseudo-indifference is really a feminized, conditioned, response couched in Beta Game. The idea, of course, is for the blue pill guy to promote the public perception that he's *above* his sexual impulses in the hopes that any girl within earshot (or reading his comments online) will recognize his uniqueness in not letting his cock do his thinking for him. From a male deductive logic standpoint it makes sense to the feminized male – women have all *told* him how put off they are with guys who **only** think about sex, so he'll identify with the women he'd like to get with and “not be like *other guys*.”

Boys subscribing to this identification usually find themselves sexually frustrated by the very women they hope to connect with in their sexual indifference because, on a core level, women are psychologically insulted by men who actively desexualize themselves in order to get with them. Despite every verbal protestation women can muster, women are aroused by, and ego-affirmed by,

Men who unashamedly display the covert social cues of wanting to fuck them.

That's the Beta Game behind the "you don't *need* sex" Buffer, but there's more to this rationale than that. Technically the Beta reasoning *is* correct; physically, you're not going to die if you don't get laid. You could probably masturbate to relieve yourself or live a sexless existence due to a physical disability and live a productive life as satisfying as you can manage it. If you don't know what you're missing or if a sexual substitute does the job, what's the difference, right? The line of reasoning is that if it isn't food, water or oxygen it isn't *really* a necessity for existence.

From an absolutist perspective it's one of those conveniently unassailable positions that excuse a guy's inability to get laid – "no one really *needs* sex, and if you think you do you're obviously preoccupied with it and letting your little head do the thinking for you." By this line of reasoning, basic necessities like clothing and shelter could be considered superfluous *needs* for living, but since it's sex, and in most respects hedonistically enjoyable, special consideration has to be given.

The unhealthy disconnect here is that human beings do in fact *need* sex. We can attach other ephemeral aspects to the sex act (or masturbation if that's the only recourse), like love, emotion, commitment, etc., but on a base level your body needs sexual release in one form or another. Yes, you can willfully override the need, just like you can overcome hunger while you're fasting or on a hunger strike, but the *need* is still the operative in that act of will. Once hunger, breathing and thirst are satisfied, sex is the single most influential drive the human species (really, most any species) is motivated by. Society is driven by sex, cultures evolve around it and personal achievements, as well as horrible atrocities are the result of our inborn prompt to satisfy our sexual urges.

Sigmund Freud once said, "all energy is sexual", meaning that subliminally we will redirect our motivation for ungratified sexual impulse to other endeavors. Thus it's men, being the sex with the highest amount of libido inducing testosterone, who must look for far more outlets to transfer this motivation to than women. So is it any real surprise that it's historically been Men who've primarily been the empire builders, the conquerors, the creators, and destroyers who've (for better or worse) moved humanity the most significantly?

Life Experience

If I said I felt pity for men like the blogger I mentioned earlier, who through their own conviction or bad circumstance, have never had sex in their lives, I don't think I'd be accurate in expressing myself. I feel a profound sadness for them; a sadness similar to when you meet someone who's lost a limb or has had to live with a physical or mental disability. For guys who want to tell you that you don't *need* sex to live a fulfilling life I'm sure this sounds like conceit. There are plenty of inspirational individuals who live their lives without arms or legs, or with other disabilities, that we can all look up to for "overcoming the odds", but the reason they are inspiring is because they must strive for a quality of life that others simply take for granted. Run a marathon and it's quite an achievement, but do it as a paraplegic and it's a triumph of human will.

Sometimes a sexless life is a choice of conviction, but more often it's not a choice for men, it's simply their circumstance. I grieve every time I read a comment by, or receive a painful request for help from a late 30's man who's still a virgin. Sex is a part of a healthy human experience; if you want to apply meaning to it, if you only consider its legitimacy within marriage or monogamy, or if you enjoy sex with many women, the function is still the same.

I felt this way after I read the aforementioned blogger relating his frustration about his not being able to find an appropriate woman to wife under today's social climate. This post isn't an attempt to

convince him to adjust his expectations; I can't necessarily empathize with his convictions or his reasonings (I've always enjoyed sex, and never felt guilt for enjoying it), however, I can empathize with his deep desire to become intimate and sexual with a woman. This healthy human experience is denied to him by conviction, but it doesn't alleviate his desire for it.

He *needs* sex.

Beer and Boobs

July 15, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I can remember watching a few episodes of [The Man Show](#) back in 2002 or 2003. I was finishing my degree at the time, and although I was much older than most of my college peers then, I actually had offers from fraternities to join during ‘rush’ week. I never took them up on it; my being at least 10 years older than even the oldest ‘brother’ didn’t sit right with me, and the fact I was working 40+ hours a week didn’t leave me much time to ‘go greek’. Of the few friends I had time for then, at least 4 were frat guys, and they loved The Man Show.

These guys knew of my interest in gender and personality studies in (my then minor) behavioral psychology, but it was mostly due to my presenting them with something they could agree with about how women were. They innocently suggested I check out The Man Show thinking I would be interested in it because “it’s finally a show for guys.” Back then I was dissecting the masculine ridicule and caricaturizations of male roles in movies and TV and these guys were enthusiastic about what I was writing and telling them.

I thought the show was pretty funny at first. I still love and reference Adam Carola, and his insights on gender. However, after watching the show for a while, something wasn’t sitting well for me. I couldn’t put my finger on it then, but at some point I thought, “man this is stupid, can’t we do better than this?” The realization I was making was if this was a “show for men” then men were, well, kind of stupid.

I was already well aware of the dumbing-down of the masculine roles in popular media (TV, movies, etc.), but when what was supposedly an exclusively male oriented show is offered it seems that masculine ridicule is only reaffirmed. I’m using The Man Show as an illustration of a bigger dynamic here – if all we had to go on was popular (i.e. feminized) culture to help us characterize what is masculine then we’d be bad off enough, but it appears that men themselves are almost subconsciously complicit in reinforcing these feminine-defined cartoons of ‘how men *really* are.’

I love football. I would probably bore you to tears with my enthusiasm about next season and how the pre-season can’t get here soon enough. Ask me about baseball, I’ll tell you I like the Dodgers, but I know relatively nothing about America’s pastime. Soccer, golf, tennis, hockey, I couldn’t carry a conversation about any of them. I like big boobs (fake or real), I like women’s long legs and great ass. You all know I’ve worked in the liquor industry for over 9 years, so I have a vested interest in booze too. However, these natural interests of mine are only small component elements of who I am as a Man.

Granted, sex and alcohol seem to be the top two elements contributing to human happiness, but there is much more to me, much more to my existence as a man, than my base impulses. The problem with defining masculinity in terms of our root interests is that men begin to believe that’s all we have the potential for. For all of its social influence, the Feminine Imperative has no real frame of reference when it comes to the male experience. So in its effort to marginalize the masculine, effectively emasculating society, its only recourse is to define manhood in terms of what best demonizes masculinity. The Imperative can’t afford men to define masculinity for themselves, so the *real* roles of men are either ridiculous buffoons in need of uniquely feminine correction, or they’re boorish, brutes, poisoned by testosterone and little more than alcoholic, easily manipulable, walking hard-ons.

That's what men get in their man-space. Hooters, football, beer and boobs. Even in their 'man-caves' this is what a woman can expect to find. Left to their own devices, men would simply turn the world into one grandiose Bro-Culture. Nowhere will you find the dreamers, the leaders, the thinkers, the artists or engineers – in girl-world, the majority of men are either pigs or damaged goods.

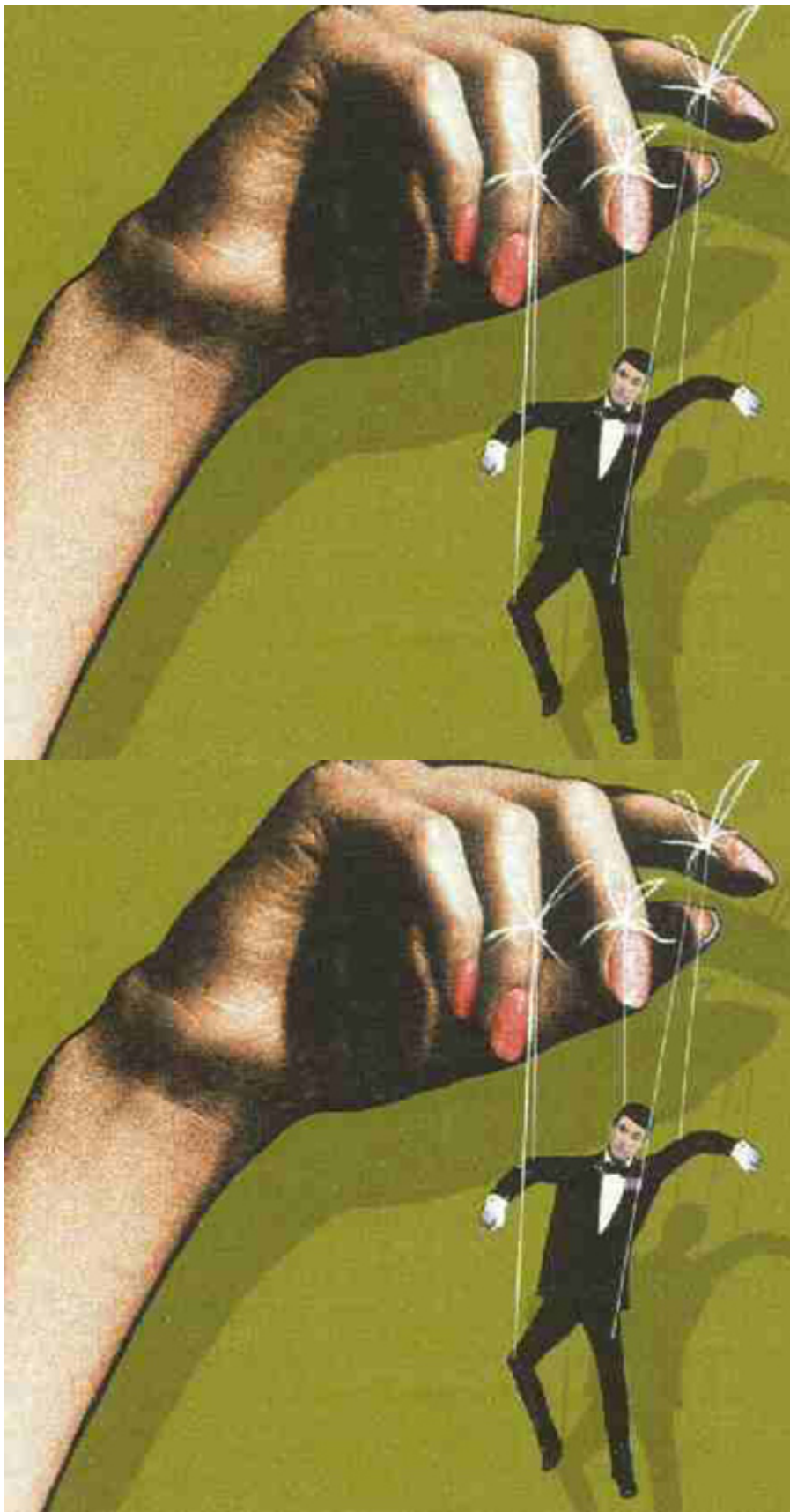
But if the Feminine Imperative is anything, it's self-effacing and self-contradicting. According to the Feminine Imperative, for all of the feral worst it characterizes masculinity as, it's not enough to accept men's nature as so. You see nothing, not even the feminine reinforced pig-man nature is actually real, it's just a mask men are socialized to wear.

So what is real masculinity? Make no mistake, the confusing redefinition of masculinity is a deliberate effort in social control on the part of the Feminine Imperative. Pointing out its schizophrenic misunderstanding (or intentional distortion) of the masculine is easy enough, but men have unwittingly adopted and reinforced their own gender role confusion. Either by embracing the Bro-Culture lie or by subscribing wholesale to the feminine identification of what masculinity *should* be, men are complicit in limiting themselves from defining masculinity *for* themselves.

Understand this now, a fem-centric society wants you to believe that masculinity is loutish, beer-swilling frat boys AND horribly damaged male psyches socialized into being so. A fem-centric society can't afford to allow men to self-define masculinity, because it throws that deep feminine need for security and control over to the men they cannot trust because of the same definition it encourages for its own control.

Crisis of Motive

July 18, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had an interesting conversation with a cocktail waitress recently about how she wore the sexy outfits she did because they reaffirmed who *she* was.

“I do it for me.”

“Really? Lingerie, high heels, push up bra, that’s all for *you*?”

“Of course. I’m my own woman.”

“So, it’s not about the attention and affirmation you get from the men around you.”

“Well, that’s nice, if it’s coming from the right kind of guy, but I don’t wear what I do *for* them.”

“So if I came over to your house unannounced at like, 4 in the afternoon, you’d be wearing all this while you were vacuuming the house and not in sweatpants and a t-shirt?”

“Well,..no, but that’s not the point, I’m more comfortable in sweats,..”

“I see.”

It was far too easy to box her into the corner she was painting herself into, but I won’t be too hard on her since this crisis of motive is also found in men. I can’t recall how many times I’ve heard guys at Gold’s tell me the same thing as to why they workout.

“I do it for me! Yeah, of course, chicks check me out more now that I’ve dropped the fat and bulked up, but this is all for me man.”

I’ll admit, I was *that* guy at one time. For a guy it makes sense to cop the story of singularity of purpose since it implies that he’s his ‘own man’ and not improving himself to become more acceptable to the women he observably and admittedly wants to get with. This is the paradox of self-improvement – are you doing it for yourself or because you want others to respond more positively to you? It doesn’t have to be one or the other, it can be both.

There are certainly many side benefits to bodybuilding – improved health, attitude, lower stress, life-preserving function that results from increased muscularity, etc. but the minute we drop ‘a better sex life’ into that equation then we have to qualify it all with the “I do it for me” standby; as if our motivating desire to get laid is any less important than all of that. I’ll tell you right now, with 25+ years of lifting on my record, while I enjoy a lower life/health insurance premium as a result, I enjoy sex far too much to *ever* let myself become a fat ass. I do it for me *and* I do it because Mrs. Tomassi (and other women) responds positively to it and I enjoy the results.

This is a fundamental question guys swallowing the red pill and adopting a new Game-aware life have to answer – who are you doing it for?

There are a lot of traps involved in answering this question; traps that other AFC crabs in the barrel will use to pull you back in, traps that will attempt to convince you that you’re ‘being someone you’re not’ and traps that will flatter you for your *insightful* desire to improve yourself, but only insofar as it serves feminine purposes. This is a common tar pit for men on the edge of accepting Red Pill truth:

From the Unbearable Triteness of Hating:

16. Dancing Monkey Hate

Hater: Men who run game are just doing the bidding of women. Alphas don’t entertain women.

If you want success with women, you are going to have to entertain them... one way or the other. The same is true of women. Once a woman stops entertaining men with her body, her femininity, and her commitment worthiness by getting fat, old, ugly, bitchy, or single mommy, she stops having success with men. We are all doing the bidding of our biomechanical

overlord, and on our knees to his will we surrender, by force or by choice. You fool yourself if you believe you have some plenary indulgence from this stark reality.
Or: If you can't beat 'em, join 'em.

Whether he was intending to or not, Roissy was of course responding to exactly this crisis of motive. I don't specifically agree or disagree with all the tenets of men who identify as MGTOW (I understand the reasoning), but I must point out that, from what I read, the crux of their beliefs are rooted in this same motive crisis. Is what you do, who you are, what you believe, a genuine, organic result of your own decision making (doing it for you) or is all you are the result of a latent purpose to better please a woman (or the Feminine Imperative for that matter)?

Introspect

Aunt Giggles had a post about a week ago lauding all the introspective men concerned with their own self-improvement. Bravo! Bravo introspective Beta, dig down deeper and embrace your inner white knight. While it may range between ego-flattering to self-evincing, true introspection is only useful in the light of *why* you're being introspective in the first place. You may get a pat on the back from the Feminine Imperative for introspectively aligning yourself with the Beta model it's conditioned you for, or you may get a well needed cold bucket of Red Pill awareness splashed in your face as the result of your introspection, but the question is still who or what are you being introspective for?

With a crisis of motive, it's very easy to not only cast doubt about the motives of others when they don't agree with our own, but also to reaffirm our own faith in our own decision making. How many times have Game denialists said something like "those red pill guys are just misogynists, only interested in getting laid as much as possible"? This belief-disqualifier is based on the the presumption that sex is a red pill Man's only, true, motivator – not himself, not for his own enlightenment, not of his own genuine volition. Red pill guys believe what they do to get laid and therefore dance to the tune women (or their sexual impulse) are playing for them. Distilled down to it's base, the message is they aren't acting as individual rational agents, but as robotic slaves beholden to external influences (in this case women or their sex drives). In other words, someone or something is controlling their decisions for them.

That's some powerful affirmation for the one making accusations of disingenuousness, because it confirms for himself that not only is he a 'genuine' actor, but his insight *must* necessarily be more valid than the guy he's judging. The problem with this, as I'm sure most are now aware, is that the accuser is already molded by outside influences himself. Thus, his motivation for accusation is suspect of a crisis of motive.

I understand this is some heady shit to take in, but I think it's important to consider for guys on the cusp of Game-awareness, doubting their genuine want for changing themselves, as well as for guys falling back on motive crisis reasonings in order to justify why other men might disagree with them. I think an important question Men need to ask themselves is *why* am I changing my belief, my customs, my interpretations? It may be that it comes as a result of introspection, or a new awareness brought to them from an outside influence (the manosphere), but the answer to the question of who do you do it for is both yourself *and* the outside motivator.

So what made you change? Was it something I or another blogger wrote? Was it a traumatic experience that shocked you into awareness? Or were you just getting what you'd always gotten by doing what you'd always done?

Left Behind

July 24, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm going to relate a real story of a good friend of mine here as an illustration of a larger dynamic.

My friend Rob was what most guys would call a 'natural Alpha' in his younger days; fit, smart in an unlearned kind of way, and to the guys who couldn't appreciate his straightforwardness, he had the Alpha 'attitude' that made him kind of an asshole to the people who didn't know him. He was in the military for a bit right out of high school and that seemed to work well for him since he learned to be a damn good airframe mechanic and parlayed that into a pretty good career for a while.

Although he was a natural Alpha, Rob's approach to women was very much conditioned by the influence of the feminine imperative. He had girls who were attracted to him, but he had a tendency for ONEitis so once he'd locked on to Kim that was his focus. He would say "I would do anything and everything for the right girl" because that was his belief, sacrifice and support were his mandates

before they'd even met. Eventually she 'accidentally' became pregnant when they were both 19.

Rob's ONEitis took on the predictable sense of masculine purpose to "do the right thing" when she told him the news. They were young, and even 20+ years ago he was aware that couples married young had a very low 'success' rate, but as expected he believed he and his soon to be wife would be the exception to that rule. Whether it was his predisposition for ONEitis or his righteous 'natural' Alpha stubbornness, at 19 he was determined to be a good father and husband.

Kim was always the less enthusiastic partner in the marriage, but she wasn't going to have an abortion, and while she was uncertain about Rob's future potential at 19 she married him. 5 years later they had two daughters and then a son 2 years after that. I would describe their marriage as one of convenience except that Rob genuinely loved Kim and the kids. His Alpha attitude only drove him on that much further as a good provider, but as Kim and he entered their early 30's and their older children became more self-sufficient it was becoming clear that she was subtly and indifferently distancing herself from Rob.

At about 29 Kim went to work in a middle management position. Up until then she'd been a stay-at-home mom, but with the kids in school (except their youngest) she wanted to get into working. For having 3 children Kim was in exceptionally good shape (too good of shape in hindsight), Rob had put on a few pounds, but still had his upper body muscularity. Kim was at the gym and work more than she was at home now, and it was something that even heroic-ONEitis Rob was beginning to be annoyed with.

Kim had new friendships at work now, mostly single women in their mid to late 20's while Kim was almost 31. All of her new work girlfriends were single and wanting her to come out with them for drinks after work. They didn't call them GNOs (girls night out) but this is what they were without calling them such. Dutiful Rob would look after the kids and content himself with beer and movies at home. Even as this became a more common occurrence Rob still clung to the heroic, supportive, father/husband/provider role. Rob still wasn't what anyone would call a Beta, but in his ONEitis devotion and his increasing domestic role this is what Kim saw in him.

Kim went from living vicariously through her 20's girlfriends' weekend stories, to watching them from the sidelines at the clubs, to actively engaging in their escapades. I'm sure most readers know where this is going, and yes Kim eventually cheated on Rob. I had the dubious, but serious, honor of talking him out of murdering both Kim and a co-worker guy she'd hooked up with at 4am after he'd tracked them both to the motel they ended up at that night. He had the kids in the car with him the whole time we were on the phone.

Missing Out

I'm presenting this story, not as some precautionary tale to scare you into not marrying early so much as to better understand the other side of doing so. Anyone who's read my blog long enough knows I advocate men not even becoming seriously monogamous until after the age of 30. I realize that for most men this is a pretty tall order, and for most guys untenable, but the principle is that men need to realize and actualize their SMV potential before they can accurately assess their true role in the SMP, and then, evaluate the quality of any woman they'd want to become monogamous with according to their Game awareness.

My friend Rob never made that connection and lived (and still lives) by what an adolescent social skill set and his feminized conditioning had taught him. Rob was enraged about the infidelity, but he took Kim back, they went to the ubiquitous marriage counseling, and attempted the typical

negotiations of Kim's genuine desire for Rob. Rob was still playing by a rule set he believed Kim should recognize and should appreciate (i.e. Relational Equity fallacy), but after 3 kids and "missing out on her 20's", Kim's Hypergamy didn't care.

At this point, Kim's leaving Rob was just a formality, but the end came when Rob had an on-the-job injury to his back and he could no longer perform his job. He got pretty good disability, but it wasn't what Kim had built up to making. Blood was in the water, and Kim went feral. Eventually she took the kids and left Rob to his own means, while she moved half a state away to "find herself" and get into the scene she missed in her 20's.

For the men in the manosphere who want to use Game as a means to locking down an *idealized* wife, a lot gets made about marrying (or becoming monogamous) with a woman while she's young – preferably in or just before her peak SMV years (18-24). Generally the idea is that if you can get to her early enough – before she rides the infamous cock carousel – and she's cut from the right cloth for monogamy, then by way of a guy being the (hopefully) first Alpha she's encountered, she'll solidly pair-bond with him – bearing him healthy children in her fertile prime years and remain his emotionally bonded, loyal and devoted wife for a lifetime.

I like this fantasy, as I'm sure most idealistic men would. In fact it might even be realistic for a guy in his peak SMV years (30-36) to pull this off with the right amount of status and Amused Mastery if his own value is well established. However, as per the story of Rob and Kim here, there is another risk to the 'marry young' scenario and that's what I call the Left Behind dynamic.

Left Behind

In contemporary western society, even the most farm-raised, home schooled of girls are still going to be incessantly bombarded by the 'be all you can be' (previously 'you can have it all') social advertising the Feminine Imperative has for girls. Raising a daughter in such times (and I speak from experience) is fraught with risks of appearing to be limiting her potential while attempting educate her about the real limitations of women's fast-burn SMV and the choices she'll have to make very early in her life that will affect her later life once she's past those peak years. I should add that for a father to even hint at these limitations publicly makes him instantly guilty of misogyny, patriarchy, male privilege oppression and every other male-crime the Feminine Imperative has a long established name for. However, even mothers will be accused of being domineered by that patriarchal mindset for attempting to educate their daughters about the real limitations of being a woman today and choosing between different life paths.

With this as the foundation, the inherent risk of finding, not to mention wifing-up, the *ideal* young girl, predisposed to marriage (unplanned pregnancies notwithstanding) is that as she matures, a woman begins to question the choices she made. While it's almost a cliché now to breakdown the life path that led to the regret of never-married or divorced aging spinsters in the age of career women, the other side of that coin is the early-married woman contemplating 'her life that could've been' and the motivation to change her path. It's easy to find fault with women who delayed accepting a marriage proposal for their own SMV convenience or self-interest, but it's the early-married Kim's of the world who are far more susceptible to the Eat, Pray, Love script as they approach the downslide of their SMV.

Ironically it's the same feminine-primary social influence that encourages 'be all you can be' (and demeans her for not living up to her girl-power potential) that also embraces her when she re-plots her life course after leaving the husband of her youth. Mix in her single and divorced friends'

encouragement with fem-centric social promptings and top it off with an innate Hypergamy that never stops subconsciously asking “is *this* guy the best you can do?” after 12 years of marriage and you can see why she’d feel left behind.

As a Game aware, red pill Man it’s imperative that you consider both sides of a woman’s choices and adjust your Game accordingly. Half the reason I made the *rough* attempt at graphing the SMP and men and women’s SMV’s respective to each gender’s age is so men could predict and expect the behaviors, mindsets and social variables women will be susceptible to at various phases of their lives. It is, however, important, to consider the choices women have made in the lives they led before *and* after they meet you. It’s becoming increasingly too easy for men to think, “damn, if only I’d have met her when she was younger and inexperienced, she’d be more attached to me now.” This isn’t always the case.

The Script

July 29, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There is a certain formula most romantic comedies rely on to convey how relations between men and women ought to go. It's an old formula, as in Shakespeare and Greek antiquity old. It goes something like this:

An avowed Alpha bachelor for life questions the existence and nature of love, the sincerity of women, the illogic of not living just for his own self-importance, certainly the institution of marriage and lives, according to his rules, a satisfying life. He rationally observes the “madness” of his friends and fellow men when they fall in love, and out of it. He either mocks their foolishness or is analytical to the core in understanding their madnesses. He is an elemental force of one – a captain controlling the course of his own ship. He's not wrong in his estimations; they all add up, they all make deductive, provable sense.

That is until he meets her. The ONE special woman who miraculously, alone amongst billions, has the unique power to bring the facade of all that he *thinks* he is into stark, insightful self-realization. He's bit by the bug, smitten by the *only* woman who could fatefully tame the arrogance of his otherwise cruel rationalism. It's akin to a religious conversion; he's seen the light, he's in love and all

of his former concerns are proven to be falsehoods – it's the triumph of true love! The one thing he was missing (the one thing only a woman can possess of course), the last piece to a puzzle he didn't know he was putting together, has been added and now he is complete. And they live happily ever after,...

Every writer from Shakespeare to Bronte, to modern writers, use some variation of this outline. The locations, time periods and actors change, but the basic story doesn't. If you need a contemporary example watch Gerard Butler (King Leonidas, 300) in *The Ugly Truth*. The reason this formula is so successful and timeless is because it is essentially the fantasy of love and emotionalism trumping logic and reason. Women naturally love this because it puts them into the position of being the 'cure' to a man's illness while making him look like a brooding, sulking, bitter child for clinging so tenaciously to his rationalism, when all he was really pouting about was feeling unloved.

All his intense powers of rationality, all of his implicitly provable facts, all of his monuments and achievements of deduction mean nothing without the only irrational thing a woman can uniquely supply – unknowable, fantastical love. It's part and parcel of the Myth of the Feminine Mystique which makes women the gatekeepers of the knowledge of love; don't try to understand it with your silly boy-logic, just leave well enough alone and be eternally grateful to whichever god you worship that a woman has favored you with the love you need to be perfected.

In this story, the build-up to men realizing this is what stokes the feminine indignation that sustains women's interest, but the real satisfaction is summed up at the end when he finally concedes to the feminine imperative and drops all his pretense and submits to love.

The satisfaction doesn't last long though, because it was the build-up, the tension, the anxiety, the want of a woman to scream at the TV, "SHE LOVES YOU!! JUST GET IT YOU STUPID MAN!!" that was making it at all interesting. Once he's submitted and seen her light, all of that fades away to predictable, boring comfort. She's done with that romance novel, puts it in the pile of them at the garage sale, and moves on to the next. And he's left with all the echoes of his past rationalism, and explaining to all those he's influenced and built his reputation upon, how love conquers all and how wrong he was all along.

For that man, it's the last chapter in the vindication of feminine primacy.

And they lived happily ever after,...

For women, the only thing better than experiencing this script vicariously through movies and stories is to see it happen live. David D'Angelo, Tucker Max are a few manosphere notable who've played the come-full-circle surrender to the script. There are far more guys who play it in a more visual sense (the repentant 'Womanizer' episodes on the Tyra Banks show comes to mind), but no one really remembers them, and certainly not in the 'sphere. While there's a sense of vindication for women to have a guy surrender his anti-social (i.e. anti-feminine primary) lifestyle and beliefs in favor of a feminine paradigm, and "settle down" into a feminine framed, normalized monogamy, surrender is still surrender. Essentially the strong vibrant man who posed such a challenge to her, the one who's steadfast determination and conviction made him a man she was hot for as well as one she could respect, loses his status.

He'll say, hey, you don't know where I'm at in life, you don't know the experiences I've had, life has taught me the value of compromise. Women fundamentally lack the capacity to appreciate the sacrifices a man must make to facilitate a feminine reality, but if there's one thing women outright despise, one thing men foolishly believe women should be able to appreciate, it's a man willing to

compromise the beliefs he's established his reputation and integrity upon in order to facilitate her feminine reality. That's the definition of a sell-out.

After the happily ever after comes the living. He can console himself in his new paradigm, he can hole up in a cocoon of domestication and simply not answer the phone calls of all his old friends who are also playing into the script, who are really only waiting to commiserate with him, but his new domesticity compromise won't allow him to. His old life is gone right? Love conquered him, made him a new man, ready to live up to the new, correct, feminine expectations he formerly railed against, but has been enlightened to and now calls his new masculine purpose. He's been converted.

He looks into that girl's eyes, the one who *changed him for the better*, but the memory of the urgency, the desire to tame him, the adrenaline he inspired all seem like an old song that reminds her of that thrill.

I would never wish ill on my fellow man, no matter his crimes, no matter his station, so I won't do so now. I sincerely hope nothing but the best for any man making this surrender, he will need every good fortune that comes along in the face of compromising his reputation and purpose in order to facilitate a woman's primacy.

However, I'll add that I also make it my policy never to speak ill of the dead.

Dominance

August 5, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've been watching with some interest the proceedings of the Ariel Castro kidnapping case. As more of the details come to light and the media aggrandizes the victims (virtually insuring a book or TV deal), there's a lot of uncomfortable questions that need to be answered.

"Most of the sex that went on in that house, probably all of it, was consensual," Castro said. "These allegations about being forceful on them — that is totally wrong. Because there was times where they'd even ask me for sex —many times. And I learned that these girls were not virgins. From their testimony to me, they had multiple partners before me, all three of

them.”

I covered this a bit in He's Special, making modern comparisons to the War Brides:

„there's been a lot of discussion on the forums I frequent about Michelle Knight, Amanda Berry and Gina DeJesus being held captive by Ariel Castro for a decade. Let that sink in a minute, a *decade*. That's 11 years. That's a lot of life to live. That's a lot of normal to get used to. There are other cases like this; Jaycee Dugard and Elizabeth Smart come to mind, but are all of these instances the results of a hard-wired Stockholm Syndrome in women?

Just for the record here, I wouldn't dream of trying to defend Castro, but in eleven years time a lot can become normal. I have no doubt that Castro held these women captive for 11 years, and the media would have us believe they endured sex dungeon conditions living like the Gimp in Pulp Fiction, but there comes a point of normalcy in ones daily routine life.

“I am not a violent person. I simply kept them there without being able to leave.”

“We had a lot of harmony going on in that home,” he said.

In our lives there is a certain degree of routine and structure most people become accustomed to. I get up at 5am most mornings, I'm at the gym until 7:30 and I'm off to work until 5pm. Somethings change every day but I live in a set of patterns and I know what to expect most of the time. The more I read about Castro the more I'm thinking the guy settled into a state of normalcy with these women and they with him. In 11 years they made no reasonable dramatic effort to escape? They endured a forced abortion and a homebirth (not unlike Jaycee Dugard) and still no collaborative plan they could come up with was effective for 11 years until one day Ariel left the door open? None of these girls were malnourished, and they could stand to lose some weight.

Naturally the feminine-primary meme is that Castro was “blaming the victim“, but I don't think that was his point. He knows he's going to prison for life plus 1,000 years, why not just shut up and go away? There was something of a normal life that became a routine for them all for 11 years. That's 11 Christmases, 11 Easters, 11 independence days. The MSM will spin the story of their heroic support of each other and I don't imagine the girls wanted to be there, but at some point living with Ariel was their ‘normal’.

Ariel, got sloppy. He got comfortable in that normalcy. Even if he was abusive, after 11 years my guess is he expected for that normalcy to continue and this was what his plea was really about. He actually thought they “had a lot of harmony going on in that house.” It's easy to pass off his words as insanity, but here was a guy who at least wanted ‘harmony’. At the end of it all, all he wanted was what most men want – his means were evil and reprehensible, but wanted harmony.

Domination

A week back CH had a study and post regarding the importance of dominance and how it's ultimately dominance that attracts women to men. Of course Roissy would like for looks to play a lesser role in attraction, and my perspective is that *arousal* is based on the physical to a much greater importance than women can afford to let on, but dominance *is* a key factor in attraction. I would also argue that an elite physique is the most obvious environmental cue for male dominance. The best form of peacocking is a good build.

However, all of that breaks down if the guy lacks a dominant Alpha mindset. Without that self-

confidence and competitive spirit, the best looking guy becomes a foil for a more dominant one. Conversely, enough bravado and fearless genuine Alpha dominance can make even the ugliest of guys attractive by order of degree.

Ariel Castro was one ugly motherfucker, my guess is he never had the Game needed to even sniff at the women in the porn he claims he's addicted to, but what Ariel had in spades was dominance. Raw forceful dominance he used to enslave not one, but three captured women. Capturing and physically coercing them to be his prisoners was an act of dominance, but the want, and the expectation that he could have a harmonious normal life with these women was a testament to his (delusional) sense of self-importance.

Irrational self-confidence is the cornerstone of attraction.

When we contemplate male dominance it's important to remember that to whatever degree we can actualize being dominant – at work, with women, in competition – our own personality, both flaws and attributes, will be manifested in our dominant actions and our beliefs. Castro is a piss poor example of a human being, but he's an excellent illustration of how his frustrations and his personality were transferred into his actions.

He's the negative side of that coin, and much of what is termed the Dark Triad of personality traits might also be considered dominant self-importance. However, that same sociopathy that makes for the bad examples is also the root of the positive ones. It really comes down to the individual, their sense of purpose and how they choose to direct that dominance.

If all this sounds like a pep talk to get you to adopt a more dominant mindset it wasn't really my intent. I'm asked a lot, "Rollo if confidence is the key, then how do I get more confident?" This is a common deductive argument, as if they sold confidence in bottles at the drug store and all you had to do was buy the right brand. It doesn't work this way. You have to believe it.

It's fine for me to tell you act irrationally confident, and hope that the act becomes a permanent fixture in your personality, but most men don't *feel* confident even when they're acting confident. Confidence, and dominance, come from real established options and the *knowing* that you can successfully generate more. This is what makes confidence attractive, it's the unspoken message to a woman that this guy can, has proven before, and potentially will again, produce more than he needs and other men aspire to do so.

Appeals to Reason

August 7, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



*“A woman in love can’t be reasonable, otherwise she wouldn’t be in love”
— Mae West*

Last week The Chateau posted an article about a [Beta male asking girls for reasons why they rejected him](#). In the typical deductive logic that most Betas are prone to use, he runs down a [checklist of questions](#) regarding what he thinks killed his chances with the girls he thought he could get with. He petitions four women with questions about themselves, which, being women, all are more than eager to answer.

Do you usually figure out if you wanna do more than make out with someone pretty instantly? Or, is it a slow burn?

Was there anything I did wrong that turned you off?

If you had advice for any guy looking to meet a girl, what would it be?

What makes someone attractive to you? Do you have any types?

Do you feel that you could never date someone shorter than you?

Am I an unattractive person to you?

These are some of the more common questions John Brown puts to the girls, and true to form the girls answer with the standard feminine boilerplate responses that absolve themselves of their part in his rejection, while trying not to hurt the feelings of a guy they knew would never see them naked. With the exception of maybe Vanessa, it's pretty clear that John's punching well above his blue-pill weight with these girls even though I'd only rate Victoria as the only HB8 in the bunch.

The questioning is what I've come to expect from most chumps mired in their blue pill bubble of applying logic to their sexlessness, but it's not John's overt grilling of these women that's keeping him trapped in the Matrix – it's his buildups and followups to those questions. John isn't just interviewing them to 'get to the bottom of things' so he can solve his sex problem, he's leading these women with 'if then' logic in an effort to convince them that, by their own words, they *should* be attracted to him.

John is make the most fundamental error every plugged in chump makes — he's appealing to women's reason.

Why Women Can't 'Just Get It'

Appealing to women's logic and relying on deductive reasoning to sort it out is the calling card of a Beta mind. There is nothing more anti-sexual for women than appealing to her reason. Arousal, attraction, sexual tension, subcommunication of desire, all happen indirectly and below the social surface for women. It's not that women are incapable of reasoning (hypergamy is one logical bitch) or are crippled by their emotion-based hindbrains, it's that if you're *asking* her how to be more attractive you don't Get It. It's in the *doing*, not the asking.

If you read through the responses these women give John from a red pill perspective, you'll see a pattern emerge. On an intrinsic, subliminal level, women understand that their genuine desire, their genuine arousal and attraction, has to be an organic process. When a guy like John makes attempts to convince a woman that by her own reasoning (and led by his) she *should* be with him intimately, it offends and then cancels that process for her.

For women, one of the qualities of the Alpha her Hypergamy demands is a guy who Just Gets It. An Alpha would intrinsically know what women's arousal and attraction cues are without being told and without even the inclination to ask about them. John's issue of overtly confirming for himself 'what women want' is really an abdication of a Beta who doesn't get it. And true to form, John's, and Betas like him, next logical resort is to rationally convince a woman (preferably using her own words) to be attracted to him by attempting to re-impress her of his status.

Betas like this generally end up as the infamous emotional tampon, or the Surrogate Boyfriend to a woman who's banging the most Alpha Man her looks can attract. However, this appeal-to-reason rationale filters into other aspects of men's lives. The logical progression for John would be to better identify with the women (really the feminine imperative) he hopes to bang in the future – embody the feminine prerequisites, get the intimate approval. For married or monogamous men this appeal-to-reason may come as a mistaken belief that doing more chores around the house will lead to more (or any) sex for him.

The fallacy of Relational Equity is essentially founded on men's dependency on appeals to women's reason. Your doing homework with your children to better their lives (while very ennobling) doesn't make your wife any hotter for you in bed, nor will it be any bargaining tool should she decide to leave you. Just as John is learning here, women don't fall in love with *who* you are, they fall in love with *what* you are, and no appeal to their reason will convince them otherwise.

Red Pill Women

There's a lot being made in the manosphere about the emergence of red pill or Game aware women. I'm on record for stating that *every* woman is a red pill woman, it's just getting them to drop the feminine-primary, psychological pretense and cop to red pill truths that's the trick. While I do share the generally wariness of self-identifying "Red Pill Women" and their potential for sanitizing or repurposing Game-awareness to a better feminine liking, I think most women are already aware of the truth of Game. There's a very real danger in Men accepting "red pill women's" conversion and acceptance of those truths for exactly the appeal-to-reason dynamic I've described here.

Red pill women's acceptance of what the manosphere forces them to acknowledge about themselves is essentially a convincing appeal to their reason, and this will always make their "conversion" suspect. Regardless of their reported red pill self-awareness, red pill women still want a guy to Just Get It, their desire still can't be negotiated, and as illogical as it may seem to a manosphere Man, hoping to appeal to the same reason that made her "red pill" still won't get you laid.

Red pill or not, women are still women, and basing any relationship you have with them on appealing to their reason, rather than solid Game awareness and truths, is building your house on a foundation of sand.

The Lesson of Hugo

August 15, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Up until just today, other than a few tweets over the last two weeks, the heavy hitters of the manosphere seemed content to simply let Hugo Schwyzer self-immolate. Who can blame them, right? Vox had a quick hit just detailing the revelations of Hugo's reputation / legitimacy death spiral. Advocatus Diaboli then did the manosphere the favor of highlighting Hugo's post, post internet exit and twitter meltdown (which may still be ongoing, I'm not sure).

Needless to say Hugo endeared a lot of manosphere spite, but now, in light of all his self-righteous self-destruction and subsequent admissions of complete guilt and culpability in his career spanning, pseudo-feminist scam, we can finally dissect the corpse of Hugo's grand production. Hugo was almost too easy a foil, too easy a mark for the manosphere. I forget who I read drop this quote, but Game recognizes Game, and for all of Hugo's purported investment in feminist flag waving, a lot of guys in the 'sphere saw his Game for what it was.

I'll have to admit, when I first read the Real Porn Wiki Leaks of Hugo's professional death throes I

was ready to pile on. I need to thank Nick Krauser for talking me off the edge and killing a post I briefly published, ready to join the Hugo scrum, but as he commented, it was ‘off brand’ for me. That’s the temptation of going off half-cocked, most times there’s usually something deeper in the story than just the salacious parts. Sometimes a story needs to mature before you can grasp the significance of it, and Hugo didn’t disappoint.

There’s a lot of angles to Hugo’s destruction. In one sense he actually shared many of the experiences and frustration most men find their way to the manosphere to resolve. He was a Beta, but he was a Beta dedicated to the blue-pill – in fact he was so ego-invested he built his entire life around the feminine Matrix to the point that his career and livelihood depended upon it. However Hugo wasn’t one of the blue-pill careerists like the Dr. Phills and Dr. Drews, he sold himself as the next stage in feminized man’s evolution – Hugo was *the* feminized man.

At least this was the pathology he’d convinced himself of.

Pathology

If you’ve ever known a pathological liar, the primary characteristic of their psyche is an ability to convince themselves of the veracity of their own lies. “Repeat a lie enough and it becomes true”, Joseph Goebbels was inferring this in a social sense, but it’s also true on a personal, psychological level. Repeat the fantasy, replay the mental imaginings, review the desired, conditioned, belief often enough, and the lie becomes the truth for you. This is the essence of pathology. The pathological personality literally creates its own reality and expects others (or coerces others) to fill the roles he defines for them to fit his narrative. Sometimes this isn’t such a bad thing; think of Steve Jobs defining his own reality, but more often it means the absolute destruction of that person’s identity when actual reality crushes their imagined reality.

Hugo repeated a lie often enough for himself to believe it, a handful of minor league academics to believe it, and broad swathes of the femosphere to believe it. Of course there’ll be the element that will say they knew it all along and he was always a charlatan, but Hugo’s reach into the mainstream, repeating his lie, was a message they could at least tolerate for *their cause* if not endorse wholesale. Thus, Hugo got a pass – he became the male representative of fem-culture and the happily willing tool of the feminine imperative.

I did promote others but I secretly wanted to be THE male feminist. 12:41 PM – 9 Aug 13
@hugoschwyzzer

There’ll be no mercy for Hugo on this or any other manosphere blog. If there’s any consolation for Hugo it’s in his slitting his own net-persona’s throat and thus denying those in the manosphere the satisfaction of roasting him themselves. Even in his self-loathing twitter posts he still expects attention (like a woman) and consoling like a Beta child clutching at the femosphere’s apron strings.

The End Result

However, after all his singular sense of feminized purpose, Hugo got exactly what he wanted; he became, and in his personal destruction still is, *the* male feminist. He became the male representative of the gynosphere, the go-to guy, the man you sought out if you wanted to better identify with the feminine purpose. Hugo became, and is, the model of the man the feminine imperative would ultimately have *any* man become – a man so thoroughly invested in the likeness it created for him that it would grant him exclusive access to its most powerful media voice (Jezebel, BlogHer, Xojane, The Atlantic). It’s their game, and Hugo was the only man the feminine imperative was

comfortable in legitimizing; he was one of the select few men to be allowed to be taken seriously.

Whenever you see one of these pathetic parodies of a man self-identifying as a 'male feminist' and holding some hand-scribbled placard with the words, "I need feminism because..." understand that Hugo Schwyzer is the man the feminine imperative would ultimately have them become. The man at the end of that process, after 47 years of identifying with the feminine, after an utterly destroyed career based on obsessively denigrating his own gender, the end result is what Hugo is today.

For every guy who's convinced himself of 'correctness' of gender equalism, much less feminine-primacy, understand that Hugo's example is the logical extreme of repressing your gender-purpose in favor of the feminine. For every blue-pill guy on the cusp of taking the red pill and accepting the harsh truths it demands in dispelling your blissful ignorance, understand that if you don't, the face you'll see in the future's mirror will be Hugo's.

I don't have any sympathy for Hugo, nor do I have any pity for him. He's only a year older than myself, so I imagine that he and I share a similar cultural upbringing and life experience. Obviously we differ in experience when it comes to waking up to the Matrix, but here's a man who, not unlike myself, also had his run-ins with a BPD woman (if not more than one). Hugo, like most men, wanted to get laid, maybe worse than most men, so he built up a Game around identifying with them, only he took this identification to such an extreme that he became a woman, he embodied their expectations, but still retained the liabilities of being a man. Hugo is a living paradox and his destruction viscerally illustrates that even feminists won't tolerate a *perfected* feminized man. They don't want what they want.

For all of Hugo's blue-pill, male feminism, he was still a man and prone to the desires men innately have.

How many blue-pill men have sought out the manosphere because their similar delusions simply never bore fruit with women, or they were burned by them? At some point Hugo was not all that unlike most guys seeking answers in the manosphere, but at some point he made his decision to remain firmly implanted in his blue-pill existence and cope with his maleness the best way he knew how – an extreme, life investment in what would become the identity crisis he's experiencing today. Hugo is what is waiting for any man who thinks they can become a better fe-male – they become Gollum, corrupted parodies of their original form, but still accountable to their real nature.

Year Two

August 20, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I promise I won't go all blogiversary on you, but Rational Male has just passed the 2 year mark today, so I guess it's time to do the yearly review.

First of all I want to thank all my readers for making RM the 5th most popular manosphere blog at least according to Vox. And also I'm flattered that my work has drawn more attention to the manosphere in general according to Alexa stats. I don't generally keep track of web trends – hell, I thought over a million views just prior to year one was nothing special at first – so I was pleasantly surprised to see the numbers Vox tallied up.

In the first year my posts were primarily a more formalized re-telling of the 8-9 years I'd spent on the SoSuave forums, so I entered into year two knowing I would have to start pacing my posts down to well-thought topics and focusing more on crafting the essays on ideas that deserved more time in refining. Initially I felt bad about dropping from 5 posts a week to 1-2 deeper posts a week. I'm always very conscious of repeating prior ideas I've covered. I try my best not to go back over something unless I've had a new insight about it. Sometimes I wonder if I shouldn't simply re-hash an old post for the benefit of new readers, but then I that's what my upcoming book is really for.

Although I don't participate as often as I wish I could, I would like to recognize the Red Pill Reddit Forum. Again I'm flattered that they promote this blog and my ideas in general as a principle source of red pill info. I'm also impressed by the number of outside the manosphere sites that link to RM. When I see incoming links from comment threads on sites like Forbes or NYT or even sites in India or Australia it's encouraging to think that red pill awareness is spreading amongst men, and that they're beginning to get more comfortable in addressing others about it.

Changes

A lot's changed for me personally since January. I was basically made an offer I couldn't refuse in my career around April and relocated back across the country from Florida. I've tried my best not to let this interfere with my essays, and I'm now glad I made the early decision to pare down to 1 or 2 posts a week, but I still wish I had more time to devote to writing. The demands of my new venture (and brands) means having to be much more disciplined about how I budget my time with RM. It's actually easier when I'm traveling to write more now – it used to be the other way around.

I will still keep RM non-monetized (unless you'd like to donate something to my charity) and my future focus for the blog will continue to be connecting the gender dynamic dots and looking under the hood at how they work. Furthermore, Rational Male will, as always, continue to have unmoderated comment threads. I have always encouraged open discourse – even with those who diametrically oppose my viewpoints – this is the only way ideas can earnestly be tested.

The Book

One other reason my posts have been more limited is due to the book I've been compiling for the past 7 months. I'm happy to report that it is now finally finished and I'm presently looking at e-publishing options. I did look into traditional publishing avenues at first, but needless to say most publishers are still firmly rooted in the feminine imperative's dictates. I expected this, but I figured I'd try it first. The good news is that The Rational Male will be more available as a result. I'm still exploring my self-publishing options and to anyone with a published book (Vox? Roosh?) I'm definitely open to input.

Don't worry, my first priority is a printed book you can buy and read in your hands. In fact it was the request of one of my readers to publish a book of my essays to give to her son who was in real need of the red pill. I've never published a book before, so this is all a new experience for me. The problem I've been having with it was really knowing what to leave out than what to put in it.

Finally, I'd like to thank everyone reading for their input and discourse. Most of the best posts I think I've developed were the result of conversation threads submitted by readers or from consults I've done. Later this week I'll be posting my 'best of' year two links once I've sifted through them.

Thanks for another great year.

The Best of Rational Male â◻◻ Year Two

August 22, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As you've probably guessed I'll be making this another permanent page at the top of RM, so don't worry about bookmarking this one for future reference.

It's interesting to see the trends in my writing as the year progressed. My focus on Positive Masculinity and personal development seemed to feature more prominently than year one. I'd attribute that to digesting the posts of year one and considering actionable ways men can learn not only to overcome the feminine-primary environment, but to be better men as a result of it.

Casualties (and the followup *Soldiers*) was my personal favorite this year. I never really appreciated the reach of Rational Male until I was inundated with very personal private correspondence from both active and retired military men relating their struggles with coming to terms with red pill awareness. I'm glad my words and ideas have been a benefit to these guys.

Bear in mind this is a collection of the best rated posts as well as a few I deemed to be the most important. I kind of hate distilling an entire year of posts down to just a summarized list – personally I think they all deserve consideration and there's probably one from this past year, not on the list, that will personally speak to a reader the most.

The Best of Rational Male – Year Two

Game

- [Play Nice](#)
- [Amused Mastery](#)
- [Your Friend Menstruation](#)
- [Friends Like These](#)

Unplugging

- [Promise Keepers](#)

Love

- [Men in Love](#)
- [Of Love and War](#) (most visited post 2012-13)
- [Balancing Sexual Pluralism](#)

Social Conventions

- [Size Matters](#)
- [Generalizations](#)
- [The Soulmate Myth](#)
- [Mid-Life Crisis](#)
- [Choreplay](#)

- [Nice Like Me](#)

The Feminine Imperative

- [Men in the Garage](#)
- [Sanitizing the Imperative](#)
- [The Crying Game](#)
- [Hyenas](#)

Positive Masculinity

- [Up the Alpha](#)
- [The Couch](#)
- [Chauvinism](#)
- [The Plan](#)
- [Fear and Freedom](#)
- [Artificial Joy](#)

Hypergamy

- [Casualties](#) (personal best post of 2012-13)
- [Soldiers](#)
- [People are People](#)
- [Awareness and Intent](#)
- [Taming the Beast](#)
- [Hypergamy Synthesis](#)

As Good As It Gets

August 29, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)





On several occasions I've gone into the pro's and cons of marriage. I tend to get a couple of standard reactions to my take on marriage; the first is usually the binary, all or nothing response that virtually all women, and a significant number of feminized men, will throw at me after having only a cursory skim through a few of my articles. It usually goes something like,

"WTF?!! You misogynist asshole! So ALLLLLLLL marriages are one-sided affairs for men, doomed to failure once a woman gets fat after pregnancy, greedy or bored and her hypergamy kicks in? My folks, grandparents, aunt & uncle et. al. are still together after ____ years so that proves that love can conquer all and you're fulla shit."

This is the usual response I get from deep blue-pill men and women still relying on their, feminine conditioned, ready dismissals so as not to have to actually dig any deeper into what I've written about the truths of *contemporary* marriage and have their precious (and fragile) idol of a loving marriage challenged, and possibly destroyed.

Frames of Reference

The other reaction I get is the one I covered in Fidelity, which usually goes something like,

"Dude, how can you be a red pill Man and be married? It's contradictory to everything you write, fuck you charlatan, I'm going back to (insert URL of PUA, MRA, MGTOW, christo-manosphere, etc. etc. site) and read up on the latest approaches."

Again, this is usually the result of a guy without the patience to really read what I've posted here for the past two years, and developed in my writing over the past ten. If it seems like it's TL;DR material it probably won't resonate with an attention deficient reader.

Obviously in both these instances the responses come from a lack of understanding the totality of my personal history, life, Game and female experiences – which of course is what I hope readers will get a better grasp of when the book is released. I've had sex with over 40 women in my past, during a time when there was no such thing as formalized Game. I apply elements of Game in my line of work – the liquor, nightclub and gaming industries to be specific – and use it to my professional advantage with the women I work around and who work for me. I use aspects of Game with my daughter (Amused Mastery) and set myself as an example of the type of Man she should associate herself with – of the boys she likes we both make a point of distinguishing the chumps from the more confident and dominant guys. I observe elements of Game while reconditioning greyhounds. I've even recently used an AMOGing technique to get a better interest rate and price on a new car I purchased this year – and I only did it to see if it would work.

The Measure of Game

There is an element in the manosphere that will tell you that the only *real* form of Game, the only legitimate, measure of Game is how many women you've successfully banged in your pursuit of perfecting Game for yourself.

I agree with this assessment.

The real measure of Game is only truly *tested* by how well it gets you laid. You can use your understanding of Game to improve your life, your career, your family interactions, etc. You can use your grasp of Game to destroy a feminist's arguments and you can use it to literally save a man from suicide, but the real test is in how well it provably functions in getting you to intimacy with a woman.

Roosh recently had a series of articles and tweets regarding the present legitimacy of Game. Among his concerns is the claiming of Game authority by men who have never really used Game to get laid. A couple years ago Matt Forney had a similar post on the old In Mala Fide site titled something like "Never trust the advice of guys who aren't getting laid". In the years I've spent on the SoSuave forum I've seen this concern come and go; it's interesting to see these sentiments get recycled, but the concern is the same. When late-term virgin men feel they have the Game savvy to authoritatively give other virgins (self-inflicted or not) Game advice it delegitimizes Game as a whole.

On the internet we are who we say we are. I've been getting laid (and for the better part the old-fashioned way) since I was 17. I've also been married for the last 17 years. Both my sexual and relationship past, as well as my marriage have benefitted me with a comprehensive understanding of Game principles. Furthermore my studies in behavioral psychology and over a decade of involvement in the manosphere have made me a pretty good connector of dots when it comes to behaviorism, sociology and psychology with regards to gender dynamics. I'm not trying to prove my pedigree here, what I'm driving at is that while Game has more to it than *just* getting laid, if you aren't getting laid (or laid more with your wife) then *your* Game is untested and not as legitimate as someone who has put their own Game into successful practice.

The New Monogamy

I recently got a PM from a reader, Emperor Lu Bu, wanting some input from me on a blog post he'd written contrasting the modern 'horrors' of marriage and the white knight apologists' rationales for

endorsing marriage:

I'd be interested to hear your thoughts on that piece, primarily because I seem to recall you saying that you were yourself married (employing some sort of complicated "marriage Game" to remain so).

I must admit, I'm curious as to whether you found an Eastern wife, or whether you just rolled some particularly dangerous dice and took a Western one for yourself.

As I stated in Fidelity, I'm not anti-marriage, I'm anti- uninformed, pollyanna, shoulda'-saw-it-coming, ONEitis fueled, shame induced, bound for bankruptcy, scarred my children for life, hypergamy's a bitch, marriage. I could very easily detail the aspects of my 18 year relationship with Mrs. Tomassi that would sound like my marriage is a one-of-a-kind white knight miracle, but it will only come off as some naive rationale similar to the social conventions Lu Bu lists in his post. However, I assure you Mrs. Tomassi is a pretty, thin, blonde American, any Game I do run has long passed the point of being a very *uncomplicated* subconscious part of who I am, and I'm well aware of how hypergamy, the feminine imperative and western matrimonial laws collude to make marriage a dangerous prospect. Caveat emptor.

In contrast with this, Dalrock had another post from the other side of the divorce spectrum this week in quoting an interview with Kate Bollick:

...for people who want to have kids and raise them with someone else, I wonder what the next alternative for love/sex/reproduction is. Because it seems like for women there's currently two options: Option A, which is **dating, marriage, kids (and divorce and remarriage, etc.)**, or Option B, which is every other nontraditional alternative, where it's everyone for him/herself, trying to figure out what fits. Option A being pretty clear, and Option B being wide open.

As you can see the future looks pretty bleak for anyone rooting for *team marriage*. From the extreme manosphere perspective marriage is akin to Russian roulette with 5 rounds in a 6 shot revolver. From the Jezebel / Bollick side of the equation, the SMV navigation plan is no longer in need of *any* pretense or concealment; women are now comfortable in admitting the plan actually *is* to cash out of the SMP casino between 27-28 years of age and to take the beta provider schlub to the cleaners for future cash & prizes. Even for Athol Kay, his MMSL is an effort in after-the-fact marriage damage control.

As Good as it Gets

So where does that leave us? Back in 2003 Tom Leykis once had a great rant about how being an unmarried man, spinning plates in his mid-twenties to mid-thirties, was as good as it gets. I'm beginning to think this was more than a bit prophetic. I've written six individual post about the various aspects of Plate Theory, and although I presented the options for both a continued plate spinning plan and a path, at least, towards monogamy from plate theory, I'm starting to wonder if a continued, indefinite, commitment-ambiguity isn't simply as good as it gets for men today.

For as much as Aunt Giggles would have anyone believe that both men and women want to be married – "want's" got nothing to do with it. A desire to be married and live in an idealized and secure state of mutual love and respect with someone is really a no-brainer. The whole Minter affair (literally and figuratively) in July superimposes the idea that even the most anti-marriage guy

still *wants* to be married, but it's not the *getting* where the problem starts, it's in the *having*.

I have no doubt that the idealization of marriage, enduring companionship, mutual love and respect are very strong desires for men, but as I stated in my *love series*, men love idealistically, whereas women's love is rooted in opportunism. Women get very upset at this proposition because they tend to conflate an unrealistic desire for unconditional love with a love based on a man's performance for her in order to earn and keep it. It's not that men expect some childish form of unconditional love, it's that a man must continue to maintain that love through performing and meriting it – this is what I mean by women loving opportunistically.

Whether a man comes to terms with how women love them, they still *want* to get married because they believe in the dream. Despite all the risk, despite every red flag a woman waves, and even despite the bitter disaster of his previous marriages, men still *want* to be married – they desire the ideal union.

But what if as *good as it gets* is simply entertaining a succession of non-committed, non-exclusive relationships? In essence, a sustainable plate spinning until such time as a woman demands committed monogamy, and then she's replaced with a new plate and the cycle continues. I'm sure this would seem manipulative and horribly selfish to women, and furthermore it might contradict what I've just written about men's general *want* for marriage (or at least an idealized union), but contrast this perpetual plate spinning strategy with the perspective extremes of both the *raw deal* men and women I mentioned in Lu Bu and Dalrock's posts.

Rather than a deliberate or unintentional "marriage strike" perhaps the direction we're headed is a sustainable series of modular monogamy or perpetuated singleness? Maybe that's as good as it gets?

The Male Experience

September 10, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A little over fifteen years ago my wife was pregnant with Bebé Tomassi. For most of her adult life Mrs. Tomassi has been a medical professional (radiology) so when she was knocked up she and her girl-friends at the hospital would take any free moment they got to sneak into the ultrasound room and have a peek at our gestating daughter. As a result we have about 4 times as many ultrasound pics as most other couples get. I actually have images of Bebé as a multi-celled organism.

It was during one of these impromptu scannings that we discovered what gender our child would be. We were both more than a bit impatient and didn't want to wait for the silly build up the OBGYN would make of revealing her gender, so we hit up a girl-friend of my wife to do another ultrasound around the right trimester.

She scanned for a bit and said, "Oh yeah, you've got a girl." We asked how she could be so sure and she said, "Her hands aren't in the right place." We were like WTF? Then she explained, "Almost always when the baby is a boy his hands will be down around his crotch once he's matured to a certain phase in the pregnancy. There's not much to do in there, so they play with themselves. Your

daughter's hands are usually up around her face.”

After hearing this, it was at that point I began to appreciate the power of testosterone. Whenever I read someone tell me sex isn't really a “need”, I think about how even in the womb the influence of testosterone is there. For better or worse, our lives as Men center on our capacity to control, unleash, mitigate and direct that influence. Socially we build up appropriate conventions intended to bind it into some kind of uniformity, to prevent the destructive potential and exploit its constructive potential – while personally we develop convictions, psychologies and internalized rules by order of degree to live our lives with its influence always running in the background of our subconsciousness.

Experience

Women become very indignant when trying to understand the male experience. This is due in most part to women's innate solipsism and their presumption that their experience is the universal one. Part of this presumption is due to social reinforcement, but that social presumption – essentially the equalist presumption – is rooted in women's base indifference to anything external that doesn't affect them directly and personally. If everyone is essentially the same and equal, and we're acculturated to encourage this perspective, it leaves women to interpret their imperatives and innate solipsism to be the normative for men.

So it often comes with a lot shock and indignation (which women instinctively crave) when women are forced, sometimes rudely, to acknowledge that men's experience doesn't reflect their own. The reactive response is to force-fit men's experience into women's solipsistic interpretations of what it *should* be according to a feminine-primary perception of what works best for women. On an individual woman's level this amounts to denial and rejection of a legitimate male-primary experience through shame or implied fem-centric obligations to accept and adopt her experience as his responsibility. On a social level this conflict is reflected in social conventions and feminine-centric social doctrines, as well as being written directly into binding laws that forcibly enact a feminine-centric perspective into our social fabric.

Feminine solipsism and the primacy of the female experience superseding the male experience begins with the individual woman (micro) and extrapolates into a feminine primary social construct (macro). Virtually every conflict between the sexes comes back to the rejection of the legitimacy of the male experience. As I've stated in the past, for one sex to realize their own sexual imperative, the other sex must sacrifice their own. In virtually every dynamic I've ever written about the fundamental lack of understanding the male experience influences women's perception of our sex. Whether it's understanding our sexual impulse, our idealizations of love, or appreciating the sacrifices men uniquely make to facilitate a feminine reality, the disconnect always distills down to a fundamental lack of appreciating the legitimacy of the male experience.

It would be too easy a cop out to simply write this disconnect off as an existential difference. Obviously men and women cannot spend time in each other's skin to directly appreciate the experience of the other. However, since the Feminine Imperative is the normative one in our current social makeup the presumption is that a feminine directed 'equalism' is the only *legitimate* experience. Thus the masculine experience is, by default, delegitimized, if not vilified for simply reminding the feminine that inherent, evolved sexual differences challenge equalism by masculinity's very presence.

I reject your reality and replace it with my own...

Men just being men is a passive challenge to the feminine imperative; red pill awareness is a direct

challenge to the legitimacy of a feminine primary experience. It's important to recall here that the primacy of the female experience begins on the personal level with an individual woman and then exponentially multiplies into a social (macro) scale. When you assert yourself as a red pill Man, you are asserting your disconnection from that feminine-primary frame. This begins on a personal level for a woman, and then extrapolates into a social affront for *all* women.

The initial shock (and indignation) is one of interrupting her comfortable, predictable expectations of men in the feminine defined, solipsistic reality she experiences for herself. As even the most rookie of red pill Men will attest, the legitimate female experience rejects this assertion, most times with an amount of hostility. As expected, Men are met with the socially reinforced, prepared responses designed to defend against attempts to question the legitimacy of the primacy of the feminine experience – shaming is often the first recourse, even most passive challenges warrant shaming, but character assassination and disqualifications based upon a feminine primary perspective are the go-to weapons of the solipsistic nature of the feminine mindset (even when men are the ones subscribing to it).

The next weapon in the feminine psychological arsenal is histrionics. Aggrandized exaggerations and overblown straw man tactics may seem like a last resort for women to the man attempting to rationally impose his red pill, legitimized, male experience, but know histrionics for what they are – a carefully design, feminine-specific and socially approved failsafe for women. In the same vein as a Woman's Prerogative (women can change their minds) and the Feminine Mystique, female histrionics are a legitimized and socially excusable tactic with the latent purpose of protecting a woman's solipsistic experience. She's an emotional creature and your challenge to her ego only brings out the hysteric in her – it's men's fault that they don't get it, and it's men's fault for bringing it out in her by challenging her solipsism. And thus is she excused from her protective histrionics at men's cost.

It's important for red pill Men to understand what their presence, much less their assertions, mean to the feminine; their very existence, just their questioning, represents a challenge to individual, ego-invested feminine solipsism. Always be prepared for the inevitable defense of a woman's solipsism. Even in the most measured approach, you are essentially breaking a woman's self-concept by reminding or asserting that her experience is not the universal experience. There's a temptation for red pill Men to get comfortable with a woman's who accepts red pill truths, only to find that her solipsism has only accepted the parts of those truths that its comfortable with and benefits from. That solipsism doesn't die once she's acknowledged the legitimacy of your experience, anymore than your sexual imperative dies if you accept her experience as the legitimate one.

The Curse of Potential

September 19, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the most frustrating things I've had to deal with in this life is knowing men with incredible potential who, for whatever reason, never realize it (or as fully) because they deliberately limit themselves due to a Beta mindset . Whether it's potential for success due to a particular talent, the potential of their socio-economic state and affluence, or simply dumb luck that put them into a once-in-a-lifetime opportunity, their blue-pill ignorance or pride, or rule-bound duty to the feminine imperative thanks to their Beta frame of mind, hold them back from really benefitting from it.

God forbid you'd have to cooperate with a guy like this in a business or creative endeavor where your own livelihood might be attached to his inability to move past his Beta frame or his feminine conditioning. One of the benefits of becoming red pill aware is a heightened sensitivity to how the feminized world we live in is organized; and part of that sensitivity is becoming a better judge of Beta character and avoiding it, or at least insofar as minimizing another man's liabilities as a Beta to

how his malaise could affect you.

I used to work with a very rich man who owned a few of the brands I became involved with in my career. While he was wealthy and had a certain knack for developing some very creative and profitable products, the guy was a deplorable chump with regards to his personal and romantic life. He was very much a White Knight Beta bordering on martyrdom when it came to his wives and the women in his life, who were all too happy to capitalize on this very obvious flaw. At one point he was attempting to launch a new product for which he needed some financial backing, but simply couldn't get it from investors because they weren't convinced their part of his venture wouldn't end up as part of his next divorce settlement since he was planning his 3rd marriage.

His self-righteous 'love conquers all' White Knight idealism chafed at the suggestion he would need a pre-nuptial affidavit for anyone to even chance being involved with him professionally, but his proven Beta mindset was a liability to his realizing his full potential. His story is an exceptional illustration of this Beta limitation dynamic, but there are far more common examples with everyday men I know, and you probably do too. That limitation may not even be recognizable until such a time that it becomes an impediment to some future opportunity that opens up to you.

From Letting Go of Invisible Friends:

I can't begin to list the number of otherwise intelligent and ambitious men I've known who've drastically altered the course of their lives to follow their ONE. Men who've changed their majors in college, who've selected or switched universities, men who've applied for jobs in states they would never have considered, accepted jobs that are sub-standard to their ambitions or qualifications, men who've renounced former religions and men who've moved across the planet all in an effort to better accommodate an idealized woman with whom they've played pseudo-boyfriend with over the course of an LDR; only to find that she wasn't the person they thought she was and were depressive over the gravity that their decisions played in their lives.

And again from Dream Killers:

It never ceases to amaze me when I talk with these young men in their teens and 20s and they try to impress me with their fierce independence in every other realm of their lives, yet they are the same guys who are so ready to limit that independence and ambition in exchange for dependable female intimacy. They're far too eager to slap on the handcuffs of monogamy, rather than develop themselves into men of ambition and passion that women naturally want to be associated with.[...]

All of this is limited by a man's attitude towards the opposite sex. **Women are dream killers.** Not because they have an agenda to be so, but because men will all too willingly sacrifice their ambitions for a steady supply of pussy and the responsibilities that women attach to this.

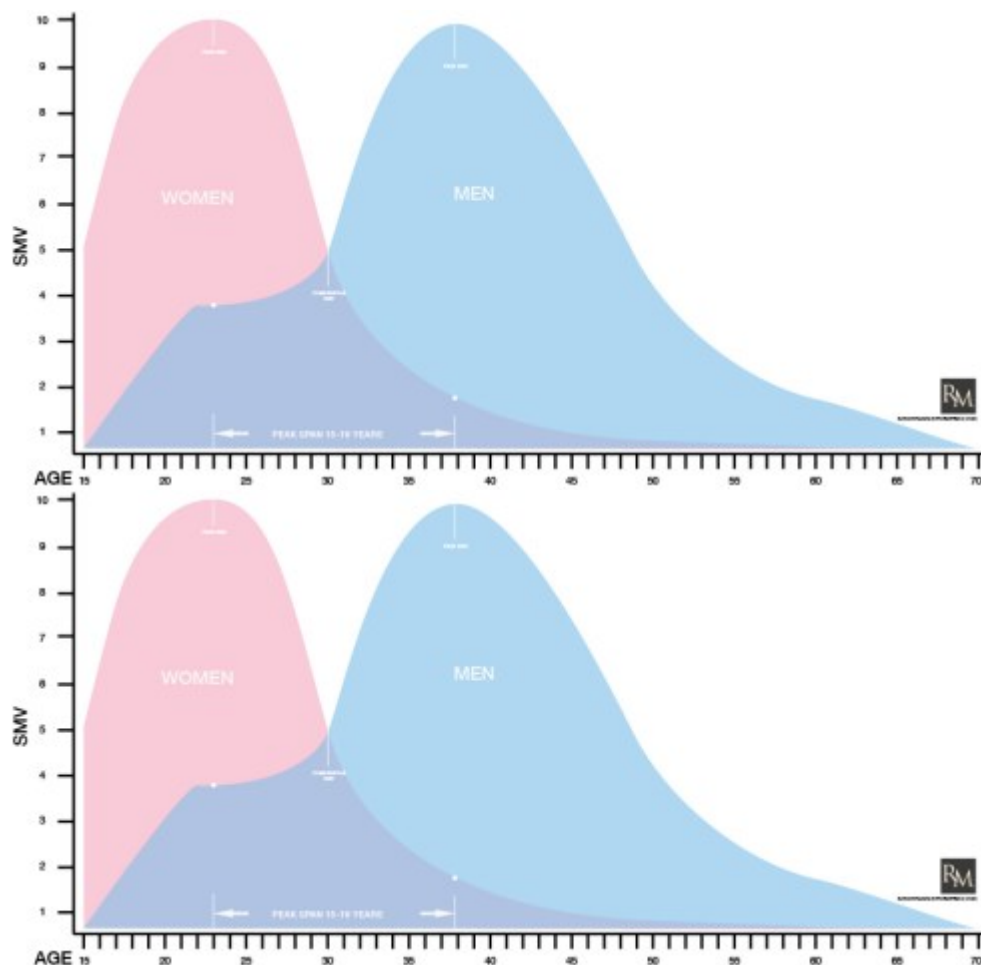
Social feminization and the Feminine Imperative both play an active role in curtailing a man's potential, but more often than not it's with a willing male participant. It's important for red pill Men to remember that the Feminine Imperative is more concerned about women's perpetuated long-term security than it will ever be about Men actualizing their true potential – even when it means his sacrificing that potential to sustain her security, and by doing so makes him progressively less able to

sustain it.

Women who read my Appreciation essay and try to wrap their heads around my assertion that women will never appreciate the sacrifices men will readily make to ensure a feminine-primary reality never take this equation into account. They think I'm attacking the sincerity of their commitment by pointing out a less than flattering truth — hypergamy wants the security of knowing (or at least believing) that a woman is paired with the best man her SMV merits, but the fundamental problem is that her hypergamy conflicts with his capacity to develop himself to his best potential.

Turnkey Hypergamy

Hypergamy wants a pre-made Man. If you look at my now infamous comparative SMP curve, one thing you'll notice is the peak SMV span between the sexes:



Good looking, professionally accomplished, socially matured, has Game, confidence, status, decisive and Just Gets It when it comes to women. Look at any of the commonalities of terms you see in any 'would like to meet' portion of a woman's online dating profile and you'll begin to understand that hypergamy wants optimization and it wants it *now*. Because a woman's capacity to attract her hypergamous ideal decays with every passing year, her urgency demands immediacy with a Man embodying as close to that ideal as possible in the now.

Hypergamy takes a big risk in betting on a man's future potential to become (or get close to being) her hypergamous ideal, so the preference leans toward seeking out the man who is more *made* than the next.

The problem with this scenario as you might guess is that women's SMV depreciates as men's appreciates — or at least *should* appreciate. As I outlined above, the same hypergamy that constantly

tests and doubts the fitness of a man in seeking its security also limits his potential to consistently satisfy it.

Developing Potential

Just Four Guys (fast becoming my most lurked blog) had an interesting article on Quantifying Sexual Market Value:

Rollo Tomassi at Rational Male has a differing graph of SMV based on his personal estimation. While his evaluation of female SMV with age matches both these graphs quite closely, the same cannot be said of male SMV. However, the difference is that he is measuring *potential* SMV, rather than *actual* SMV, and he believes that older men who maintain a proper lifestyle can maximise their SMV to far higher levels than younger men can.

By age 36 the average man has reached his own relative SMV apex. It's at this phase that his sexual / social / professional appeal has reached maturity. **Assuming he's maximized as much of his potential as possible, it's at this stage that women's hypergamous directives will find him the most acceptable for her long-term investment.** He's young enough to retain his physique in better part, but old enough to have attained social and professional maturity.

Thus, what we're seeing here is the SMV that is actualized by the average male, whereas Rollo's SMV is what a man could theoretically achieve with good inner game.

One misinterpretation I diligently tried to avoid in estimating men's relative SMV is in using sex (or the capacity to attract potential sex partners) as an exclusive metric for evaluating men's overall SMV. Notch count in and of itself is *not* the benchmark for SMV, rather it is a Man's actualization of his real **potential** (of which notch count is an aspect) that determines his SMV. Hypergamy wants you to fulfill your best potential (the better to filter you), but it doesn't want to assume the risk of protracted personal investment that your fulfilled potential will eventually place your SMV so far above her own that you leave her and her investment is lost.

This then is the conflict between male potential and feminine hypergamy. I detailed this in The Threat:

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

On the blue pill reddit forum I recently read a criticism of my SMP graph, dismissing it by stating that an early to mid-thirties guy was far more likely to look like your average schlub, with an average low wage job than some mature, successful guy, who's kept himself in shape and maintains some GQ lifestyle. I have to say I'm inclined to agree; most men, average men are men who haven't realized the potential they could. Whether this lack is due to motivation, the limitations of a feminine socialization, or an inability to come to terms with their blue-pill reality, they never actualize the potential that *would* make them higher SMV men. The blue pill redditors can't see that it's Men's potential that sets them apart on the SMV scale.

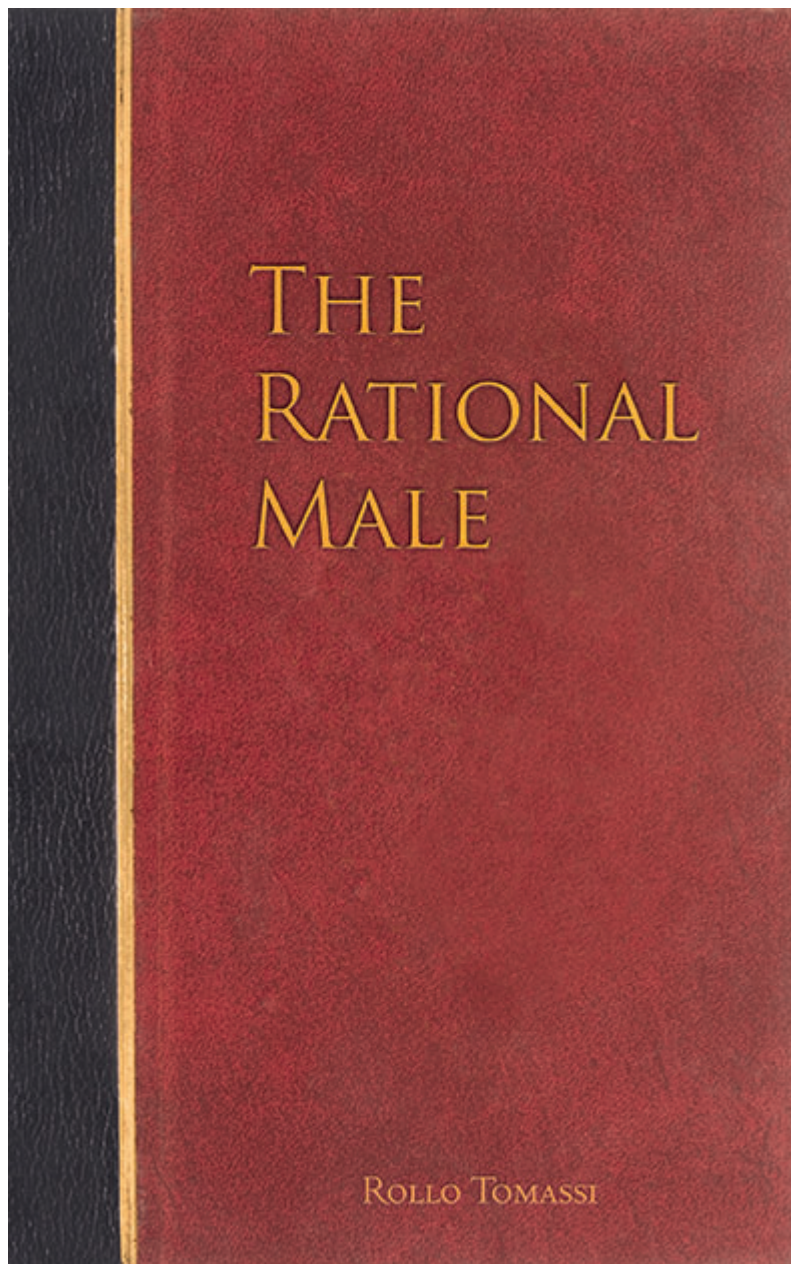
I'll finish this with a quote from New Yorker in last week's comment thread:

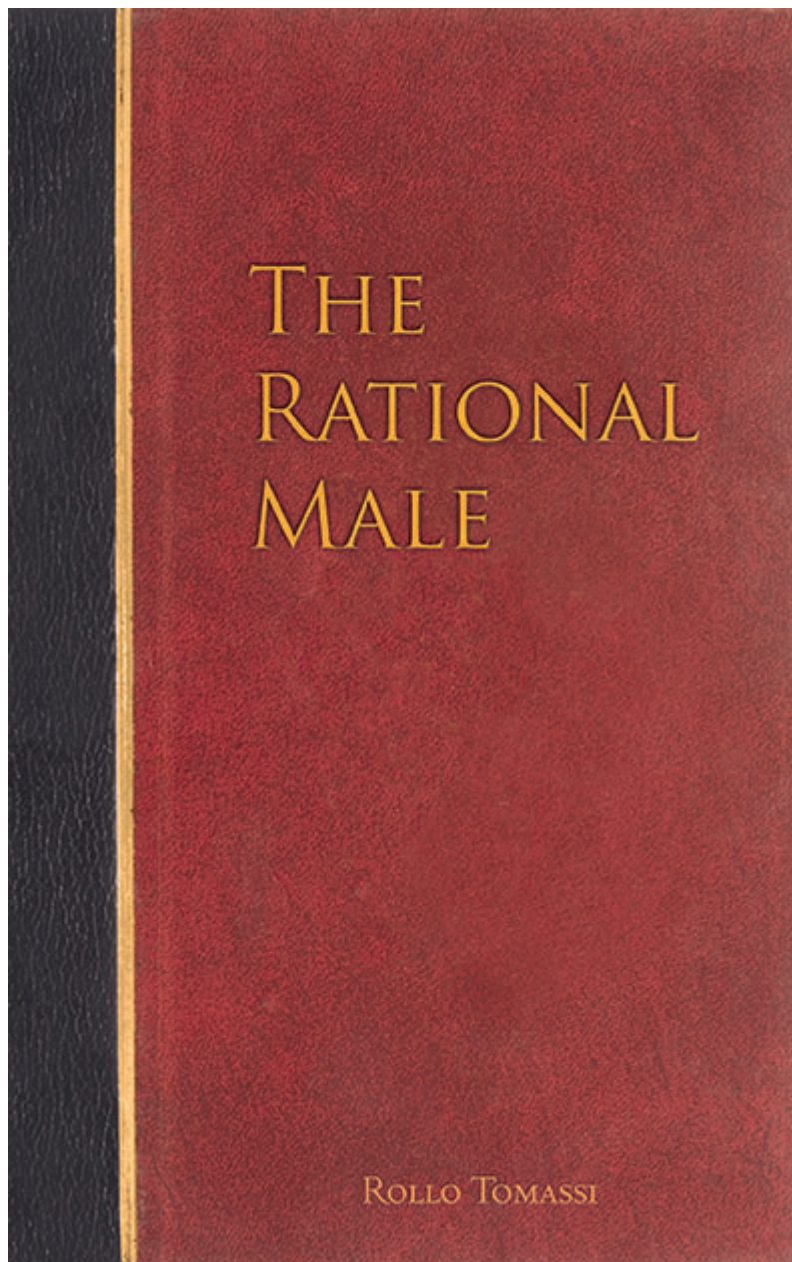
I think that the primary lesson of Game is that one needs to have a life and purpose that makes a man happy and determined to wake up every morning. Once a man takes control of

his life, then a woman becomes an interchangeable part of it like anything else. The road to that state only lies through relentless self-improvement and the shedding of prior limitations. Otherwise, the same brutal cycle repeats itself.

The Rational Male

October 1, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)





It took me much longer than it probably should have, but considering this book has been 12 years in the making I wanted something well designed with all the attention to detail it has due. I'm a perfectionist and an artist which makes for a very difficult combination when producing something I really care about. In my career I have been responsible for the concepts and branding of many successful products and projects, most of which I have no doubt the bulk of my readership would recognize were I to be completely honest. As tempting as it would be to boast about them, in the interests of protecting the integrity of those brands I can never really be specific about them, but for all of the products I've ever launched, for all of the promos and marketing I've done, for all of the money I've made for other (already wealthy) men, nothing has made me so nervous as clicking the 'publish' button on Createspace to approve the final draft of The Rational Male.

One thing I learned very early in my career was to never invest too much of myself into a brand or a project that was someone else's idea. I've been instrumental in many collaborative ideas, but this book is the first work that I've been solely responsible for. I pray that it will make the impact I hope it will and reach the people who would otherwise never find this blog.

Roosh posted this on twitter this morning:

The manosphere may be divided, but its reach exploded in 2013. In 2014, its ideas will begin to infiltrate mainstream society. Bet on it.

I'm both scared and excited that The Rational Male might be included in this reach into the MSM. I've of course repeatedly written about the inherent dangers that red pill ideologies will only be vilified and ridiculed in a public forum controlled by the feminine imperative, but that's something I'm going to have to come to terms with if red pill thought is to ever be taken seriously. I worry about how the impact of this book will affect my personal life, my career, and probably a lot of other aspects of my life that I haven't yet considered.

For now the book is available on the Createspace store at this link:

<https://www.createspace.com/4450847>

In about a week it will be listed on Amazon and I'll announce it when it hits.

Late Edit: The Rational Male is now available on Amazon Thanks to the preorders on Createspace the book was expedited to Amazon – and yes you can buy it internationally.

And now Kindle is good to go too:

There will be a Kindle version as well, but I think an e-format kind of defeats the purpose of the physical book. I probably fucked up a few things grammatically, I had an editor and a proofer, but this is a rookie effort. I'd also like to apologize to all the reader who've emailed me for advice or consults in the past 6 months. The book has been my primary focus for the last 8 months so I look forward to getting back to the blog again – I haven't forgotten any of you and I'll be getting back to you soon.

I've never written a book before, but I've been writing for almost 14 years now. It's been a real learning process. Reading material I've written and rewritten since 2000 is a little like reading the thoughts of someone else.

What you'll read are a refinement of the core ideas and concepts I've formalized on The Rational Male. I began The Rational Male at the request of my readers on various men's forums and comments on blogs in the 'manosphere' in 2011. After the popularity of the blog exploded inside a year it became apparent that a book form of the basic principles was needed for new readers as I moved past them, and built upon the prior concepts.

For the most part I've rewritten and edited for publishing the blog posts of the first year at Rational Male. I've left in most of the jingoisms and acronyms that are characteristic of the blog and are commonly used in the manosphere, however I've made every attempt to define them as I go along.

Furthermore, many of the concepts I explore in this book came from a question by one of my readers. As with most commenters, their anonymity is assumed in the form their online 'handle'. The important thing to remember is the concept being discussed and not so much the importance of *who* is proposing or contradicting a concept.

Before you begin reading

The primary reason I decided to codify the Rational Male into a book came from a reader by the name of Jaquie. Jaquie was an older, married woman, who genuinely took to what I proposed about inter-gender dynamics on Rational Male. Jaquie wasn't exactly a typical reader for me, but she asked me to help her understand some concepts better so she could help her son who was about to marry a

woman whom she knew would be detrimental to his life. Jaquie said,

“I wish you had a book out with all of this stuff in it so I could give it to him. He’s very Beta and whipped, but if I had a book to put in his hands he would read it.”

So it is for the sons of Jaquie’s that I decided to put this book out. And it’s in this spirit that I’ll need to ask you, the reader, to clear your head of a few things before you begin to digest any of it.

The Rational Male literally has millions of readers world-wide, so there’s a strong likelihood that you’ll buy this book to keep on a shelf and loan to friends because you’re already familiar with its concepts. There’s a certain power and legitimacy that the printed word has that a blog or some online article lacks, so if you already are a Rational Male reader be sure you do loan the book out, or encourage the plugged-in to read *and* discuss it.

If you are picking this book up for the first time, or had it handed to you by a friend or loved one, and have never heard of the Rational Male or the manosphere or have had any exposure to the ideas I put forth here, I’ll humbly ask that you read with an open mind.

That sounds like an easy cop out – open your mind – it kind of sounds like something a religious cult would preface their literature with. We all like to think we already have open minds and we’re all perfectly rational, and perfectly capable of critical thinking.

I ask you to clear your head of the preconceptions you have of gender because what you’re about to read here are very radical concepts; concepts that will challenge your perspective on women, men, how they interact with each other, and how social structures evolve around those relations. You will violently disagree with some of these concepts, and others will give you that “ah ha!” moment of realization. Some of these concepts will grate on the investment your ego has in certain beliefs about how men and women *ought* to relate with each other, while others will validate exactly the experiences you may have had personally with them. Some are ugly. Some are not complementary of women and some of men, you’ll think I’m a misogynist on first glance because it’s the default response you’ve been taught to react with. For others, you might feel some kind of vindication for getting burned by your ex and realizing what was at play when it happened. I realize it’s a tall order, but strive not to let your personal feelings color what I lay out for you here.

You’ll love me and you’ll hate me. You’ll think “well, not in my case, and here’s why,..” or you’ll think “wow this is some really ground breaking stuff.” I’m not a psychologist, or a PUA, or a men’s rights activist, or a motivational speaker. I’m just a guy who’s connected some dots.

Love Story

October 8, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Among my more controversial essays is my series on the differences in interpretations of love as specific to each gender. As I've elaborated before Men approach love from idealistic foundations, while due to their innate hypergamy, women's approach to love is rooted in opportunism. The easy rebuttal to this that often comes from women is to presume that either sex's life experiences are going to necessarily be different. Women cannot fully appreciate the male experience (much less validate it) unless they can actually become men and live in a lifetime of their experiences, their upbringing, their biology, their acculturation and societal conditioning.

Yes, I am aware that it works both ways, men cannot fully appreciate women's existential experiences either and for the same reason, however that doesn't excuse either gender from making an effort to better understand the other's experience. In a social environment where the feminine perspective has primacy, it has been women who have been the arbiters of what *should* universally be the socially agreed upon definition of what love means to both sexes.

However, this hasn't stopped men from trying to define love for themselves, and make efforts to

make women see how they would like their love to be in idealistic terms. History is rife with examples of men, in every culture, venturing to make women understand and really grasp their idealized notion of love. From ancient love poems, to epic stories of one woman launching a thousand ships, to Romeo and Juliet, Men have attempted to educate women on how they would be loved, and how they would like to love.

As I've detailed before, once a man really unplugs from his feminine conditioning he becomes more sensitive to the world that's been pulled over his eyes. Hearing common terms in conversation that belie a feminine mindset, listening to songs that drip with male self-sacrifice for women, understanding why certain themes in popular media resonate with culture is all part of this new sensitivity. One thing the red pill has made me keenly aware over time is the difference in storytelling that applies to each gender.

It would be too easy an assumption to say that I have a better awareness as to which gender is telling a particular story, but rather, I have a keener sensitivity to which gender perspective a story is originating from now – and particularly when that story involves specific gender approaches to love. I could single out the stories of Emily Bronte and compare them with the formulaic themes of modern romance novels or romantic comedy movies, but that would be easy and expected. Any women's studies major could tell you this. What I'm interested in is how the genders interpret each other's idealized concepts of love.

Example 1

Titanic, 1997. Arguably one of the greatest love stories ever put on film. I can remember adult women of the time who literally were incapable of going to work or doing much of anything else the day after watching this movie. I can remember women I dealt with professionally bursting into tears because they were so wracked with vicarious imagined grief – this is the psychological impact Titanic had, don't even get me started on the teenage girls of the time.

A lot went on in Titanic from a feminine-romanticized perspective. It's definitely an epic fairytale, and one that has all of the formulaic elements of a classic love story. Rich beautiful girl, scrappy-poor-but-Alpha-and good looking hero who draws girl into his reality. Tragic, but sacrificial death of said hero to save her and ensure her a better life.

I've linked the last few minutes of Titanic here because it's really the summation of the entire story. The former beauty, now old woman, Rose still pines for her Alpha she lost so long ago. This scene epitomizes the concept of the Alpha Widow — As the heart that was given to her by her Alpha sinks to the bottom of the ocean, we pan across photos of all of her life experiences afforded to her by Jack's sacrifice; the beauty queen, the mother, the Amelia Earhart-esque (have it all fantasy) pilot, horseback rider and finally she can return to her Alpha in death.

Example 2

Saving Private Ryan, 1998. Released just one year later, Saving Private Ryan debuts. Also, arguably one of the greatest, heroic and epic stories put to film from an unarguably masculine perspective. Where Titanic relies on a clever retelling of classic and tested romantic themes, SPR explores distinctly male themes of honor, duty, courage, service and also sacrifice. Captain Miller's sacrifice is of a decidedly different nature, but the premise is the same — self-sacrifice for the betterment of another individual. As Captain Miller dies his last words are "Earn this." Merit this, be worthy of this. Granted, more men than just Captain Miller die on Ryan's behalf, but he's the protagonist and the one we really care about as his death is personalized for us. In an almost analogous ending to Titanic

(linked) we see the elderly Ryan contemplating his life and wondering if he'd "earned it" with what he'd done with his life. And in classic form he seeks that affirmation from a woman, his wife.

"Tell me I've led a good life. Tell me I'm a good man."

We can tell there's no connection, no familiarity of Ryan's experience shared with his wife. Her response is just this side of a patronizing dismissal of the imagined concerns of an old man. We can presume Ryan has led a somewhat good life, he's still married, probably has kids, but nowhere is the have it all fantasization that an elderly Rose enjoys. We still don't know if Ryan had 'earned it', if his life's performance was good enough; the pat on the cheek from his oblivious wife doesn't confirm it, but that's the operative difference between Ryan's character and Rose's — Rose's good life was never expected to have been earned.

Almost serendipitously Mac commented on my [Sorry...](#) post this evening:

I was picked on as a boy and decided at a very young age to fight back by outdoing all my naysayers. All the people that tell you your not good enough, smart enough or talented enough... So I became the antithesis of their projections and surpassed all my personal goals. It's more than just getting the girl... It's about conquering "your" world!

Men are expected to perform. To be successful, to get the girl, to live a good life, men must *do*. Whether it's riding wheelies down the street on your bicycle to get that cute girl's attention or to get a doctorate degree to ensure your personal success and your future family's, Men must perform. Women's arousal, attraction, desire and love are rooted in that conditional performance. The degree to which that performance meets or exceeds expectations is certainly subjective, and the ease with which you can perform is also an issue, but perform you must.

There is one final movie that I would use as an illustration of gender-differential love approaches and that is the movie [Blue Valentine](#). I would link some clips here but I think it's probably best to watch it in its entirety to really understand the principle differences between men and women's idealized love.

Sex, Lies and Statistics.

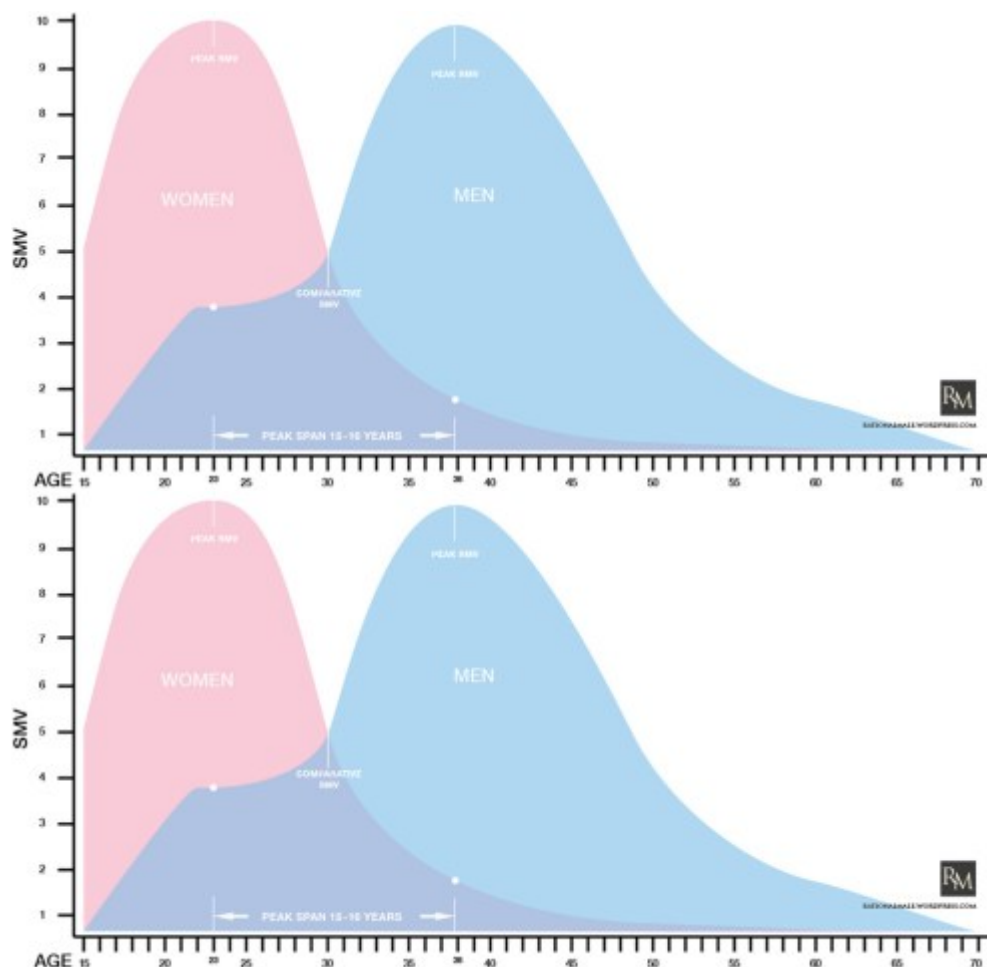
October 21, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Ok I'll admit it, I had originally intended to go a bit off brand and write a take down piece about Aunt Giggles' ludicrous post last week about how my infamous SMV graph wasn't statistically viable, but the ABC 20/20 hit piece that never aired on Friday had the lion's share of my attentions. To call that post flimsy would be an understatement, but when her site traffic starts heading south consistently enough she always resorts to taunting the manosphere to increase views and comments she'll only delete. It must be a lot tougher a gig for her now that the HuffPo owns Hooking Up Betas and she's expected to drive site traffic for revenue regularly. Gone are the days of the 1,000+ HUS comment threads when you're only interested in hearing your own voice.

The abject stupidity of Susie quoting a single, unverifiable ["PhD in statistics" comment on Dalrock's site](#) (from April of 2011 no less) to build a post refuting sexual market evaluation should be enough to tell the story about HUS's commercial rebranding; not to mention Giggles' desperation for viewership in an already saturated demographic. In other words, when your rebrand is essentially *17 Magazine* for the 55+ female demo, you've got your work cut out for you. Advice for you Suz; go

back to pretending to be red pill — there's a hundred other bloggers on Jezebel, and a hundred HuffPo 'psychologists' who've been doing your schtick longer and better than you.



All that said, I can't help but recognize the nerve that my SMV chart has struck throughout the internet. I'm not just talking about the manosphere proper here; from recognized psychology sites (generally for comparison) to BodyBuilding.com, this chart is easily the most linked-to picture from Rational Male. Whether it's about refuting its accuracy or comparing how my instinctual understanding of SMP valuations gel with more scientific studies, that graph has become a benchmark, or at least the starting point, for a better understanding of comparative SMV over the course of a subjective lifetime.

A lot of that original post's intent gets misconstrued, usually as the result of bruised egos still invested in blue pill social conditioning, but also women who are understandably threatened by the prospect of having their long-term sexual strategy chronologically laid bare for men to prepare themselves for. I've restated this repeatedly, but this graph was never the result of some scientific analysis, rather it was the result of observation and correlation. And I daresay (even to my surprise) that my graph lines up scarily close to most 'statistical' studies.

Nonetheless, Aunt Sue's plea for site traffic prostitution made me aware that I should address some of the most common criticisms of the Tomassi SMV graph. So let's start with 'Doctor' Kelly's assertions:

Those graphs are wrong because, with a fixed number of people in the world, equal between the sexes, you have to scale the curves so that the area under each one is the same. E.g. the top valued man is not a "10," ever. He's some relatively lower value scaled by the fact that men's sexual prime lasts longer. Why is this, for the non math geniuses out there? Because

if there are 50 men who are 7.5's, and there are only 30 women, then men's actual score and actual value on the dating market is downgraded because he can't just choose a 7.5 and take her. He is downgraded by competition in the market.

You can read Kelly's entire comment at Dalrock's, but her analysis is fundamentally flawed for the same reason the 3 year old OK Cupid graphs are flawed (or statistically limited). This flaw is the assumption is that SMV evaluation is in anyway relatable to whom a person is *actually* pairing off with in the short or long term. As I've stated many times before, "wants" got nothing to do with it. Desirability, and peak sexual market value (and capitalizing upon that peak) have nothing to do with monogamy – however this is exactly the context I would expect from solipsistic women relating any and every detail of the SMP to how it fits into a feminine narrative. Though it might be a tall order I'd love to see a study done of how women's menstrual cycle influences their short term breeding with who they pair off with in long term monogamy.

This was from a couple of comments he made on the Curse of Potential:

...with regards to the SMV graph—are you saying a 40 year old guy is gonna have an easier time picking up a 22 year old girl (at her SMV peak) at a bar than, say, a 27 year old? I dunno if I'm reading it correctly, but it appears to show a man of 40 as having almost twice the SMV as a man of 27, which doesn't sound right to me. Almost all the hot young chicks I know are with other, young (maybe couple years older) douchebags, not forty year olds (or even 38 or 35 year olds). I mean, unless you're Leonardo DiCaprio or something...obviously there are exceptions, but—even outside my circle friends, when I go to the beach, the movies, bars, etc. I don't see a lot of young girls with way older guys, as your graph would suggest. Advising us to wait till we're in our late thirties to settle down, and promising we'll land 22 year olds if we keep up our Game, seems like bad advice—not to mention, you're giving a lot of single dudes in their 20s false hope—like, hey, can't pick up a girl at 29? Just wait till you're 40! They're gonna be all over that. Girls definitely hit the wall harder, and sooner, than guys, but if men really peaked at the age you say, then—again—most, or at least a sizable minority, of the hottest, youngest chicks would be with them, and they're not.

SaladDays misunderstands the premise of men's potential here. One of the most common criticisms I get, especially from disgruntled women, is Salad's observation; "as a mid-20's girl, there's no way I'd ever be attracted to some older guy." Once again, pairing and mutual attraction has nothing to do with SMV, and especially so when a woman is experiencing her peak sexual market value. The feminized-thinking presumption here is that like should attract like. The 22 year old SMV peaked hottie *should* be attracted to and interested in settling down with the 37 year old, in-shape, potential maximized, Game-aware man.

SaladDays continues:

If SMV is indicative of one's ability to attract the most desirable members of the opposite sex, then presumably those in the upper echelons of SMV would want to pair with other, equally sexy mates—and, according to the graph, we infer that the hottest 23-year old girls will generally hook up with 38-year old men.

And, as much as I would like that to be true, 27 years of experience tells me otherwise. Girls that age don't tend to date men that old (there are exceptions— they have father issues, or the

| guy is really wealthy & some girls dig that, though they're certainly not my type).

I believe it was Aristotle who said the best years to marry were 18 for women and 38 for men. In a vacuum, this might be an idealized situation, but the mistake is comparing female peak SMV with male peak SMV. A woman of 22-23 has nothing like the benefit of life experience a potential-optimized man of 38 will have. The comparison shouldn't be made between peaks, but rather within the peak SMV span between the sexes. Even Aunt Giggles concedes that when polled, most women will say they want to marry between 27 and 30 years of age. Conveniently this is exactly the point at which men's SMV is (*should be*) on its ascendancy and women's SMV drops to an equitable level.

What's ironic is that for all the handwringing about how a female 23 year olds should or shouldn't be attracted to older men, no one has anything to say about 28 year old women being attracted to or wanting to settle down with men of 36-38 years old. They titter and giggle about the Half Plus Seven rule while it's advantageous to their sexual strategy in their phase of life, but only insofar as it benefits women's sexual pluralism:

| When the age ratios of the $\frac{1}{2}+7$ formula are strategically favorable to the feminine sexual strategy, the response by the feminine is one of enthusiastic embracement. Once that ratio progresses to the point it becomes a sexually strategic liability, or even the source of anxiety, the response is one of scorn and shame for men.

When a 28 year old woman declares she'd like to marry an older man, her intellectual and financial status equal, we applaud her for her prudence, but when a 38 year old man declares he'd like to marry even a 27 year old woman to have children with he's accused of 'trophy-bride' hunting and is scared of the Strong Independent Woman® of his own age.

The point is that SMV, in as rough a form as I illustrate with the graph, is that monogamy or even desire has little to do with actualized SMV. Hot, 22 year old coeds with big boobs will *always* sell more beer than comparably hot 32 or 42 year old women. What gets lost in the translation is that SMV for each sex is determined by the opposite sex, not what that sex would like it to be for themselves. An SMV peaked 22 year old has so much opportunity to capitalize on that peak it becomes distraction. She's not (as) interested in monogamy with a 37 year old SMV peaked Man, because she has very little motivation to pair off with *anyone* during this phase of life, much less having the life experience to know a great long term catch when she sees one.

However, when a woman is properly motivated by a more pronounced need for long-term provisioning (be it emotional, financial, etc.) and begins to acknowledge her decaying SMV and lessened capacity to compete in the SMP (i.e. the impending Wall) we conveniently see 27-30 year old women preferring and pairing with men who are, or are just, experiencing their SMV beginning to appreciate. This is a pretty remedial lesson when you consider women of this age's popular frustration in finding and pairing off with men they deem "their equal". This is really just a euphemism for 'man who can provide long term security', but I'm focusing on the mechanics of the SMP here.

While it might be a popular concept to think of cougars as women looking for idealized, younger, lovers, the reality is one of women seeking men of equitable maturity, and certainly the same, or preferably more, means and status than herself to support her idealized lifestyle. At 27 and older women are motivated to seek the Man who's realized his potential most fully, while men of 37 who've become Game-aware and have in some way capitalized on their slower burning SMV are still

attracted to the youth and physicality that they were in their 20's. The question isn't about who's SMV is making them more acceptable for pair-bonding, it's about which sex's motivation takes priority when their SMV is peaked and the phase of life the other sex finds themselves in.

Not All Women Are(n't) Like That

October 23, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

On many an occasion I've been confronted with what I've observed to be the most common retort / rebuttal / "oh no you di' int!" response to anything I propose about the nature of women. Oh, what the hell I'll just let female commenter LivingTree illustrate it for you. From my [Shallow](#) post:

RM, did you actually mean what you said, "The single most common shaming tactic that women use against men is "shallow"?" And you are upset about that? Thank god for that! What **I** wouldn't do to be in mens' shoes if that is the case.

The list of shaming tactics men use against women is so incredibly hostile and hurtful that **I** can hardly even repeat them, and it embarrasses **me** you're even complaining about being called shallow. What **I** wouldn't do to be called shallow instead of an fat ugly angry bitch gold-digging selfish feminist whore whenever I speak my mind about something controversial.

You guys have no idea how good you have it, if being chastized for being shallow is the biggest of your problems.

I've illustrated examples of feminine solipsism in many a post, but to really understand it, you have to read the responsive comments of women when they are presented with an objective observation, critical of women in [General](#), how they solipsistically interpret that "attack", personally reinterpret it in their personal experience, and then re-offer their interpretation as a generalized (i.e. universal) truth. I'll let LivingTree continue to spell this out a bit more succinctly for you:

Oh, and incidentally, **as a woman, I** make my selection of relationship companions not based on looks, or money, or ambition, or how much they want **me**.

All those things are nice, and sometimes its enough to get a first date, but **I my** decision to continue dating someone based on one factor alone: does he have class?

Sadly, this means **I** don't find **I** date much. They get weeded out really quickly. **I** suggest you guys do the same. There really isn't much out there to choose from, among men or women **I'm** afraid, but if we are all making our mating decisions based on...looks, or money, or ambition, or how much they want us... well, then we are fostering bad character in each other.

Well, you get the picture. If you haven't read [Shallow](#) yet, the real objective of that essay can be found in the first paragraph:

[]terms like "shallow" and "superficial" are contextually defined from a feminine perspective and, through shaming, serve to enforce feminine primacy.

Of course, nowhere in this article do I personalize my take on this particular shame; I'm only outlining a process and observing a feminine social convention. Obviously I don't have to defend the observation, but LivingTree's response highlights the typical female reaction to, an ego-invested, gender-specific offense. Process the objective in a personalized context, reinterpret the intent of that objectivity (imply bias), defend the feminine, defend the ego and then re-generalize the corrected

universal interpretation in as feminine-positive a way as possible.

Oh, and if you can add a bit of masculine shame into that re-generalization (for daring to have been critically objective about the feminine in the first place), all the better.

NAWALT®

Anyone who's spent more than a month reading comment threads on manosphere blogs understand the reason NAWALT has become a trope worthy of its own acronym. "Not all women are like that,.." is the most common, default, go-to response for feminine personal offenses. You'll have to forgive the \$10 words I used in the previous paragraph, but they were necessary to describe a process that leads to NAWALT. Obviously women's minds (or humans in general) don't run through a mental algorithm step by step like this until they repurpose objectivity into a subjective universal truth they find more palatable. They don't need to when the work is already done for them with the NAWALT response.

Just as with other feminine social convention like JBY ("Just be yourself") or the classic LJBF ("Let's just be friends"), NAWALT is a mental process that's already been socialized by the feminine imperative for ease-of-use for women. Even when women are forced by incontrovertible evidence to concede an objective observation that is damaging to the feminine, NAWALT is useful.

It's usually at this point of concession that the "ooh, ooh, men do it too!" reaction is enacted. If at some point during the process of personal reinterpretation a woman has the spark of real introspection, or is forced to acknowledge a not-so-flattering aspect of female nature men make in the objective, the next natural default is to compare that aspect to another male aspect – much as LivingTree attempts in her Shallow responses.

The rationale is one of "well, we women are bad, but you men are worse", and simply sidesteps the original, objective point being made. Distracting the issue is just Bad Debate 101, but it's interesting to see the natural fluidity (sans a real awareness of debate) with which feminized minds will resort to it. The issue isn't *the issue*, the issue is that men do something similar so the offensive point is invalidated. Needless to say this does nothing to address the original point.

Not All Women Aren't Like That

The usefulness of NAWALT really extends beyond just a defensive measure though. NAWALT is used and personalized in the hopes that women will generate sympathetic opinions of themselves (through personal anecdotes), and by extension women on whole, in defense of feminine perspectives. However, not all women are like that,..until all women *are* like that.

If I were to debate the uniquely feminine merits of feminine social conventions that cast women in a positive light (i.e. one that compliments the feminine imperative) then, all women are like that, and what's better is that *no man is ever like that*. For example, if I were to bolster the myth of the feminine mystique on a forum or blog praising the aspects of women you would never read "yeah, but not all women are like that" nor would you read "yeah, but men do this too." If I find something laudable about the feminine then no woman has an objective problem with "all women are like that" and there will never be a sympathetic counter-element that finds a corollary with anything men do. In other words, NAWALT (until they are), but men are *always* like that.

SMV â◻◻ Is it Real?

October 25, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I've never reblogged any post before, but in light of all the attention my SMV graph has been receiving recently this was too good not to. The reason the SMV graph agitates critics so much is because upon first glance (usually the only consideration it's given) it angers those with strong ego-investments in an equalist / feminized mindset. Because of this, critics jump to the presumption that I'm in someway implying the intrinsic worth of a man or a woman based on where they fall on this graph without any consideration given to the intent of why I created it or its objective purpose. It's "tl;dr, people are people, he's a perv who wants to bang 12 year olds, etc. etc. where's the science?"

I would encourage any critics of this graph to read the entirety of [Navigating the SMP](#), [SMV in Girl-World](#) and [The Curse of Potential](#). Until you do you'll have an incomplete understanding of it.

In [Sex, Lies and Statistics](#) I mentioned that the SMV squares very well with existing studies (links provided) but this iconic men post is another excellent example. I have no doubt that every critic will take issue with the source in an attempt to disqualify it, but consider that my graph was drawn as an objective illustration based on an aggregate of male experiences and observations without the aid of the numbers presented here. Again, it reflects these trends with scary accuracy.

Late Edit: Also too good not to include [Why Women Lose the Dating Game](#)

Cashing Out

November 4, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well I didn't think I had one more of these in me, but after having read Morpheus' most recent debunking of Aunt Giggles' third plea for manosphere site traffic help with her failed rebrand,..SMV analysis, I thought I'd propose a few other dynamics I've observed in all of Susan's schoolyard rock throwing.

The main reason the Tomassi SMV Graph is in any way contentious with the zealots of the feminine imperative is that it points out the ugly truth that the age range women attempt to cash in their SMV chips (27-30) in marriage is conveniently the time at which most women begin to acknowledge their lessened capacity to compete with the next wave of women entering their SMV peak. They dislike this reminder for a couple of reasons.

The first, is simply the audacity of having a Man be aware of how the dynamic works and explain it

to women in stark, unflattering terms that they have a real tough time accepting. Of course, they *are* aware of this on some level of consciousness, but to have any Man read this awareness back to them in no uncertain terms is a threat to women's sexual strategy. One theme the manosphere has always pointed out, and the mainstream media is reluctantly beginning to address, is the predisposition of women to enjoy their 'party years' (18-26) and then, as Dalrock has noted so well, exit the cock-carousel at or around 30 years of age and 'settle down' with the "he'll have to do" Beta provider who's been patiently waiting his turn (after the Alpha cads are done with her) to get with her.

As I've stated in previous posts, even Susan Walsh concurs that women popularly express a desire to be married between the ages of 28 and 32. In essence, Aunt Sue is agreeing with my *cashing out* observation, but can't seem to wrap her head around *why* this age bracket would predominantly be the time women would want to pair off in the long term security of marriage.

Actually she does know *why*, but her rebrand audience demands a fantasy she (and every other plugged-in HuffPo gender pundit) is required to deliver. According to her most recent posts, women's prime sexual market value can, and mostly does, extend well into women's 50's (hell, why stop there, when apparently it can go into a gal's 80's). She simply picks up the girl-world / equalitarian narrative's fantasy for female SMV and the Myth of Sexual Peak and feeds it back to the 7 or 8 commenters she approves to post comments on her blog. See Sue? You've just rebranded around reheating what other bloggers have already beat you to years ago.

I wouldn't so much care about this repackaging, but Aunt Giggles further compounds the lie with this assertion:

2. Fertility declines very gradually between the ages of 27 and 35.

In a study of 782 couples:

They found that women between the ages of 19 and 26 with partners of similar age had approximately a 50 percent chance of becoming pregnant during any one menstrual cycle if they had intercourse two days prior to ovulation. For women aged 27 to 34, the chance was 40 percent.

3. Fertility declines more dramatically after 35.

Even then, female fertility hardly goes to zero:

For women over the age of 35, the probability dropped to 30 percent.

Notice how the male sexual value begins its precipitous drop at around 36, after declining gradually for five years. Not much difference.

She knows this is flagrant, potentially damaging, bullshit, but posts it because it makes good copy for her rebrand and her ignorant girl-world readers will eat it up. I say it's flagrant bullshit because she knows better and has posted about it in the past:

III. Tick Tock Biological Clock

Despite progressive sex ed curricula in most areas of the country, adult women today are seriously misinformed about the state of their ovaries.

During a recent story that aired on NPR one infertile woman in her early 40s couldn't understand it. She insisted that she works out regularly, does yoga, even has a personal trainer. She eats well and is healthy. She never knew that her ovaries were becoming less

productive in spite of those measures.

A recent survey found that women dramatically underestimate how much fertility declines with age. They estimated that a 30 year-old had an 80% chance of getting pregnant in one try. The real likelihood is 30%. **They also thought a 40 year-old woman would have a 40% success rate, while those odds are less than 10%.**

Women are surprised to learn this information and they're angry about it.

And that was around the same time I wrote the Myth of the Biological Clock. So whom do you trust HUS readers? The 2011 Susan Walsh, warning against cashing out of the SMP too late (or more difficult) to conceive, or the 2013 rebranded, marketer Susan Walsh who's telling you your SMV never drops below that of men's and you can settle down and easily have it all into your 50's and 60's?

The Warning

The Second reason the Tomassi SMV graph is so inflammatory is that it poses a direct threat to the feminine imperative (and all its adherents, male and female) in that it serves as a warning for young men to be well aware of this cashing out dynamic, while encouraging them to invest in themselves and become Game-aware so as to capitalize on it when their time comes. I wrote about this preparation in The Epiphany Phase:

For red pill, Game-aware Men, this is a supremely important stage in women's maturation to consider. A woman in the Epiphany Phase is looking for a "fresh start" for a much more visceral reason than some newly inspired sense of self. This motivation prompts all kinds of behavioral and social conventions to facilitate a man's commitment to forgiving her past indiscretions. As Roosh has pointed out more than once, it's women in this phase of life (or the mothers of women in this phase) who most vocally complain about men's lack of interest in committing to them. As Hephzibah is painfully aware of, women in their peak SMV years don't complain about a dearth of marriageable men— "Man Up" is the anthem of women in the Epiphany Phase.

The Epiphany Phase, and all the accompanying psychological, social and conveniently religious self-rationalizing for it, is the signaling of a woman ready to cash out of the SMP casino. Women's pluralistic sexual strategy hinges upon men's ignorance of it up to, or far enough past it, to consolidate and optimize Hypergamy. Although I wrote Final Exam – Navigating the SMP as a bit tongue in cheek, the intent was to seriously address a common complaint and request:

"Rollo, I just wanted to say that your stuff has been truly groundbreaking for me. This material should be a graduation requirement for all high school seniors."

"Where the hell was all this info and wisdom when I was single?" I so wish I'd discovered the manosphere / red pill before I proposed / had kids / got divorced / got burned by listening to what my girlfriend said / was younger,..etc. etc."

The primary reason I compiled the Rational Male into a book form (and made it affordable) was to serve exactly this purpose; to educate and warn the upcoming generations of young men of the complexities of women's sexual strategies being played on them, while also, and regrettably, educating those men with the predisposition to accept the realities they've probably fallen prey to. Really this is the mission of the manosphere on whole, but as I stated in The Threat, for the feminine

imperative to sustain itself, the FI can't afford this awareness to become too widespread, otherwise the feminine loses its social primacy.

This maintaining of feminine social primacy is at the heart every social convention perpetuated by the feminine imperative. Every Jezebel gender pundit, every Aunt Giggles, every PZ Meyers or Hugo Schwyzer (until he comes clean) is only interested in perpetuating a feminine social control via a constant repetition and fluid repurposing of feminine social convention. I've posted before that on the surface this might seem conspiratorial, but the real truth of the matter is the underlying desire for this control is less about effecting social power and more about maintaining as indefinitely as possible women's capacity to optimize hypergamy.

Perpetuating the myth that women's SMV remains a viable constant (and exceeding that of men's) over the course of a lifetime may seem like arrogance, but the latent purpose of that myth is to extend a woman's prospects of optimizing hypergamy well past a realistic believability. As women *advance* socially, economically, educationally and professionally the necessity to extend SMP viability long past a women's realistic peak SMV becomes increasingly more necessary as the difficulty and effort-investment of measurable success becomes more prolonged. The tl:dr takeaway is, the longer it takes for women to 'have it all' the longer it takes for a woman to optimize an acceptable hypergamy, the longer she needs to believe her SMV is still viable.

Thus for a woman to literally 'have it all' she, and every man invested in the feminine imperative, must be conditioned to believe that a woman's SMV can remain competitively intact well into her 50's. Susan Walsh is only one such profiteer cashing in on convincing women that they shouldn't feel what they all instinctively feel – that they should be cashing out at or around 30.

For this extension to be realized it becomes increasingly important that men be kept ignorant of the feminine imperative and women's long term sexual strategy. The outrage isn't about 38 year old men thinking they can get with 22 year old women (which was never proposed) but rather the real outrage stems from enlightening young men that they will eventually possess more SMV potential than women after 30, to prepare for it, and not submit their lives to women's imperatives for men. In other words, the Tomassi SMV Graph warns men that it will be within their power not to let women have their hypergamous cake and eat it too.

Anger Management

November 7, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



If the “postponement” of the [ABC 20/20](#) [manosphere “exposé”](#) has taught us anything it’s that the writers seeking to cast light on the manosphere are looking for crazy. They need crazy because it’s the only thing they know how, or have the patience, to confront in as minimal an effort as it takes to type a few paragraphs dismissing it as misogyny.

Writers ([vichy male](#) writers) like R. [Tod Kelly](#) are also [lazy](#). They see an opportunity for outrage and that sells advertising. They wanted Stormfront and what they got was a global consortium of rational, well reasoned men with jobs, families and intelligence, men from all walks of life, all ethnicities, and

socioeconomic backgrounds expressing ideas that don't fit into an acculturation of feminine primacy. If you read [Matt Forney's 20/20 interview](#) post you'll see the desperation for crazy in their producer's attempts to provoke him to become what they think he should be – a frothing, angry, hate-fueled misogynist. That would make it easy for them, they know how to sell crazy. The copy gets approved, the crazies get marginalized and we move on to the next Mabeline commercial.

But they didn't get crazy from Matt, or Roosh (OK Paul Elam looks a bit like Charles Manson in a certain light), they got well reasoned, sensibility that was hard to argue against, so they attempted to prompt the crazy by barraging Roosh with questions about rape in the hopes that he'd blow up. He wouldn't. They wanted it to be easy. They wanted to know all they needed to know about the manosphere by sourcing Manboobz, interviewing 3 manosphere bloggers and then trot out the crazy, show off the carnival freak, demonize and marginalize him and frog march the crazy off the stage. They wanted fringe, the easy kind of fringe that their journalism, communications and women's studies classes taught them the easy answers to confront it with.

But the manosphere isn't fringe. For as much as R. Tod Kelly, or the producers at ABC would like it to be, the manosphere is too broad, too comprehensive, too diverse for anyone unfamiliar with it to really understand it, much less deliver an unbiased objective opinion of it. So Kelly follows formula and makes the same lame attempts at simple aspersion and misogynistic dismissal 20/20 had already failed in doing (as evidenced by their show postponement). The Daily Beast wanted its formulaic red meat, but Kelly is just dishing out ABC's cold left-overs.

Anger is a Gift

One of the more common criticisms lobbed at the manosphere in general is that the men contributing and commenting are just angry.

It's the easiest reaction for men and women conditioned to feminine-primacy to retort with. If men are just "bitter", "burned" and "angry" it absolve them of really having to think critically about what those men are proposing. Anger is one of those easy answers for people who don't want to be exposed to things that either they don't have a real answer for (such as [JBY](#)) or are too comfortable in their ego-investments that they don't want to be forced into any kind of introspection that might challenge them.

So the manosphere is just a collection of angry men, shaking their virtual fists and venting their frustrations about their loser status, their tough luck or being on the sharp end of the SMP.

"There's a lot of anger towards women in the manosphere. These misogynists think all women are evil bitches out to take half their money, steal their children and force them into indentured servitude. I pity them, really I do."

Most appeals to anger read like some variation of this. While being an easy retort, playing the anger card is also a very useful social convention for the feminine in that it's so culturally embedded that it's men who display the most anger and therefore more believable. Anger is the perfect disqualifier for the feminine. Accusing a man of misogyny will always be more believable than accusing a woman of misandry because men are always just angrier than women.

Beyond the quick and easy dismissal of anger about anything even marginally critical a man might say about the feminine is an underlying conditioning that prompts people to it. By that I mean, to the majority of blue-pill plugged in people, anything critical of the feminine, by default, is rooted in anger. We can link this to women's default status of victimhood, but even relating the most objective

observation of behaviors, psychology or social constructs pertaining to the feminine in anything less than a flattering light is automatically suspect of a male anger bias.

But are we angry? I can't say that I haven't encountered a few guys on some forums and comment threads who I'd characterize as angry judging from their comments or describing their situations. For the greater whole I'd say the manosphere is not angry, but the views we express don't align with a feminine-primary society. Men expressing a dissatisfaction with feminine-primacy, men coming together to make sense of it, sound angry to people who's sense of comfort comes from what the feminine imperative has conditioned them to.

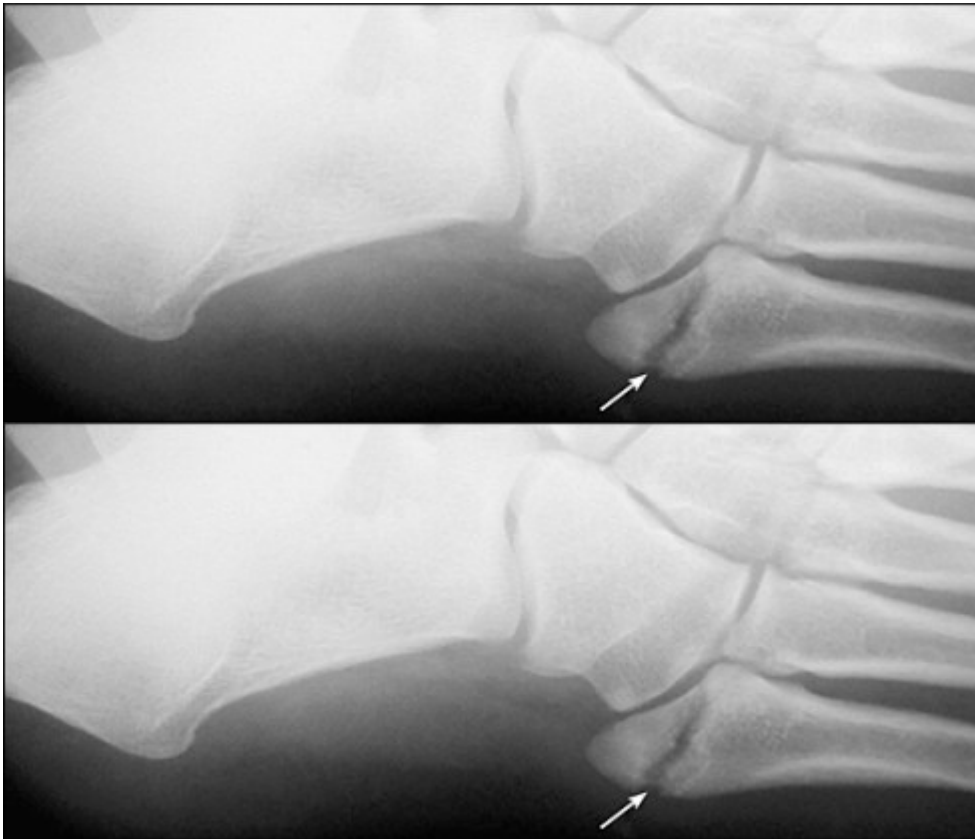
Most of the men who've expressed a genuine anger with me aren't angry with women, but rather they're angry with themselves for having been blind to the Game that they'd been a part of for so long in their blue-pill ignorance. They're angry that they hadn't figured it out sooner.

I understand that a lot of what is written in the manosphere can certainly be interpreted as coming from a source for anger. When I (or anyone else) outline the fundamentals of hypergamy for instance, there's a lot to be angry about for a man. Women get pissed because it exposes an ugly truth that the feminine exhausts a lot of resources to keep under the rug, but for men, learning about the feral reasons for feminine (and masculine) behaviors often enough cause a guy to become despondent or angry. That impression should never be the basis for a Man's Game, nor is it ever really an aspect of internalizing Game that will benefit him personally.

It's easy for women and blue-pill men to discourage a Man from red-pill self-improvement by convincing him he'll turn into an angry Jerk who no woman would want to get with, but the truth is that learning Game isn't the positively life altering revelation it is because it begins from a root anger. It's successful because Men have a motivation to move past the anger or despondency that comes from a better understanding of the hows and whys of the feminine. They want a better life for themselves and the women they engage with. Whether that means upping a guy's notch count or finding a woman worthy of his attentions and provisioning for monogamy, Men realize that their betterment with women and themselves doesn't begin with anger, or hate, or crazy.

Empathy

November 13, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Deti, from a [recent Just Four Guys comment thread](#):

Women cannot bear to see a Man experiencing negative emotions such as extreme anger, rage, fear, despair, despondency or depression for extended periods of time. You say you want to “be there” for your Man; but you cannot do it. If it goes on long enough, it kills the attraction; it sets off your hypergamy alarms; and subconsciously causes you to start hunting for a replacement Man.

A woman seeing a Male go through the above will seek to replace that Male immediately.

Women cannot listen to Men talking about or working out their dating/mating/relationship issues or problems. Women reflexively view a Man discussing such issues as “whining” or “complaining” or “bitterness” or “sour grapes” or “well, you just chose poorly, so sucks to be you” or “suck it up, no one wants to hear you bitching about it”.

As to both of the above principles; when a Male is involved, ratchet up by a factor of 5 the disdain and repulsion a woman experiences when seeing a Male do or experience the above.

Around the first week of August this year I suffered what’s commonly known as a ‘[dancer’s fracture](#)’. For all of the risk taking activities I’ve engaged in over my life, I’d never had more than a hairline fracture on any bone in my body before this. This fucking hurt. Like edge of the bed, don’t turn the wrong way or you’re in agony kind of hurt. Forget about putting weight on it for 4-6 weeks, “holy shit I have a 2 story home” and my bed’s upstairs kind of hurt. The Doc explained that there’s really no way to set a dancer’s break so I’d just have to “tough it out” and take it easy. I refuse to take any kind of narcotic painkiller (Vicodin, etc) so it was ibuprofen and Tylenol for the better part of the

first month.

After the first week, the pain went from “holy shit” to “ok, ow, ah fuck, yeah I can do this if I grit my teeth.” If a wild animal wanted to eat me, there’d have been no way for me to avoid it; I was literally hobbled for the first time in my life.

Sack up ya big pansy!

Now, do I sound like a big pansy to you? In my time I’ve squatted well over 400 lbs. I have benched 305 lbs. I’ve leg pressed the weight of small cars in my younger days. Most of the guys I know who’d broken a bone, or torn a bicep, or slipped a disc knew, and could empathize with, *exactly* what I was describing to them in great detail. However, my loving wife of 17 years *and* my fifteen year old daughter’s first reaction to my pain was “Oh, men are such babies! They all make such a big noise about how much it hurts. You think that’s hurt? That’s not hurt.” It was as if by their dismissing my injury I would get up and say “yeah, ok it’s really not so bad” and go back to mowing the lawn or something.

This has been a pretty consistent theme for Mrs. Tomassi – and every single woman I’d been involved with before her – women don’t want to accept that their Man could ever be incapacitated. Before I was Game-aware, I took this with a grain of salt. My wife has been a medical professional since she was in her early 20’s and she’s seen some pretty gnarly shit in various trauma centers so I had to take that into consideration. There’s a certain disconnect from human suffering in that line of work that has to be made or you lose it – I get that – but that still didn’t account for the default indifference to pain most every other female I know, including my own daughter and mother had ever had with regards to a man in legitimate physical pain.

The Mother-Nurturer Myth

One of the classic perceptions women, and even well-meaning men, perpetuate is the idea that women are the nurturers of humanity. They take care of the children, home and hearth. Theirs is the realm of the private and men’s that of the public – in fact this was one impression that early feminism took as its primary target, they wanted *it all*, private and public. Despite the statistics about abortion, despite the realities of Hypergamy and the War Brides dynamic, the classic characterization of woman as mother, nurturer, nurse and caregiver have endured, even as a complement to the Strong Independent® characterization feminism would reimagine for women.

Perhaps it’s due to a deeply engrained hard-wiring of the importance of hypergamy into the feminine’s psychological firmware, but women cannot accept that any man, and in particular a Man worth considering as a suitable hypergamic pairing, might ever be incapacitated. The feminine subconscious refuses to acknowledge even the possibility of this. Perpetuating the species and ensuring the nurturing her offspring maybe part of her psyche’s hard-code, but ensuring the survival and provisioning of her mate is not. This isn’t to say that women can’t learn (by necessity) to assist in her mate’s wellbeing, it’s just not what evolution has programmed her for – it requires effort on her part.

I propose this because women’s solipsistic nature (predicated on hypergamy) necessarily excludes them from empathizing with the male experience – and this extends to men’s legitimate pain. The idea that a man, the man her hypergamy betted its genetic inheritance on for protection and provisioning, could be so incapacitated that *she* would have to provide *him* with protection and provisioning is so counter-valent to the feminine imperative that the feminine psyche evolved psychological defenses (“men are just big babies when it comes to pain”) against even considering

the possibility of it. Thus, due to species-beneficial hypergamy, women fundamentally lack the capacity to *empathize* with the male experience, and male pain.

Empathy vs. Sympathy

Now, before I'm deluged with offended women's binary responses to the contrary, I very specifically used the term *empathize* rather than *sympathize* in my evaluation of women's psychological coping dynamics here. There is a universal and comparative difference between sympathy and empathy:

Empathy is the ability to mutually *experience* the thoughts, emotions, and direct experience of others. It goes beyond **sympathy**, which is a feeling of care and understanding for the suffering of others. Both words have similar usage but differ in their emotional meaning.

	Empathy	Sympathy
Definition:	Understanding what others are feeling because you have experienced it yourself or can put yourself in their shoes.	Acknowledging another person's emotional hardships and providing comfort and assurance.
Example:	I know it's not easy to lose weight because I have faced the same problems myself.	When people try to make changes like this (e.g. <u>lose</u> some weight) at first it seems difficult.
Relationship:	Personal	Friends, family and community (the experience of others) .
Nursing context:	Relating with your patient because you have been in a similar situation or experience	Comforting your patient or their family
Scope:	Personal, It can be one to many in some circumstances	From either one to another person or one to many (or one to a group).

Sympathy essentially implies a feeling of **recognition** of another's suffering while empathy is actually **sharing** another's suffering, if only briefly. Empathy is often characterized as the ability to "put oneself into another' shoes". So empathy is a deeper emotional experience.

Empathy develops into an unspoken understanding and mutual decision making that is unquestioned, and forms the basis of tribal community. Sympathy may be positive or negative, in the sense that it attracts a perceived quality to a perceived self identity, or it gives love and assistance to the unfortunate and needy.

Women do not lack a capacity to sympathize with male hardship or pain, but they categorically lack a capacity to empathize with uniquely male experiences.

This needs to be made clear to both sexes. While I have no doubt that many a woman may have experienced the pain of a dancer's fracture they've never experienced that pain as a man, and therefore cannot empathize with that experience. Now, extrapolate this pain to other aspects of a man's life, or his idealizations about how he would want a woman to love him.

I constantly see the term *empathy* supplant the term *sympathy* when used by women; as if their feminine character uniquely transcends merely sorrow or compassion for someone in pain, but becomes somehow magically equitable with *feeling* that person's pain. As an insulation against the cruel realities that their own hypergamy demands and exacts on men, women convince themselves

that their sympathy is really empathy, and their innate solipsism only serves to further insulate them from even having the curiosity to attempt real empathy towards men.

It's the Just Get It dynamic on a more subliminal level; if a woman has to put forth the effort to truly attempt to empathize with a man, he just doesn't get it, she marginalizes his experience and continues her hypergamous search for the Alpha who doesn't force her to real empathy.

This fantasy of feminine-specific empathy can be traced back to the Mother-Nurturer myth attributed to the feminine as well as the mysticism of the Feminine Mystique. If women are the unquestionably unknowable forces of nature that the Mystique constantly batters into popular consciousness, it's not too far a stretch to accept that the mythical feminine intuition might also stretch to their literally experiencing the pain of others in an almost psychic fashion. If women are the "life-givers" (mother-goddesses?) how could they not have some quasi-psychic connection to that which they've birthed?

That all makes for good fiction, but it hardly squares against the "oh, men are such big babies when it comes to pain" trope, or does it? If women are granted the authority to define what really hurts and what doesn't for men – due to a socially presumed ownership of empathy – then this puts them into a better control of which men can best qualify for feminine hypergamy. In other words, women own the selective-breeding game if they can convince men that they know, by literal experience, what really hurts a man and what doesn't, or what *shouldn't*.

The Brand of Independence

November 20, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The archetype of the Strong Independent Woman® has been culturally reinforced over the last half century in virtually every imaginable media. Whether it's Disney's capable Princesses ready to save themselves from certain doom – as well as their quirky, hapless but handsome male heroes – or the now clichéd 'tough bitch' of action movies and video game protagonists who measures herself by how well she can kick ass and /or swear as the culturally contextual equal of "any man". Her template-crafted character is strong, confident, measuredly aggressive, decisive (but usually only when shit gets serious so as to prove to the audience she's 'digging deep within herself to discover her yet unrealized resolve), judicious, loving to those loyal or dependent on her (immediate family, children and female friends), capable of solving problems with little more than the feminine intuition men magically lack – but above all, she's *independent*.

As this cultural archetype is broadcast to society at large, the want then is to find parallels of this Strong Independent Woman® in the 'real' world. The media character is only marginally believable

now thanks to endless revisions and replications, so we look for the examples of independent women equalling and exceeding the, paltry-by-comparison, achievements of the unenlightened ignorance of their male “oppressors.” High ranking company CEOs are usually the first rock star independent women to nominally shine (often undeservedly) in such a role, but then, by order of degrees, we can move down the economic social strata and cherry-pick or conveniently create the match of any mediocre man. As most men are, or have been conditioned Betas it’s not too difficult.

It really is the End of Men you see. You’re no longer necessary because, well now, there is nothing men can collectively and uniformly do that women cannot find some individual example of matching and / or exceeding. Women don’t *need* men anymore, they’re *independent*.

The Branding

If there’s one thing I know, it’s branding. The Strong Independent Woman® caricature has generously earned it’s registered trademark. I sometimes use that ® to emphasize a particularly long-evolved meme; social conventions so embedded into our cultural fabric that they literally have become their own brand. The Strong Independent Woman® is actually one the best examples of this branding. However, to really understand the gravity of so long a cultural branding, you must go to the root of how the brand of the independent woman was originally intended to evolve by the 2nd wave cultural feminists who spawned it. In a way it’s succeeded far better than any feminist of the period really had the foresight to expect.

An Independent Woman was to be independent of men.

While a lot of feel-good aphorisms like *confidence*, *determination*, *integrity*, and the like became associated with this desire for independence, make no mistake, the original long-term feminist goal of fostering that independence in women was to break them off into individuated, autonomous entities from men. That individuation needed to be as positive and attractive to women as possible, so a social pairing of that independence from men, with a sense of strength and respectability, had to be nurtured over time.

Since the beginnings of the sexual revolution, women were acculturated to believe they could ‘have it all’, career, family, a husband (of her optimal hypergamous choosing) and, if she were influential enough, leave some indelible mark on society to be remembered by for posterity. To achieve this she’d need to be an autonomous agent, strong, and above all independent of men. Women would embody and perfect the maverick individualism that men seemed to enjoy throughout history. If she couldn’t manifest ‘having it all’ then she was still, by male force or by personal choice, not independent enough to realize it. Of course, the irony of all this can be found in the marriages of virtually every ‘high profile’ feminist luminary of the time (all the way up to our current time) to the very powerful and influential types of men their stated *independence* was to emancipate all women from in order to truly be independent.

The Case Against Male Self-Esteem

Matt Forney’s lightning rod post, The Case Against Female Self-Esteem drew a frenzy of internet hate, but at the core of that post was a question that Strong Independent Women® and their male identifiers don’t like be confronted with; do they truly want independence from men? Do the men they want to be independent from even exist, or are they conveniently useful archetypes; vaudevillian chauvinist cartoons from the 50’s, planted in their heads, courtesy of the feminine imperative?

While I can’t endorse a message that would diminish anyone’s self-esteem, male or female, Matt’s

post, even so much as suggesting the idea of limiting female self-esteem, uncomfortably turns a cultural mirror back on over 50 years feminist and feminized social engineering. For over the past 50 years the case against male self-esteem, with the latent purpose of emancipating women from dependence on men, began in earnest — not with some anger inducing blog post, but as a progressive social engineering that would run the course of decades to effectively erase men's inconvenient masculine identity, or even memory of what that identity ever meant to men. The case against male self-esteem has been the social undercurrent of popular culture since the early 1960's.

I think it's important for red pill men to internalize the popular idea of feminine independence. The true message that the Strong Independent Woman® brand embodies is independence from **you**, a man.

Its latent purpose isn't the actual empowerment of women, or efforts to bolster self-esteem, strength (for whatever loose definition seems convenient), confidence or any other esoteric quality that might flatter a feminine ego. Its purpose isn't to foster financial or economic independence (as evidenced by ever evolving fem-centric laws, educational and financial handicaps), or religious social parity, or even efforts to achieve its vaunted social equalism between the sexes. What feminine independence truly means is removing the man – independence *from* men. Feminine independence's idealized state is one where women are autonomous, self-contained, self-sufficient and self-perpetuating single-gender entities.

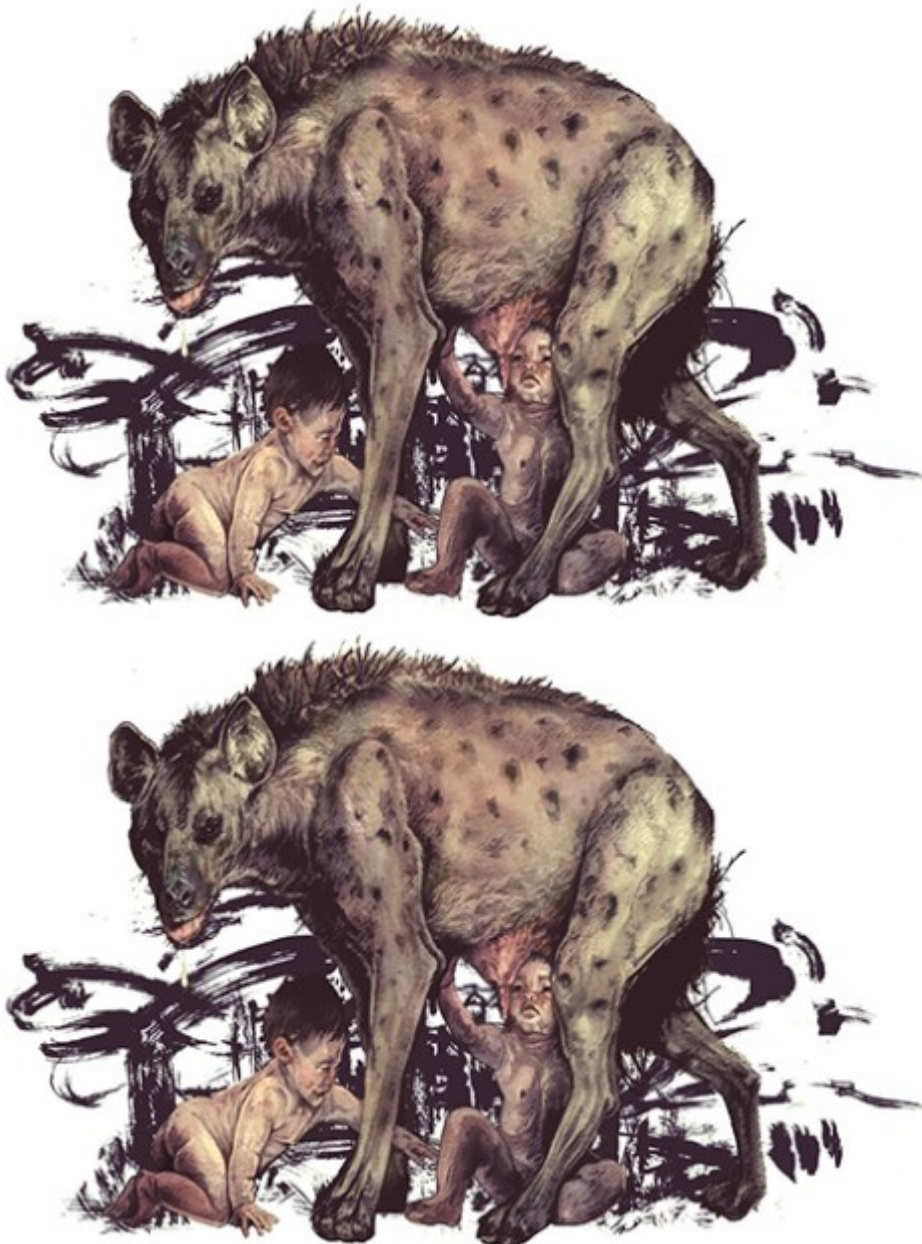
If that revelation seems aggrandized and over the top, it should. It's extreme, because the purpose itself is extreme. When you consider that the sexes have coexisted in relative gender complementarity, to produce our very proliferate species, for a hundred thousand years, the idea and implementation of separating the sexes into independent and solitary entities is extreme. Obviously effecting this independence is an impossibility for a race of social animals like human beings. We've relied on cooperative efforts since our tribal beginnings and the species-beneficial psychological hardwiring of that cooperation is one trait that made us so successful in adapting to changing, dangerous, environments.

For most manosphere readers (especially MRAs) I don't think I need to illustrate the many manifest ways that women are dependent upon the men; if not men's generated resources and provisioning, then certainly their parental investment, companionship, emotional and sexual interest. We're better together than we've ever been apart – even when the ugly mechanics of hypergamy, or male aggression, or any number of negatively perceived gender dynamics prove useful survival traits for us, there is no true independence between the sexes. There is interdependence.

This is what equalism makes a mockery of. In its striving for a homogenous goal-state of androgynous gender-parity it fails to account for where the species-success that the complementarity of the past 30,000 years has brought us. From a heroic male perspective we generally accept that no man is an island, but feminism and equalism disagree – a Strong Independent Woman® *is* an island,..or she will be just as soon as a man gives her her due to become so.

Nursing Power

November 25, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Needless to say, last week's post sparked some interesting, not to mention predictable, conversations and response. After sifting through all of the ego-invested brinksmanship by the token feminist reader of RM, the takeaway was actually a better understanding of the latent purpose of feminism. Perhaps not the understanding she intended, but certainly a confirmation of premise.

A handful of my male readers often ask why I don't moderate comments, or that the message of Rational Male would be better served if I banned certain commenters. I've mentioned on several posts and threads as to why I won't ever do that (except for blatant spamming), but in a nutshell it's my fundamental belief that the validity of any premise or idea should be able to withstand public debate. People who aren't confident of the strength of their assertions or ideas, or are more concerned with profiting from the branding of those weak assertions than they are in truth, are the first to cry about the harshness of their critics and kill all dissent as well as all discourse about those assertions.

That's the primary reason I've never moderated; if people think I'm full of shit I'm all ears – I'm not

so arrogant as to think I've thought of every angle about any idea I express here or on any other forum. However, the second reason I don't censor, ban users or delete comments is that I believe it's useful to have critics (usually women or fem-men) provide the gallery with examples of exactly the mentality or dynamic I'm describing in an essay. With a fair amount of predictability, a blue pill male or an upset woman will just as often prove my point for me and serve as a model for what I've described.

I never intentionally try to make rubes out of the critics I know will chime in about something, but I will sometimes leave out certain considerations I may have already thought about something, knowing it will get picked up on by a critic. I do this on occasion because I know that the "ah hah! I got him, he forgot about X,Y, Z" moment serves as a better teaching tool and confirms for me that a critic does in fact comprehend what I'm going on about.

Take the Power Back

So it was throughout last week's commentary about the *branding* of the Strong Independent Woman® social template offered and reinforced by the feminist mindset, and endorsed wholesale by pop-culture and popular media. Considering the new outside awareness the manosphere is receiving courtesy of Return of Kings these days, I expect we'll see more of the point-and-sputter, dismissive ignorance of offended egos, or we'll see more cathartic overwritten mission statements repeated by feminists confronted with logical arguments that contradict their comfortably solipsistic world-view. Doctor Jeremy actually started me back on considering gender power dynamics with his comments here:

As always, your article is insightful. I get concerned with the limit to the progress the manosphere can make, however, because I think the discussions are missing a central concept – power. The goal of this branding, social engineering, and gender-role change you identify is the redistribution of various forms of power and influence within our society. For some reason, however, much of the manosphere's writing and discussion does not seem to include that level of analysis. This is unfortunate, as feminist and women's discourse is often focused on redistribution of power – and quite successful as a result of that focus.

As support for my point, please review the quotes I have extracted from livingtree2013's various comments **[emphasis mine]**:

"But it is not because women want to eliminate men from the equation. It is because women have historically been entirely dependent on men for their survival, **which gave men far too much power over us**, and we have worked tirelessly to extract ourselves from that position of inferiority."

"So why would you expect anything different from us? Its simply not going to happen, at least not until the **men in power** actually force us to obey their will, which truly, I can see coming in the near future."

"Unfortunately, you guys didn't want us doing those things because it negatively affected you in the **power balance**, but that didn't stop us from needing it."

She is not talking about independence. She is not talking about self-esteem. She is talking about who has the power to control the interaction and call the shots...

As far as power is concerned I think anyone who's read the Rational Male for more than a few posts knows I quote Robert Greene's *48 Laws of Power* more often than any other resource here, and

regularly use those laws to illustrate how they apply to intergender relations. That said, I have dedicated posts to the influence power has in personal dynamics, and I certainly recognize, if sometimes indirectly, the power dynamic in Frame, Dread, and certainly in The Feminine Imperative. I fully understand the redistribution of power in our gender landscape from a social perspective, but the fundamental question about any form of real power isn't about who has it or not, but to what ends they apply it.

I felt so strongly about the Truth to Power essay that I included it in the Rational Male book. The salient point in that post was this:

Real Power is the degree to which a person has control over their own circumstances. Real Power is the degree to which we control the directions of our lives.

I expect that would align with what our token, self-identifying feminist LivingTree was repeating, but the underlying question is what are women *using* that power to achieve?

As I stated prior, feminism as a social influence, has never been about its stated goal of egalitarian equality between the sexes, but rather it's been about restitution and retribution from the masculine it perceives as its historical oppressors. This was the original intent of feminine independence (before it became the *brand* it is today), a separation from the dependency (perceived or actual) of women on men. However, the problem inherent in that separation is that in creating a new, autonomous sex role for women, the innate differences and deficits that the former complementary interdependence with men satisfied had to be compensated for.

All of the inherent weaknesses of the feminine that were balanced by the masculine's inherent strengths had to be provided for in order to achieve this new independence from the masculine. I should also point out that in this feminist separation the masculine is also left in a deficit of having its own inherent weaknesses balanced by the compensating strengths of the feminine.

Power Slaves

I've quoted that feminism is the mistaken belief that a more equitable society can be achieved by focusing efforts solely on the interests of one sex.

Sarcasm aside, this is exactly the use to which women have applied the power that feminism and the feminization of society has afforded them since the sexual revolution. Feminism is not, and has never been about leveling a playing field or equality amongst the genders, it's been about power and applying it to separating from, marginalization of, and eventual eradication of, the masculine influence that the feminine imperative wants restitution and retribution from. LivingTree illustrates this for us here:

Independence for women meant we didn't have to tolerate abuse anymore because we had the option to leave. **It meant that if you left us, we wouldn't be completely desperate.** It meant we didn't have to cling to you guys for support. It meant we could make decisions about our own lives. It meant we didn't have to be "seen and not heard". It meant we didn't have to be a slave to a stereotype anymore. It meant we could be self-actualizing if we wanted to. **It meant we could pick and choose which man we wanted to mate with.** And it meant we could admit we had sexual desires.

Tucked into LT's recitation of feminist boilerplate is the true application and intent of use of the power women's emancipation from the masculine wants to achieve – direct control of the conditions

dictating their innate hypergamy.

The gist of LT's reasoning for women wanting power, and "Independence" (as a brand or otherwise) from men is due to women's innate need for security. This need for security and certainty is literally written into women's DNA, their neural wiring and hormones. As the 'nurturers' of the next generation of humanity, evolution selected-for, and reinforced the biological and psychological mechanisms of women with the best capacity to filter for situations that would provide her and her offspring with the best possible security in a chaotic and insecure world. This drive for security is what's at the root of hypergamy, and in all fairness has been a successful survival mechanism for the human species.

Hypergamy's constant, limbic, survival-level question for women is "Is this the optimal condition I can secure to ensure my wellbeing and my (future) children?" Whether she's been married for decades or is out on the town with her girlfriends, that question nags a woman in her hindbrain from childhood to death. Hypergamy's question and doubt is at the heart of every unconscious shit-test a woman will ever deliver. Hypergamy's unrealizable quest for optimization extends from the individual woman to women's social influences. From the micro to the macro, Hypergamy's constant want of an unachievable contented security defines the Feminine Imperative.

Rigging the Game

In terms of women's pluralistic sexual strategy (Alpha Fucks and Beta Bucks) that question extends to who she selects as a sex partner to breed with, as well as whom she selects to be the provider for her long term provisioning. At the heart of it, women's desire for independence and the perceived power they believe it should give them is an effort in controlling the conditions that they believe will satisfy Hypergamy's question. Every popular woman's issue you can list will find its way back to the want for control of the circumstances that dictate how well a woman can satisfy her Hypergamy.

Fat acceptance, the right to vote, child custody and paternity laws, divorce laws, slut walks, accusations of rape culture, more women in the boardroom, feminization of men and culture on whole, hell, every item LivingTree mentions in her comment, just name the issue and underneath the social or personal veneer is the clutching after of some usable power to control the conditions that will satisfy her need for security and optimize women's Hypergamy.

LT is correct, women don't want to eliminate men, they simply want to control them, both directly and indirectly, socially and personally, subtly and subconsciously as well as overtly when necessary, to comply with satisfying their innate hypergamy. They want independence from men's influence in the process of satisfying hypergamy – they want to rig the game by replacing his genuine desires by forcing him to comply with her control of his conditions. Women want the power to control men's desires, their ideologies, their sexual response, their individualism and the decisions that result from them all in order to optimize hypergamy

The problem in all this effort for control is that nature stagnates in homogeny. Androgyny, homogeny, are the first order for inbreeding. For as much as women make efforts to emancipate themselves and change the rules of the game to better fit their deficiencies, they are always confounded by the innate drives and desires of men. They get frustrated with men who won't play *their* version of the game, or worse, the ones who play it more poorly than they themselves do. So they jail them, they shame them, they pathologize his sexual impulse, they condition feminization into them from their earliest development, they punish them for not playing the game that *should* always end with them optimizing hypergamy's nagging doubt – in spite of falling short of it under

organic circumstances. For all the delusions of independence, autonomy and the fantasy of some form of control of the process, they find men will simply not cooperate. They won't give them the satisfaction of optimizing their solipsistic hypergamy, because the Men who have the capacity to do so, the ones women want to be satisfied with simply aren't playing their version of the game.

Saving the Best

December 3, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



To start off today's topic I thought I'd repost a [Red Pill reddit thread](#) I received a link-back to last week. Rather than give you my own summary of this guy's situation, I felt the impact would be more significant by posting it in its entirety; and also because I don't believe the guy really got a fair hearing on his [original post](#).

I posted this earlier on another subreddit but it ended up getting removed because of fighting in the comments. I'll sum up what happened thus far. I met my wife 7 years ago, she was extremely picky when it came to sex. She told me she only has been with 1 other guy before. She would never give a blow job, only would do certain positions and found almost every sex act degrading. I was frustrated by this, but I really liked her and hoped over the years she would open up sexually. Over the years, it never got any better but I learned to get over it. Well I ended up finding an old video from her college days of her engaging in group sex with 6 other people 5 guys 1 girl. In the video she has anal sex, oral sex, gets double teamed, and yells multiple times in the video she is a "I am a filthy whore."

All of it she was enthusiastic about it. I ended up feeling really sad. I can understand certain stuff people don't want to do, but it wasn't the fact she didn't want to do them. *She didn't want to do them with me* but every other guy *she was their whore*. I was angry hurt and I ended up saying some stupid shit to my wife.

I asked her if she could drop our daughter off at her sister's house because I wanted to talk to her. She asked why, I told her we'd discuss after she came back.

I don't remember all the details of the conversation, so I'll try my best to sum it up. I was drinking a bit before she came which wasn't the best idea.

Me: Is there anything about your past you have been hiding about me?

Her: Why are we talking about this?

Me: I just want to know were you in any type of porn or anything like that?

Her: are you taking drugs?

Me: I found your video from college with the other guys. I don't know who you are anymore and I feel ill being around you.

She starts crying.

Me: Do you have anything to say?

She continues to cry. This was pointless I go to grab my keys to leave. And she tries to stop me.

Me: If you don't want me to leave then I need you to be 100% honest with me, and tell me why you lied to me for all these years.

She: I didn't want you to think I was a slut

Me: I would have been perfectly fine if you told me, I would have loved to have done those wild things with you. Look I get it I don't turn you on like those other guys do. You liked sucking their dicks but not mine.

She: It's not that, I didn't want you to think less of me.

Me: No it is exactly that, there is a thing lying about sleeping with other guys. It's not that you didn't like doing those things. You didn't like doing them with me.

She: I can do that stuff with you. I am attracted to you, you know that.

Me: I don't want you to do it because you feel like you have to. I want someone that actually desires me.

She: I can change I promise don't ruin our marriage over this we can work things out. We can go to marriage counseling seriously talk to me.

Me: Marriage counseling won't change how you feel about me. Look I will try marriage counseling but I want a trial separation for now.

She: Please don't do this. Don't throw away our marriage for what I did in college please.

Me: Stop fucking acting like it's a one time thing. Be honest with me how many guys did you fuck before me. How many guys dicks have you sucked, and how many guys have you let fuck you in the ass.

She: why does it matter, I said I'll do them with you

Me: I am so fucking lucky. I got married to a whore, that fucks like a prude.

She: Please don't waste all of our marriage for this. I am willing to change.

Me: I am not divorcing you but I want a trial separation for now, and I want to see how things go, right now I feel sick looking at you.

I ended up leaving my wife kept trying to stop me. She kept on begging saying I could do anything I wanted with her, it was truly pathetic and I lost all respect for my wife the way she was trying to manipulate me with sex.

I am staying at a motel right now; I have been getting constant calls from my wife. She has been asking me where I am, if I tell her than she is going to confront me and I don't feel like I am ready for that. I feel so fucking drained. I feel bad saying those things to my wife but I don't know what else to do I am so fucking hurt over this.

As I said before I wouldn't care if she had a promiscuous past, seriously, wouldn't care but the fact she did all those things for other guys but doesn't do them for me hurts me the deepest.

I don't see how this marriage can be recovered. I can't change her attraction to me. My father has recently has been diagnosed with a tumor in his lung, and that has already been stressing me out pretty badly.

Please tell me what exactly I can do, my confidence as a man has been destroyed. Before I found out about this, I tried to get my wife to open up sexually but she completely shot it down. I really believe she isn't attracted to me in the way she was to those other guys. That's why she felt completely fine being "their whore" but won't give me a blow job. I want a woman that looks at me lustfully, not that has sex with me to fulfill "wifey duties."

I don't feel entitled to other types of sex with my wife. I want her to want to do them. Now even if she does do them it will be out of guilt, not out of desire. I don't see how we can recover our marriage. I feel really shitty that I won't be able to seem my daughter as much, especially during her younger years.

I have already made some calls to reroute my paychecks and get my finances in order if we do go for a divorce. My brother works at a big law firm, I am thinking about contacting him to at least see what I should be doing now. Thing is once I call him it becomes the point of no return, if I tell my family members than their image of my wife becomes destroyed. Also I'd have to check because right now she is dependent on me for health insurance, and I don't want her to be deprived of that if we do divorce, because she has been having health issues. I don't want to ruin anything but I can't see how things would ever be okay. If you don't have any advice for me and are just going to be judgmental please don't waste your time commenting. I know I said some hurtful things in there but you don't know the level of hurt I am feeling right now. I have apologized to my wife since then, but I don't see how our relationship can be recovered.

Edit – I want to make things work, between me and my wife. I understand she doesn't want to do certain sex acts. I am considering proposing to her the idea of an open marriage. That way we can still be together as a family and we both can have the fulfilling sex lives we want.

There's a lot going on in this situation, but I think the first thing that should be addressed here is that,

personally, I think these sorts of past life revelations are a lot more common than most men are comfortable in admitting. I wish I could say this was the first time I've ever encountered a story like his — it's actually the 7th time, and four of those were personal accounts from men I've counseled. As our culture becomes more technologically adept, electronic records – whether they're 'self-shots', incriminating GNO pics uploaded to various forms of social media, male-stripper party videos, or amateur / semi-pro pornography – will have an increasingly greater role in filling the pieces of the puzzle that constitutes a woman's relational and sexual past. The real problem will cease to be doing any actual detective work, and more about what a (Beta) man will allow himself to believe about his 'special snowflake' in contrast to the gestalt knowledge of women's behaviors on whole.

There was a recent article posted on Return of Kings by Emmanuel Goldstein detailing the Game necessity of presuming all women are sluts. In light of stories like this it's hard not to see the pragmatism in that, but at least when you are single, Game-aware and spinning plates you have the luxury and (should have) the foresight to know that even the Good Girls 'Do' have the inclination to go feral with the hot Alpha in the foam cannon party in Cancun on Spring Break when she's in the proliferative phase of her ovulatory cycle.

Predictably, I'm sure the "ooh, ooh men do it too!" wing of the critics gallery will be the first to cry foul, as they ever have, about my drawing attention to the feral dynamics of sexual side of feminine hypergamy. And were it only about one side of women's pluralistic sexual strategy (Alpha Fucks & Beta Bucks) they might have a point, but it's the other half of the Hypergamic equation, the part that requires long term male provisioning paired with emotional investment that sets men's short term sexual appetites apart from women's short term Hypergamy.

The Best of Her

The author of this reddit thread is feeling the sharp end of that Hypergamic equation. While I'm sure there will be every effort made to paint this man's wife as some fucked up, emotionally damaged, and conveniently, sexually abused victim (we don't know this, but that was the default association in the comments of his original thread), the operative I'm driving at here isn't about her individualized experiences, but the methodology she and all women use to justify their sexual pluralism.

Prior to the advent of technologies that could evidentially prove women's sexual exploits (often proudly so now) the more visceral aspects of a woman's sexuality, and the inconvenient hindbrain/hormonal prompts that motivate them, could be kept secret well enough to deceive a man with provisioning potential to commit to the long term security the other half of her Hypergamy demands. As the technology to record this becomes more ubiquitous, more permanent and fluid in its use, as men become more interconnected by it, and as women enjoy more self-affirmation from it, rationalizing her past indiscretions becomes more of an imperative.

Men saturated and conditioned over the better half of their lifetime by the feminine imperative to be the convenient cuckolds to women's Hypergamy – men like the author of this confession – have an ego-invested interest in presuming the woman they pair with will be "giving him the best of herself" once his ship comes in and all of his patience and equalist beliefs finally pay off.

Only, men like this discover too late, usually well after they realize their commitment has hamstrung their SMV peak potential, that not only have they been a retroactive cuckold (sometimes even moralistically proud to be so), but they've been socially conditioned to be one, by their mothers, their emasculated fathers, their sisters, female friends, teachers and the whole of the feminine imperative's effort for most of their lives.

One of the reasons I, and most of the manosphere, receive so much scorn from plugged-in, feminine primary society is that we risk to expose this process. This author's story is the inconvenient truth of a pluralistic feminine sexual strategy. Women's capacity to cash out of the SMP, to raise children, to create a semblance of a family life so conflicted with her single life, on what she thinks should be her terms, all rides on keeping men with a long term provisioning potential (greater Betas) ignorant of their pre-cuckolding and the conditioning that took so long to convince them would be their responsibility.

I am so fucking lucky. I got married to a whore, that fucks like a prude.

The primary reason men become preoccupied with women's sexual past is rooted in 'getting the best' she has to offer him sexually. There is certainly more aspects to this (fidelity, secure attachment, etc.), but as I've stated before, all men want a slut, they just want her to be *HIS* slut. Once the belief that he's getting the best sex she has to offer him is dispelled, viscerally and definitively, the nature of the Desire Dynamic comes into sharp focus.

I Want You to Want Me

Naturally, once a woman's true sexual capacity is revealed after the establishment of her normalized, married sexuality, her first impetus is to preserve the provisioning she enjoyed while 'her secret' was working for her.

Me: No it is exactly that, there is a thing lying about sleeping with other guys. It's not that you didn't like doing those things. You didn't like doing them with me.

She: I can do that stuff with you. I am attracted to you, you know that.

[...] She: Please don't waste all of our marriage for this. I am willing to change

What we're reading here is the script for negotiated desire. Her real desire isn't for his satisfaction or any real resolution for the deception of her sexual pluralism, but rather a solipsistic maintaining of a normalcy for herself. Our author has no other rationalizations to fall back on, denial of his conditions are no longer sufficient, and he begins to realize a cruel red pill truth – you cannot negotiate genuine desire.

He wants her to want him, he wants her to desire sex with him with the same verve and enthusiasm she did with other men in her videos. He wants her sexual best, but her 7 years of unwillingness to give him that while enjoying the benefits of his provisioning, his patience, love and perseverance only puts her strategy, the Hypergamic strategy, into perfect focus. Her genuine desire, her sexual best was never intended for him in the first place.

Madonnas and Whores

December 12, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It appears that for whatever reason the manosphere topic du jour of last week has turned some fresh light on the debate regarding the validity of the concept of Alpha Fucks and Beta Bucks. In between reposting HuffPo articles and any pop-psychology pablum that agrees with her ego-investments, Aunt Giggles seems to have decided to reject reality and replace it with her own (you expected something else?), more comforting, fantasies she finds catharsis in. If readers want to sift through the pop-up ads and fem.mgid links to get the gist of her ‘reasons’ why she believes AFB is some viral manosphere myth, feel free to head over to her Hooking Up Betas echo chamber and brush up on it.

If you want the short version it’s basically this; in her 5 years of blogging all of the 7 or 8 unmoderated commenters she consistently allows to reinforce her own perspectives have told her that Alpha Fucks and Beta Bucks is bunk. So there you have it, myth busted! This is kind of surprising since the concept of Hypergamy she so reluctantly conceded to essentially contradicts this, but as with all things Giggles, she was against it before she was for it before she was against it again....or, whatever the sponsors want her to be for.

All digs aside the epic comment thread from last week’s post went in all manner of direction, but it

was fairly enlightening with regard to the level of vitriol women have for Alphas. You see when it comes down to it, Alpha Men are the ones women love to hate. Poor Betas only deserve a passing mention; just enough “we love ya nice guys” so as not to raise suspicions that they might be getting a raw deal for their provisioning and good behavior right at the last moment when women need it the most.

It's the Alpha that the widows pine for. It's the Alpha who's the culprit for all the feminine imperative's woes. It's that damn Alpha who gives her the tingles, but so frustratingly won't ~~submit~~ commit to her imperatives – why can't they just play nice, like a good Beta will? It's the Alpha that women write songs for.

The Process

During last week's comment thread Dr. J reminded me of the process of breaking down a behavioral dynamic. The distilled version of that process is as follows:

Biological —> Psychological —> Sociological.

This is a valuable progression to remember when it comes to understanding *whys* of red pill dynamics. When there's a breakdown in understanding a particular dynamic, or even a willful refusal to understand it, at some stage there is a failure to make the connection between these realms.

Just for sake of a neutral illustration here lets take the dynamic of hunger. Biologically we get hungry, our bodies need nourishment, and thanks to our evolved genetics, and the scarcity of food in our evolutionary past, we tend to prefer certain types of energy rich food over others. Psychologically we might develop the conviction to train ourselves to eat right and exercise, or we might develop various personal rationalizations for why we're OK with being fat . Sociologically this dynamic extends into the obesity epidemic society is now facing, and depending upon the predominance of a particular individualized psychology the social manifestation may be a Fat Acceptance movement or a cultural obsession with physical fitness.

Granted, this is a simplistic illustration which becomes more complex as more dynamics are layered upon others – For instance both Fat Acceptance and physical fitness psychology are also rooted in the capacity to optimize hypergamy for women (a biological imperative) as well as having implications and purposes for other social conventions.

If there is a problem in really understanding a red pill truth, if there is a resistance (willful or otherwise) to that understanding, or even if there is a some doubt about a social dynamic that needs testing to explain, there is usually either a denial of, or a lack of connection to, a realm in this progression. With regard to blue pill critics and those with ego-investments in their mindset, denying or downplaying the importance of certain aspects of these realms is necessary to protect those mindsets. Sometimes one realm may be discounted altogether in order to maintain an ego-investment.

So it's with this progression in mind that we have to really deconstruct the Alpha Fucks / Beta Bucks dynamic, as well as it's male-specific counterpart the Madonna / Whore dynamic.

Alpha Fucks & Beta Bucks

From a biologically imperative starting point the AFBB dynamic is easily provable in women's pluralistic sexual strategy. If Aunt Giggles or any other doubter needs evidence of the biological motivators of AFBB, look no further than the provable behavioral prompts of women's menstrual cycle. I covered the more Game-tactical aspects of this in [Your Friend Menstruation](#), but study after study prove that women's behaviors, sexual appetites and mate preference selections coincide with

the particular ovulatory phase a woman happens to be in and how best to satisfy it at that stage.

As a feminine social directive, Alpha Fucks and Beta Bucks, is the social extension of women's pluralistic sexual strategy. This strategy is literally encoded into women's neurological firmware and endocrine systems. This ovulatory influence in mate preference that describes this pluralism is well documented, as are other manifestations such as:

Changes in women's feelings about their romantic relationships across the ovulatory cycle

Body odor attractiveness as a cue of impending ovulation in women

Ovulatory Shifts in Women's Attractions to Primary Partners and Other Men

Females Avoiding Fathers When Fertile

Menstrual Cycle Shifts in Women's Preferences for Masculinity

Vocal cues of ovulation signaling

Changes in Women's Choice of Dress Across the Ovulatory Cycle

Ovulatory shifts in ornamentation

In a biological realm, there is little doubt that a directive towards a sexually pluralistic sexual strategy would be the most pragmatic reason for these behavioral manifestations. The female biological condition prompts sexual pluralism, which further prompts the social condition of Alpha Fucks and Beta Bucks (essentially cuckoldry) as the most practical solution to the problem that optimized Hypergamy presents in finding a male who best embodies the ideal of both. Women's ovulatory cycle motivates for the sexual optimization of the Alpha, as well as the provisioning security / parental investment optimization that (usually, not exclusively) the Beta represents.

Madonnas and Whores

There is a counterpart to this dynamic in Men – the Madonna / Whore dynamic. You might know this dynamic as the Madonna/Whore “Complex” since feminine-primary society likes to repeat the term in an effort to pathologize the male analogy of optimizing his own sexual strategy. This marginalization is of course to be expected if women's sexual strategy and hypergamic selectivity is to be socially ensured.

Again, Dr. J offers us a good breakdown of the comparison of sexual strategies:

Here is how I conceptualize it... On one hand, there are equivalences:

- 1) Men prefer “madonnas” for long-term commitments, and “whores” for short-term mating.
- 2) Women prefer “beta-dads” for long-term commitments, and “alpha-cads” for short-term mating.
- 3) Both, ideally “want it all” in one person. The male ideal is the “virgin wife who is a slut only for them” – madonna and whore. The female ideal is the alpha stud who settles down and becomes a provider for her – fux and bux.
- 4) If “both in one” is not an option, then women may get short-term fux from an alpha cad, and long-term commitment bux from a beta dad – alpha fux and beta bux (AFBB). Similarly, men may have a primary, virginal wife to assure paternity, then a “slut on the side” for kicks – virgin validation and slut excitation (VVSE).

Thus, on this level of analysis madonna = beta (long-term commitment) and whore = alpha

(short-term mating).

Because the sexes also complement each other, there is also some mirroring. They are not mutually exclusive.

Thus:

A) Male's are primarily rated for their provisioning value, women for their sexual value, in long-term commitment.

B) Either are perceived to be low-worth when they give away that primary value too quickly.

C) Thus, "virgins" and "alphas" are often perceived as high value, while "sluts" and "betas" are often perceived as low value.

This creates a conflict with the four points above when:

I) High value virgins and alphas match up together by similar value, only to find that their mating goals may not line up. Sometimes they commit and have sex, which means they both "get it all". Other times, they just have sex – which is an unfair trade for the virgin. If she is "smart" she requires commitment for sex – but the "blue pill" usually brainwashes her away from that.

II) Low value whores and betas match up based on value too, only to find their mating goals in conflict as well. Sometimes they also commit and have sex, which means they both "get the best they can". Other times, they just commit – which is an unfair trade for the beta. If he is "smart" he requires sex for commitment – but the "blue pill" usually brainwashes him away from that.

In my post [The Threat](#) I wrote:

Women's shit testing is a psychologically evolved, hard-wired survival mechanism. **Women will shit test men as autonomously and subconsciously as a men will stare at a woman's big boobs.** They cannot help it, and often enough, just like men staring at a nice rack or a great ass, even when they're aware of doing it they'll still do it. **Men want to verify sexual availability to the same degree women want to verify a masculine dominance / confidence.**

As with AFFB you have to begin in the biological realm to understand men's sexual strategy and move through the psychological to get to the social. The Madonna / Whore dynamic isn't too hard to understand when you consider men's sexual imperative stimulated by the realities of 12.5 times the amount of testosterone women experience. A while back on Sunshine Mary's blog the topic was an effort in trying to understand (more like verify the fact) that men sexually evaluate a woman within the first glance of a woman. From an intersocial standpoint this fact (dubiously) offends women in that it smacks of some learned (psychological/sociological) tendency to objectify women. However the biological fact is that *all* men objectify women because it is how our neural firmware evolved. The parts of men's brains involved with problem solving and tool use are stimulated when we see sexually available women.

Male Hypergamy

I'm often asked if I think there is a male parallel to feminine Hypergamy. If there is it's the want to optimize a balance in the ideal monogamous wife, supportive mother for his children, and a woman

he (mistakenly) believes has the capacity to love him as *he* believes a woman could, and the dirty, porn star who represents unlimited access to unlimited sexuality. Lets be clear this want for masculine hypergamy doesn't have anything near the biological impetus that women's physicality prompts them to – we simply don't have the same plumbing or firmware – and rather his hypergamy is rooted in a rational frustration of trying to balance sexual availability with his potential for investing himself emotionally in a woman.

It's maybe not so ironic that the same fem-centric critics who so adamantly want to avoid the inconvenient aspects of the biological realm by focusing exclusively on the psychological or social in order to discredit the feminine AFBB / Sexual Pluralism, are the same critics who'll gleefully endorse the Madonna / Whore "complex" in men because it agrees with their ego-investments and further reinforces the Feminine Imperative as the socially dominant one.

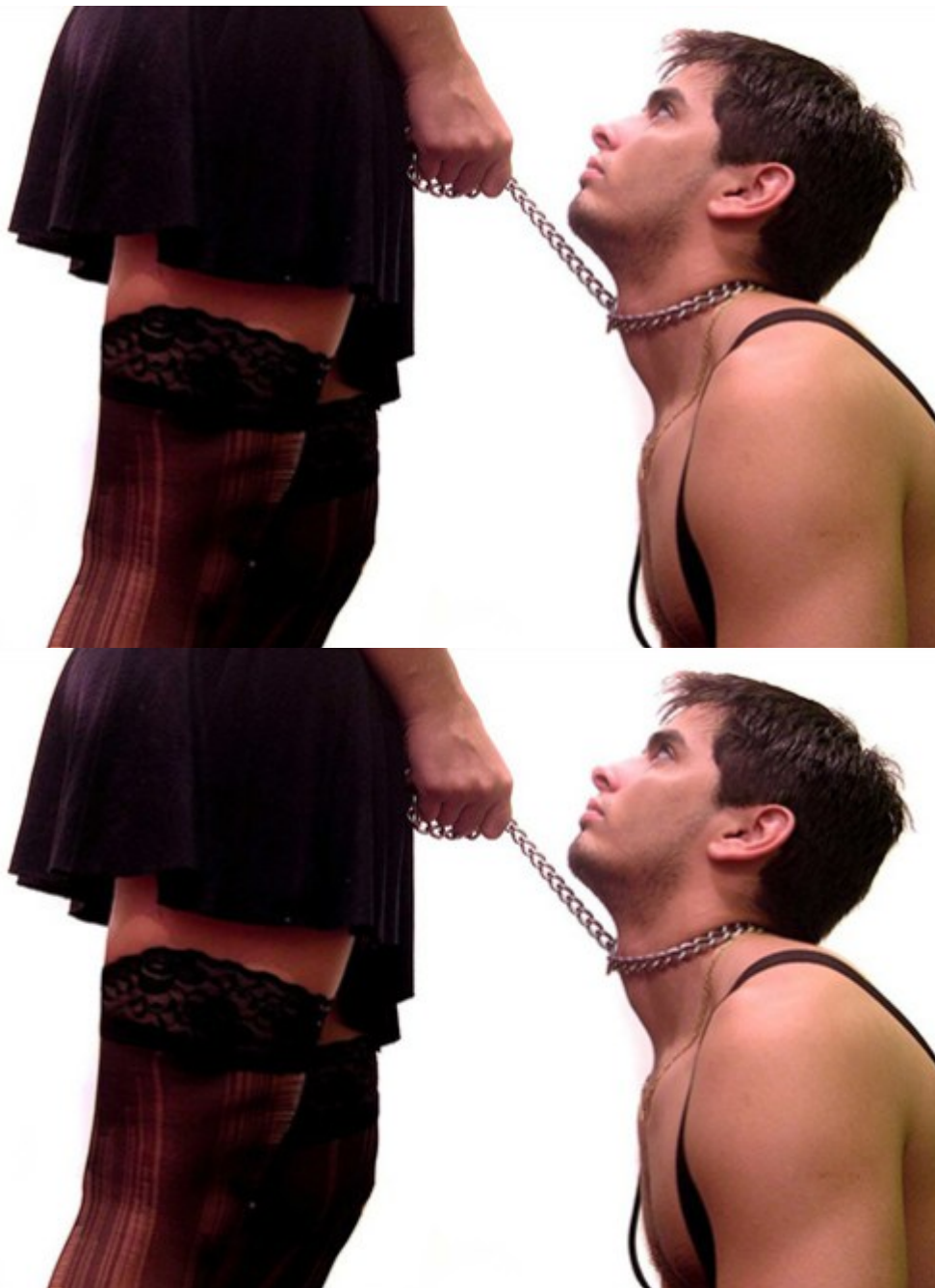
Before I finish up here I wanted to add my take on the husband of the Whore/Prude wife from last week's post. A lot of guys (and one convenient feminist) said he should've seen it coming, or he never should've signed on for marrying a woman who didn't have a genuine desire to fuck him like the secret porn star she used to be. In a perfect world where we have absolute clarity and foresight is 20/20 that maybe, but if I had to speculate, my guess is that he was trying to do what he thought and had been conditioned to think was right. He married a Madonna, and very likely an attractive one he thought he could do no better by, in the hopes she would "come around" and be at least a satisfactory whore for him alone.

How many guys would you advise marry even a borderline slut in the hopes that she'd "come around" to being a great wife and mother? The majority of men are varying degrees of Betas, pre-whipped by the feminine imperative for half a lifetime to eventually be the de facto cuckold for women's sexual priorities at just the right time. From a red pill perspective we can say he should've seen the signs, but we're dealing with a blue pill man plugged into the Matrix trying to balance the Madonna / Whore dynamic with blinders on.

Late Edit: For further analysis, [linked here](#) is the most recent followup reddit post of the (very real) husband of porn tape wife from last week's post.

Pre-Whipped

December 17, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The eminent Dr. J had a very insightful comment in [The Brand of Independence](#). I'll leave it to readers to read through the whole comment, but it was in reply to one of our resident feminist's assertion that it "takes a village" to raise a child:

[...] I don't view children as personal property that individuals (their parent-owners) have a "right" to do with whatever they see fit. A lot of the reason for opposition to discipline in schools is because parents believe that they can do whatever they want with their children, and that the education system should respect that.[...]

There is a strong contingent in the manosphere, and particularly MRAs, who's primary goal is

making society more aware of the inequitable redistribution of resources with regards to how the exchange unfairly affects men with respect to their parental investment and the influence they are allowed in participating in the lives of their (intended or unintended) children. Allegations of, and comparisons of feminism to Marxism or socialism are almost cliché amongst this set, and probably with good reason, however the constant repetition of such makes for an easy dismissal of the comparisons.

As most readers know, as a policy, I don't delve into religion or politics on Rational Male unless an observable, gender related dynamic can be better explained in a religious or political context. I'll probably be disappointing the feminism-is-socialism crowd (there's no shortage of bloggers who'll be happy to educate on this), but I must admit to a larger social dynamic I hadn't considered before this comment exchange.

The Pre-Whipping

In finishing last week's essay I wrote this:

The majority of men are varying degrees of Betas, pre-whipped by the feminine imperative for half a lifetime to eventually be the de facto cuckold for women's sexual priorities at just the right time.

There are a few considerations we take as given in the manosphere. One of these has been the presumption that 80% of men, either by birth or by conditioning, are Beta. I actually think 80% is probably a bit conservative.

A lot of red pill mental effort revolves around defining just what makes a man Alpha, but when it comes to what makes a man Beta we tend to just accept that chump is a chump and we don't want to be one. That's really the whole point of unplugging; becoming aware of, and rejecting the influence the Feminine Imperative has had with regards to the direction of our lives. And that's another basic of becoming Game-aware, we acknowledge a feminine-primary conditioning has had an undue influence not just on societal expectations of men, but literally *how* we think, and how we prioritize our thoughts, wants and goals to better accommodate a latent feminine purpose.

Since I began writing about Game-awareness and positive masculinity one of the most frequent frustration I have related to me is from a red pill reader with a friend who just wont be unplugged. They may know someone or be involved in a social set where just expressing observations of anything that might be interpreted as counter to this conditioning would risk their wrath. They see the behaviors, they hear the common and predictable reasonings their plugged in friends use within their unrealized feminine-primary context, and for all if it, it only confirms the extent of his own conditioning.

These are the men I call pre-whipped; men so thoroughly conditioned, men who've so internalized that conditioning, that they mentally prepare themselves for total surrender to the Feminine Imperative, that they already make the perfect Beta provider before they even meet the woman to whom they'll make their sacrifice.

But why should there be a need for this conditioning? It hasn't always been this way; only really within the past 60 or so years since the rise of feminism, the sexual revolution and the predominance of a feminine-primary social influence (fem-centrism, gynocentrism, et. al.)

It Takes a Village to Optimize Hypergamy

I hadn't considered that in its efforts to eliminate masculine influence, fem-centrism would also seek

to end men's biological predispositions and personal reasons for parental investment with regard to raising and providing for his own genetic offspring. This is evidenced in the feminist belief that men would view their offspring as their 'property'. Eliminate this male-owned preconception and replace it with the globalized "it takes a village to raise a child" model of parental investment, and not only is the masculine disenfranchised from the entire process, but it allows for an optimized condition of unfettered feminine hypergamy.

Since the latent purpose of feminism is optimizing hypergamy, it would stand to reason that promoting, reinforcing and affirming social and personal acceptance of essentially cuckolding a male provider into caring for her hypergamous breeding efforts (either proactively or retroactively) with better breeding (not necessarily provisioning) stock would need to be socialized into the majority of Beta men. Whether they sired them or not, the resulting children would be provided for, and the masses of conditioned Betas would be proud of themselves to do so thanks to a system of social rewards and positive affirmation. Those children would never be his *property*, irrespective of who's genes they carried but rather they are wards of a system entirely devoted to the Feminine Imperative and hypergamous optimization.

Obviously failing in this, feminism needed social welfare programs to fill that provisioning gap, but it's interesting to consider the feminine socialization efforts to make men more feminine-identifying from an early age so as to better prepare them to accept that cuckoldry and support role for women's pluralistic sexual strategy (alpha fucks / beta bucks) when they reach adulthood.

Initially this feminine conditioning might be couched in an effort to raise boys to be more considerate of the female experience, but either by design or by nature the conditioning effort was more successful than just simple consideration. Complete internalization of that feminine identification seeped into every facet of what had formerly been the male experience.

A lot of blue pill adherents believe that red pill Game-aware men, of whatever manosphere stripe despise Beta man. Let me be clear here, although I can't really speak for anyone else, I don't despise the Beta. I don't really believe any unplugged guy does, but that want to release a Beta from this system is often perceived as Beta-hate (for lack of a better term) by guys still trapped in the Matrix. That's part of the feminine conditioning; to despise any Man attempting to make him aware of his conditioning.

Secret of the Red Pill

December 31, 2013 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Joker79 from the [SoSuave forum](#) relates a common red pill dilemma;

I'm a huge fan of the rational male and I can't deny that it helped me a lot in these years. I'm spinning plates and I can literally pull out from the crowd the girl I want to bang. I find really amusing though when I challenge some chicks with the uncomfortable truth of the matrix (e.g. their hypergamy, decreasing SMV with age, the feminine mystique and so on). I wonder which is the common (and the worst) reaction you got from your female friends, girlfriend, women you're meeting daily when you show them that you know the game they're playing? I usually get "pffff NAWALT" or "you're a player" or they seem to be butthurt once they realize I turned the table against them... nothing concrete of course because they know I'm right. any meaningful and/or funny experience?

Synergy1 adds the most common response:

I don't openly discuss the RM and other theories with people, but it's funny how a lot of the truths are actually accepted by people. Just the other day I had a discussion on how if you

insult a man its funny, but if you mention a fact about women, it's considered misogyny. The coworkers' comment was that women are weaker than men are and I responded – why do you hate America. It got some laughs.

Some people get it. These are the same people who have been through divorce and see things for as they are. The younger guys who are still in fairytale land don't understand or buy into it.

Joker79:

It's not really discussing openly or starting a conversation about red pill topic, it's more about observing their behavior when your reaction is different from what chicks expect (e.g. walk away when you're supposed to beg them to stay, hitting on different chicks when she's with you and disrespects you and you're not trying to qualify for her attention at all). More often than not you get either an annoyed reaction (he's a player) motivated by the discomfort of her knowing that you know her strategy and how to workaround it or a butthurt behavior where she pretends not to care and avoid you (rationalization hamster spinning!)

Think about it this way – you can never *tell* a woman about the red pill or how Game savvy you are, you can only *show* her.

Demonstrate, never explicate. While it might be satisfying to overtly crush a woman's gender perceptions, being overt will always come off like conceit, or bitterness or melancholy.

If your purpose is to alienate and/or correct a woman you have no interest in by pointing out the brutal truths of being Game-aware, that's certainly your prerogative, but you will never get into a woman's pants or be more attractive to her by *explaining* the Game you are engaged in with her (or hope to be).

Women want a guy who Just Gets It.

She want's you to 'get it' on your own, without having to be told how. That initiative and the experience needed to have had developed it makes you a Man worth competing for. Women despise a man who needs to be told to be dominant. Overtly relating this to a guy entirely defeats his credibility as a genuinely dominant male. The guy she wants to fuck is dominant because that's 'the way he is' instead of who she had to tell him to be. Observing the process will change it. This is the root function of every shît test ever devised by a woman. **If masculinity has to be explained to a man, he's not the man for her.**

Remember what I've bolded here, the same applies to you revealing your understanding of Game. As I've stated many times, women may think they want the truth, but they never want full disclosure. Women want to *play* the Game with you, but they want it running covertly in the background, not overtly and in her face. Much of the reason the red pill, Game and the manosphere are vilified by a blue pill public is due to the overt nature of explaining the psychological and sociological mechanisms operating underneath the social conventions, ego-invested beliefs and masks we wear in engaging with the opposite sex.

The red pill strips away a comfortable veneer – we're supposed to Just Get It, without explaining *how* we just get it. Men being the more pragmatic and rational sex tend to think that a reasoned approach should be the most practical one. We deduce that women ought to be just as reasonable and can

handle the truth – after all the constant repetition of how women and men are the same with different genitals – so to the uninitiated, newly unplugged red pill guy it seems sensible to remove all the pretense and explain all his understanding to a woman he's interested in.

Play with her, and play *with* her.

As I've explained before, appeals to a woman's reason will never bear the fruit that hopeful Beta men expect it will. Women don't want to be told how the Game works (on some limbic level they already know how it works), they want to play the Game with a Man to determine that he knows how the Game works. There is nothing so self-satisfying for a woman than for her to believe she's figured a Man out using her (mythical) feminine intuition. Understanding this basic tenet of women is one of the most under-appreciated advantages men have in Game.

This is where the 'Art' in Pick Up Artist is important. Too many men believe that understanding red pill truths and the underpinnings of Game should be enough to be convincing with women, but that learning isn't enough. Playing the Game and applying that knowledge with women without revealing an overt understanding of it is an art that must be practiced and developed to the point where adaptation and improvisation become second nature to a man. Men with this understanding are often the ones with the most comfort and facility with women – Amused Mastery is his natural state, because he knows his advantage in *not* revealing the secret of the red pill to any woman he's interested in.

Possession

January 8, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In my essay [Casualties](#) I described the situation of my sister-in-law and her first husband committing suicide.

The first guy I knew to commit suicide over a woman was my brother-in-law. I don't like to go into too much detail about it as critics may think it's my *casus belli* for getting involved in the manosphere, but suffice to say it was after a 20 year marriage and 2 children. My sister-in-law promptly married the millionaire she was seeing less than a year after he was in the ground. This is a real point of contention her family and I have with her, but it was his terminal beta-ness / ONEitis conditioning that greatly contributed to his hanging himself. The psychologist in me knows there are plenty of imbalances that dispose a person to suicide, but I also know there are plenty of external prompts that make taking action more probable.

My brother-in-law hung himself as a response to having the unthinkable happen to him; his ONE, his soulmate, a woman he was very possessive of, was leaving him after 20 years of

marriage (for a millionaire we discovered later). She was the ONLY woman he'd ever had sex with and had been (to the best of my knowledge) a faithful and dependable husband and father since they married at 18 and 19. He did the 'right thing' and married her when he'd gotten her pregnant at 17 and stuck by her, sacrificed any ambition he had and worked his ass off to send both his kids to college – an advantage he'd never achieve. He wasn't a saint by any means, and I'm not going to argue my sister-in-law's motivations, since those aren't my point; my point is that he was an AFC who never came to terms with it and believed his life was only completed with his ONE. He literally couldn't go on without her.

He couldn't kill the beta (if he was even aware of it), so he killed himself.

This was back in 2003 and I'll admit the trauma of this experience and the behavior and consequent mindset of my wife's sister was a catalyst in waking me up to a much broader definition of feminine hypergamy. No longer was this curious term just about "the tendency of women to 'marry up' in status with men", it was about an entire psycho-social dynamic written into women's psychological firmware since birth. It was this experience that made me aware that hypergamy was an overriding psychological imperative based on a constant condition of doubt and uncertainty about how well she might optimize this hypergamy in measure with her capacity to attract men of equal or greater SMV than her own.

I'll also admit this episode in my life was personally jarring for me when I considered that my own wife would necessarily be prone to the same predispositions. Her sister, a God-fearing evangelical 'good girl', had gone feral on the husband who'd done the right thing after knocking her up at 17 and married her and set about working his ass off for the next 20 years. She was already in the process of divorcing him when he decided a noose and a tree were a better option than living in a world where he had to see his still gorgeous ex-wife with the millionaire she'd met (and later married). So why not Mrs. Tomassi too, right?

I can list any number of reasons as to why I trust Mrs. Tomassi, all of which I've read from every blue pill married chump in my time in the manosphere, but I'm not so naive as to think that certain circumstances and conditions 'could' change and she could also go feral. This is what my brother-in-law never could grasp. His world literally revolved around his wife.

He was by no means a saint, and for all of his dedication to his family and wife, his main fault was his possessiveness. My brother-in-law controlled the frame of his marriage, but this frame control was rooted in an insecure possessiveness bordering on the obsessive. On some level of consciousness he knew, by happenstance, an unplanned pregnancy and an early marriage, that he'd married well above what his realized SMV would've normally merited.

Possessiveness

I've seen this type of possessiveness in other men as well, but the common thread among them is usually an underlying, subconscious sense that the guy doesn't *deserve* the woman he's locked down in one way or another. A lot of them would be counted amongst the same Betas who subscribe to the Leagues mentality, only much more pronounced – it's as if through luck or circumstance, or maybe due to a natural Alpha dominance that they don't really understand they manifest, they get into an LTR with a woman they would otherwise consider "out of their league."

Just this possessiveness might seem bad enough, but when it's combined with ONEitis (the soul-mate myth), a Scarcity Mentality, a subscribing to the myth of Relational Equity or especially a self-righteous dedication to his feminine conditioning and White Knighting, then you've got a volatile

mix of psychoses and a recipe for suicide or murder-suicide. When possessiveness is a man's ego-investment and his worst fears of losing the "best thing he'll ever have", the relationship he subconsciously believes he didn't deserve, comes to actuality, he may cease to exist because that former reality ceases to exist. What's worth living for when you've already experienced the best you never merited to begin with?

A lot of my readers got irate with me when I suggested that if their girlfriends or wives wanted to head out with the girls for a GNO they should, as indifferently as possible, let them go. Granted, I attached more than a few caveats as to how to go about it, but the operative behind this indifference is really a test of your own possessiveness.

I'm sure many guys reading this are experiencing the twangs of possessive insecurity even in my suggesting this course of action. The reflexive response most guys will have in a situation like this will be one of mate protection; the fear being that if they don't express their disapproval they'll run the risk of their woman thinking they don't care enough about them to be jealous. This is a trope most guys sell themselves, because it's more about suspicion than jealousy. As intuitive as this sounds it really masks the insecurity that their girl will meet another guy and hook up with him. On an instinctual level we're well aware of women's pluralistic sexual strategies, thus an evolutionarily honed suspicion was hardwired into our psyches to protect men from becoming the beta cuckold provisioning for another male's offspring. However, as counterintuitive as this sounds, a GNO is an excellent opportunity to display confidence behaviors.

There is always going to be a naturalistic side to male possessiveness. For very good reason evolution selected-for men with a honed sense of suspicion – men want a certainty that their parental investment (or potential for it) will be worth the exchange of resources with a woman who will facilitate it. In other words evolution selected-for men with an internalized, hardwired understanding of women's biological directive for optimized hypergamy. When a man's sexual strategy and sexual optimization has to be sacrificed for women's optimized hypergamous and pluralistic (Alpha Fucks / Beta Bucks) sexual strategy in order to breed, monogamy becomes a one-sided risk for him.

Sunshine Mary had a recent post with more than a few loose premises about the nature of women. The first of which was this:

1. Women were not designed by either God / evolution to be traded around among men. There are few (or no?) societies in human history in which human females were heavily sexually promiscuous, and marriage has existed in some form in nearly every culture.

I'm not drawing attention to SSM to run her up the flagpole for this assumption, but it does illustrate a very visceral point about the possessiveness dynamic we're exploring today. I responded to Mary with this:

In human male sperm there are 3 heteromorphic types: Killers, Defenders and Runners (fertilizers).

Killers destroy opposing sperm, Defenders encircle the ovum and provide a barrier against opposing sperm's runners, and Runners specialize in ovum penetration and fertilization.

The only logical purpose for the evolution (or intelligent design if you prefer) of these type-specific sperm adaptations would be to optimize a competitive advantage in female

fertilization of promiscuous human females possessing secretive ovulation.

Even the shape of a male penis is “designed” to maximize insertion depth to the uterus and simultaneously shovel out competing sperm from the vagina.

If women weren't promiscuous, if women's biological imperative wasn't dictated by hypergamy, would these biological phenomenon have been a necessary evolution for human males? The predominant state of sexual competition, rooted in the dualistic, cuckolding, sexual strategies of human females, necessitated not only an evolved, male, psychological predilection for sexual fidelity suspicion, but an evolution of three types of purpose-specific sperm cells to maximize passing a man's genetic legacy under conditions of uncertainty.

The Possessive Difference

Back in his earlier work Roissy had an interesting post about the behavioral manifestations displayed between Alpha men and Beta men. Really he likened the behaviors to more animalistic tendencies, but whether or not you acknowledge similar behaviors in people, the reasoning behind these actions make a lot of sense. Alpha men are slow to respond to sudden stimuli (such as loud noises or boisterous taunts) because they are so unused to any significant challenge – in other words, they're not jumpy Betas used to opting for flight instead of fight. Their posture and body language convey confidence, but only because this Alpha posture is behaviorally associated with what Alphas do.

This is an important dynamic to understand when we consider possessiveness. A man with an Alpha disposition would be less possessive, and therefore display an indifference to *possessing* any particular woman due to his condition of (relative) sexual abundance. Possessiveness, or certainly an overly pronounced manifestation of possessiveness is the behavior of a Beta unused to sexual abundance and more likely accustomed sexual rejection.

It's important to bear in mind that possessiveness is conveyed in a set of behaviors, attitudes and beliefs communicated in many ways. It's not that possessiveness necessarily makes a man unattractive to a woman; on the contrary, it's almost a universal female fantasy to be possessed by a so deserving and desirably dominant Alpha Man. It's a visceral endorsement of the status of a woman's superior desirability among her peers to be the object of such an Alpha Man's possession; but likewise this is so common a (romance novel) feminine fantasy because of Alpha Men's general indifference to possessiveness that makes it so tempting for women.

When self-deprecating, undeserving Beta men overtly display possessiveness, women read the behavior for what it is. Beta possessiveness is almost universally a death sentence (often literally) for an LTR. Nothing demonstrates lower value and confirms a lack of hypergamous suitability for a woman than a Beta preoccupied to the brink of obsession with controlling her behaviors. This isn't to discount the very real reasons an Alpha or a Beta might have concern for a woman's behaviors, it's that his own possessiveness conveys a lack of confidence in himself.

The Second Set of Books

January 14, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the cornerstones of red pill truth is in men coming to terms with what amounts to (in most cases) half a lifetime of feminine conditioning. It's interesting to consider that there was a time (pre-sexual revolution) when a man wasn't in somehow socialized and acculturated in his upbringing to give deference to the feminine or to become more feminine-identifying. There are plenty of other manosphere bloggers who'll run down in detail all of the many ways boys are now raised and educated to be what a feminine-primary world would like them to be, but at the heart of it is a presumption that boys should be raised and conditioned to be more like girls; conditioned from their earliest memories to be better providers for what women believe they will eventually want them to be as adult 'men'.

For men who've become aware of this conditioning through some trauma or personal crisis that prompted him to seek answers for his condition, we call this period our blue pill days. I think it's important to make a distinction about this time – whether or not a man is Alpha or Beta doesn't necessarily exclude him from the consequences of a blue pill conditioning. That isn't to say that a more natural Alpha Man can't see the world in a red pill perspective by his own means, but rather that his feminine-primary upbringing doesn't necessarily make a man Alpha or Beta.

The Blue Pill Alpha

I'm making this distinction because there is school of thought that being blue pill (unaware of one's conditioning) necessitates him being more Beta. To be sure, feminine-primary conditioning would raise a boy into a more feminine-pliable man – ready to serve as the good Beta provider when a

woman's SMV declines and she's less able to compete with her younger sexual competitors.

However, there exist more Alpha Men also conditioned to be servants of the Feminine Imperative. These men make for some of the most self-evincing White Knights you'll ever meet and are usually the first men to "defend the honor" of the feminine and women for whom they lack a real awareness of. Binary absolutism and an upbringing steeped in feminization makes for a potent sense of self-righteousness. Blue pill Alphas live for the opportunity to defend everything their conditioning has taught them. To the blue pill Alpha all women are victims by default, all women share a common historic suffrage and any man (his sexual competitors) critical of the feminine are simply an opportunity to prove his worth to any woman in earshot who might at all find his zealousness attractive.

The Second Set of Books

On June 15th, 2011, Thomas Ball set himself on fire in front of Cheshire Superior Court in New Hampshire. While I strongly disagree with his decision to self-immolate, I understand his sentiment. In last week's Possession, Living Tree attempted to call me to the carpet about how a man might come to the conclusion of suicide or murder once he'd become confronted with a total loss of all his personal and emotional investment in life:

But Rollo, you just justified murder as "logical", by illustrating that insecurity is the prime motivator for this man's life (and many others, I'd imagine). The decision may have been understandable in an empathetic sense, and he might have seen it as logical at the time, but there is nothing logical about it. You are making extreme beta-ism seem more and more like a mental disorder.

Just for the record, I'd argue that ONEitis, however extreme, *is* in fact a mental disorder.

I haven't *justified* anything, murder or suicide, I've simply outlined the deductive process men use when confronting the actualized loss of their most important investment (or perceptually so) in life. They are convinced and conditioned to believe that women are playing by a set of rules and will honor the terms of those rules, only to find that after ego-investing themselves for a lifetime in the correctness and appropriateness of those rules does he discover in cruel and harsh terms that women are playing by another set of rules and wonder at how stupid he could be to have ever believed in the rules he was conditioned to expect everyone would abide by.

Suicide or murder is certainly a deductive and pragmatic end for some men, but by no means is it justified. Thomas Ball, for all of his due diligence in uncovering the ugly processes of the American divorce industry, was far more useful alive than dead in some symbolic suicide. He wasn't the martyr he probably expected he'd be, he's just a footnote.

For all of that, Thomas Ball and his last message to humanity serves as an excellent illustration of a man coming to terms with his own conditioning. In his message Ball makes a very important observation about his legal ordeals. He comes to understand that there are two sets of books rather than the one he'd been lead to believe that everyone understood as 'the rules' everyone should play by.

The confusion you have with them is you both are using different sets of books. You are using the old First Set of Books- the Constitution, the general laws or statutes and the court ruling sometime call Common Law. They are using the newer Second Set of Books. That is the collection of the policy, procedures and protocols. Once you know what set of books

| everyone is using, then everything they do looks logical and upright.

Ball was of course making a political statement in his account of going through the legal system and the cruel education he got in the process, but when men transition from their comfortable blue pill perspective into the harsh reality that the red pill represents, the experience is a lot like Ball discovering that the set of books (the set of rules) he'd believed everyone was using wasn't so. Likewise, men who've been conditioned since birth to believe that women were using a common set of rules – a set where certain expectations and mutual exchange were understood – were in fact using their own set. Furthermore these men 'just didn't get it' that they should've known all along that women, as well as men's feminization conditioning, were founded in a second set of books.

In and of itself, this is a difficult lesson for young men to learn and disabuse themselves of before they've invested their most productive years into what their blue pill conditioning has convinced them they can expect from life and women. However, when a mature man, who's based the better part of his life and invested his future into the hope that the first set of books is actually legitimate set is disenfranchised by the second set of books, by the actual set of rules he's been playing with, that's when all of the equity he believed he'd established under the first set of books counts for nothing. Literally his life (up to that point) counted for nothing.

When faced with the prospect of rebuilding himself after living so long under false pretenses, after having all he believed he was building turn up to be a lifetime of wasted effort, he's faced with two real options. Recreate himself or destroy himself. Needless to say suicide statistics among men are a strong indication that the majority of men (Betas) simply don't have the personal strength to recreate themselves. Thomas Ball didn't.

There's usually a lot of disillusionment that comes with making the transition to Red Pill awareness. I've written more than a few posts about the stages of grief and acceptance that come along with that transition. Guy's get upset that what they now see was really there all along, but it's not so much the harshness of seeing red pill dynamics in women or a feminized society play out with such predictability, it's the loss of investment that cause the real sense of nihilism. When I wrote Anger Management, the overarching reason most men experienced what they called a righteous anger, wasn't at how the second set of books had been dictating their lives for so long, but rather it was anger at having invested so much of themselves in the first set of books and losing that very long term investment.

The good news is you can rebuild yourself. A lot gets written about how nihilistic the red pill is, but this is for a lack of understanding that you can recreate yourself for the positive with the knowledge of both sets of rules. One common thread I see come up often on the Red Pill Reddit forum is how Game-awareness has completely destroyed a guy's world view. I get it, I realize it's a hard realization, but their depression is only for a lack of realizing that they can become even better in this new understanding than they were in their blue pill ignorance.

Suck It Up

January 21, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Recently [Marellus from Just Four Guys](#) brought this to my attention:

Did you see how the womyn tore apart a commenter, by the name of Redlum, on [Jezebel](#) ?
Just because he said this :

Why does feminism have to antagonize and mock men all the time? Men are expected to have no vulnerabilities, this is an oppressive gender role. When men's vulnerabilities are exposed, such as feeling emasculated or being insecure about women making them "obsolete", that is a human emotion and gloating over it and mocking it is not only terrible, but also one of the big things giving feminism a bad name.

The top reply was this :

If being in a relationship with a woman who makes more money than you and/or has a higher position than you makes you feel that you are becoming obsolete, maybe you should be mocked for being silly, immature, and sexist. So now, on top of everything else that

women have to deal with, we have to comfort men for freaking out whenever a woman surpasses them at something? I'm sorry – if you are in a group that has been privileged over/oppressive of other groups, you don't get an apology and a reassuring hug every time we get a millimeter closer to some semblance of fairness and equality. Men need to suck it up and deal with life on more equitable terms like adults, without those who do just that expecting a medal for it.

Write a post on what this guy did wrong, if possible.

Redlum's mistake was twofold. His first error was to ever overtly look for sympathy from a woman (women). We already know women lack the capacity for empathizing with the male experience, but sympathy is another side of the equation. One grave error most blue pill plug-ins make in this respect is a presumption that women owe them sympathy or that women are predisposed to sympathizing with them.

This is usually due to having been conditioned by the feminine for so long to believe that "Open Communication®", sharing his feelings and being vulnerable will make him the ideal man. This is an unfortunate outcome of the 'get in touch with your feminine side' curse of Jung: in a similar respect to the myth of Relational Equity where a man expects his sacrifices and investment in a relationship will be a buffer against women's Hypergamy, the expectation is that women will appreciate his openness and vulnerabilities. He believes the feminine identity lie that "vulnerability is strength."

It's a very seductive fallacy for a dyed-in-the-wool plug-in to make. I've read Redlum's comments before and he doesn't impress me as a chump, so I believe his comment on Jezebel was really more of a symbolic appeal to feminine reason. What he illustrates here is a common misgiving most Beta blue pill men subscribe to – that they will be perceived as unique, "not like *other* guys" in his embracing feminine vulnerability. And as you can see from the top Jezebel reply he was met with the same hostility women have for "vulnerable" men.

Hypergamy psychologically predisposes women to hold either contempt or pity for male vulnerability on a limbic level. Even in the most 'emotionally evolved' women, by order of degree, Hypergamy is always testing for male fitness in order to assess whom she will pair with either in short term breeding availability or long term provisioning availability. When a man overtly expresses an openness to vulnerability, on a subconscious level it telegraphs his insecurity to her Hypergamous nature. Thus, she filters him out, or if she's paired with him prior to this expression she initiates the mental protocol to leave him for a better match.

The contempt expressed by the Jezebel authoress is a good example of this.

So now, on top of everything else that women have to deal with, we have to comfort men for freaking out whenever a woman surpasses them at something?

You're a man, suck it up, you shouldn't be vulnerable by virtue of your maleness. It's a conflicting message in light of the touchy-feely feminine conditioning men endure in their upbringing, but it is an honest reaction, and one that men need to understand when sorting out the reality of women and their need to unplug.

I'm not gonna write you a love song, cause you asked for one,..

The second (symbolic?) mistake Redlum makes is making an appeal for sympathy. In Empathy I outlined women's gut-level, evolutionarily selected-for, lack of empathizing with the male experience. I defined the difference between empathy and sympathy, and while women might lack

the means for that empathy, they have a very strong sense of sympathy. However that sympathy comes with conditions.

Women involved with high SMV Alpha Men can be some of the most genuinely, organically sympathetic women you'll ever encounter. Granted, that sympathy may facilitate her own Hypergamous interests, but more so because that Alpha never petitions her for her sympathy.

Women give their sympathies of their own accord, *never* as the result of a man petitioning it from her. A woman must be inspired to sympathy for a man, asking for it is negotiating for her desire to be sympathetic.

A man who is intentionally vulnerable smacks of a guy who is so in an effort to qualify for her intimacy. It's similar to the dynamic found in Play Nice, that niceness, that vulnerability that's supposed to be strength, is perceived as a ruse to better identify with the feminine and thus be more acceptable to it. If feminine Hypergamy is fine tuned for anything it's genuineness. That's not to say women won't turn it to their social and biological advantages, but Hypergamy is always testing for certainty and authenticity. I've stated before that there is nothing more satisfying for a woman than to believe she's figured a guy out using her mythical feminine intuition, this is a direct satisfaction of Hypergamy's need for certainty, but I should also add that there is nothing more mortifying, rage inducing and produces more bitter tears than a woman who's had her Hypergamy fooled by an imposter. Not only does this deception involve a loss of investment and resources to her, but it's also an insult to her ego that her capacity to filter for authenticity isn't as effective as she believes her 'intuition' actually is.

Suck It Up

The bigger picture in this Jezebel exchange is really about one of the most basic and useful social conventions ever devised by the Feminine Imperative – The Male Catch 22:

Man Up or Shut Up – The Male Catch 22

One of the primary way's Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it's convenient, while simultaneously expecting egalitarian gender parity when it's convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they're conditioned to believe that they're cursed with masculinity (Patriarchy) yet are still responsible to 'Man Up' when it suits a feminine imperative. So it's therefore unsurprising to see that half the men in western society believe women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it's convenient to meet the needs of a female imperative.

This dualistic, conveniently conflicting, social convention is what defines a condition of ‘equality’ for today’s New Woman:

Men need to suck it up and deal with life on more equitable terms like adults, without those who do just that expecting a medal for it.

In other words suck it up when convenient and sack up when necessary. In a sense she’s not wrong—an intrinsic part of the male experience is not to complain about adversity, not to complain about pain and not to complain about suffering – in other words, Man Up, be strong and don’t let on to any vulnerability. If that sounds contradictory to a lifetime of feminine sensitivity training for men it should, but only because it’s half of the usefulness of the Male Catch 22. Where our Jezebeler drops the ball is the other half of the con – Man up and be useful, to women, to the Feminine Imperative. The problem is that equality only applies to what benefits the feminine, anything else that constitutes a man, constitutes masculinity, is a liability.

If being in a relationship with a woman who makes more money than you and/or has a higher position than you makes you feel that you are becoming obsolete, maybe you should be mocked for being silly, immature, and sexist.

There is also the option that Men may simply opt out of involving themselves in a relationship with said woman. In this case the Male Catch 22 is used to shame him for his insecurities not only by women for not participating in their potential provisioning, but also by a chorus of plugged in men ready to mock him for his lack of manhood (also in order to convince the feminine of their unique dedication to the imperative and hopefully get laid as a result of it). It’s at this point he’s derided for his ‘fragile ego’ and his ‘being threatened by strong independent women®.’

By virtue of his maleness, he literally cannot win, and any expression of this condition, even the questioning of this situation is then perceived as his complaining about it – and overt confession of vulnerability. What I’m describing here is the core issue blue pill, plugged in men have with Game and the red pill – just asking a question or making a critical observation about the feminine with regard to the male condition is always conflated with men complaining – something men aren’t allowed to do. It comes off as “poor men”, just as our Jezebeler recounts, but it distracts and discourages real discourse about those conditions.

That is how effective the Male Catch 22 is, it kills all critical inquiry before the questions can even be asked.

Secret of the Sperm Bank

January 29, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Over on Dalrock's blog [Anonymous Reader](#) had an interesting insight about the Alpha Fucks – Beta Bucks dichotomy:

Turning to the [Missouri sperm donor case](#), I got to thinking about the whole notion of a sperm bank. Without bothering to search, they seem to be an invention of the 1960's. I recall reading about the concept in high school biology, and the original justification was to provide infertile *married* couples with the chance for the wife to bear a child into the marriage. A couple of the matriarchs of my family were absolutely shocked when sperm banks started serving, or perhaps servicing, unmarried women. That was immoral, in their eyes. Looking backwards it should be no surprise that in some progressive, coastal venues men began providing turkey-baster filling for lesbian couples in the 1990's – it's not that big a step from "woman goes to specialized OB/GYN for syringe of semen" to "woman and her partner get together with male friend and turkey baster". Bonus points in some quarters if

the man is gay...but I digress.

Let's look at this abstractly. Man and woman marry, find that she isn't getting pregnant, determine from medical testing that his swimmers aren't winning the race. So they pay for another man to impregnate her, although via a medical go-between. The original sperm banks screened donors and pretty much limited them to med students and other college men.

This is "Alpha Sperm, Beta Provisioning", and nothing less. Putting a tech or a doctor in the middle wearing gloves and a lab coat, and injecting semen with a syringe rather than the usual method doesn't change that. Sperm banks are therefore a clinical version of AF-BB, and as such clearly serve the Female Imperative in the same manner as a married woman having an affair while she's ovulating – except that the latter is still sorta frowned upon, while the former has been a part of US culture for 40-50 or more years. I wonder what the time line is – did sperm banks show up about the same time as hormonal contraception, for example?

Now turning back to the sucker in Missouri: what's his real crime? Sperm donor without a license, I guess, his lesbian friends failed to use the medical go-between, and his ignorance left him liable. But in terms of the Female Imperative, perhaps he wasn't alpha enough – they could find him – or perhaps he was alpha enough for breeding purposes (paging Mary Daly...) but beta enough for provisioning as well? I have to ponder this one more.

But the sperm bank? That's obvious now that I wear the glasses, but it's still kind of startling to realize that it just hit me *last night* that the whole idea of a sperm bank is a clear, medicalized, fully legal example of the Female Imperative of AF-BB and it's been right out in the open for at least two generations. And it is totally normal. In fact it was apparently not all that controversial even at the start. Certainly today we all accept it because teh wimmenz deserve their own bay-bee if they want one (or more), no matter the cost to anyone else.

Another case of the Female Imperative hiding in plain sight. Someone alert Rollo.

On virtually any post I've made about feminism directly or where the topic of the Feminine Imperative gets redirected to one of how feminism (and previously chivalry) are social structure arms of the Feminine Imperative, one or more commenters invariably post the youtube video about how feminism was conceived to destabilize western society (by the Rockefellers?). I'm not going to speculate about some conspiracy to use the "Women's Movement" as a premeditated social influence (there are better resources than RM for this if you're really interested), however the fact that sperm banks were an unheard of development prior to the sexual revolution does give me pause to think that they were a need anticipated to better facilitate and perpetuate a future feminine-primary society.

It's interesting to note that at the time of their institution, a sperm bank was a shocking development for the culture of that era. Now, a repository of men's (presumably the best of men) genetic material can be had by any woman seeking to have a child is just part of our social scenery. The inherent hypergamic influence in this long since normalized institution can't be ignored – just from a pragmatic standpoint hypergamy is going to dictate that women will seek out the best genetic potential for their offspring, whether artificially inseminated or by the 'traditional' means.

Institutionalized "Alpha" Fucks

The fact that sperm banks' existence have been practically ubiquitous for well over 60 years now brings up some interesting social and biological dynamics.

The first of course being what Anonymous Reader observes; the fact that a repository of 'Elite' men's genetic material would exist at all is the final indictment of the Alpha Fucks / Beta Bucks dynamic (case closed). Presumably the bank, uniquely instituted to fulfill only women genetic imperatives, would be interested in superior male specimens. What constitutes 'superior' or at least good quality stock is determined by a particular bank's standards, but one might assume they would filter for overall health and viability of a man's sperm.

I'm no expert, but I would think screening for a family history of genetic diseases, cancer, mental stability and of course HIV are on the list. I may be mistaken, but I'd also guess that a bank would screen for relatively younger men with more fertilization-viable sperm, since there is evidence that a man's quality of sperm does in fact decay into his later years.

Beyond the biological aspects I suspect women would want a child with at least an imagined potential for future success in life so a personal background would most likely be a part of that screening process. Granted, that may be subjective depending on the demographic of women seeking (and can afford) fertilization, but I think it's safe to assume that ethnicity, socio-economic, educational and personal success all factor into this assessment. Long story short, hypergamy, at least in the breeding aspect of it, dictates the selection process for women. As Anonymous points out, the original intent of a sperm bank / fertility clinic was to provide a woman (presumably wife) with the sperm of a viable man when her husband's sperm was inviable – in essence, in vitro cuckolding.

If all this reads as an institutionalization of the Alpha Fucks side of women sexual pluralism (hypergamy) you're not too far from the mark. It's really an institutionalized form of selective breeding, entirely beholden to feminine hypergamous interests. But before I go off the deep end here, let me state that I fully realize that there's never been some mass influx of women making 'runs on the sperm bank' to wantonly get themselves pregnant. Given the option, I'm sure most women would rather go with the holistic approach to impregnation (and long term private support), but the operative here is that the concept and institution of a sperm bank available to facilitate women's biological imperative (at as optimized hypergamy as reasonable) is a normalized, almost ubiquitous social concept for modern culture.

There is really no parallel to this degree of institutionalized sexual selection for men. While there are fertility clinics for *couples* who may purchase donor eggs, there are no commercial 'egg banks', nor are there commercially available volunteer women eager to gestate and birth children to exclusively facilitate men's biological imperatives. That isn't to discount surrogate mothers gestating the fetuses of a sponsor couple (another extension of fulfilling the feminine biological imperative), but a man uniquely looking for a donor egg to inseminate and/or a surrogate mother to birth the child for him is all but unheard of.

And really, even if he was so predisposed to it, why would a man go to the trouble and expense? Suspending disbelief, even if he did father the child, the mother could still have exclusive rights to custody with the child if it were pressing enough for her.

From a social perspective it's interesting to note the era in which sperm banks became normalized in society; immediately after the sexual revolution. Almost as if in anticipation for the unfettering of women's hypergamy, the facility of insuring a woman's best optimized hypergamy was institutionalized and normalized. This may sound like conjecture (since the socially proposed purpose

was to facilitate pregnancy for an infertile man), but the utility of sperm banks quickly shifted to facilitating the pregnancy of women who wouldn't be married or had no intention of marrying to start a family.

This was the first institution, legalized and normalized that laid bare feminism latent purpose – strong independent women® could remove the man from the equation of effecting an optimal hypergamy, while at the same time effecting future legislation and social engineering to enlist men (either publicly or privately) in the provisioning of this new breed of motherhood. And with every guy dutifully jerking off into a petrie dish, they effectually contribute one more element to institutionalized Alpha Fucks / Beta Bucks.

Tales of Hypergamy â◻◻ Recursive Game

February 4, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Noheroes from [the SoSuave forum](#) relates this for us:

Gentlemen, do as I do and grab yourself a tuck of bourbon and throw some Keith Jarrett on the hi-fi. There's cold, cold snow on the ground and I'm here to regale you with a story sure to convince you that there are no women immune to game, no exceptions to hypergamy. The final pixel in the matrix has blinked out of existence for me, and I see the truth. Not finally, not complete, but I'm a believer. I'm in the midst of the hypergamy chapters of The Rational Male and the light has dawned.

In late November I met a girl at my business whom I was immediately attracted to. We had a drink, made out, groped a bit, and she went home (3.5 hours away). A month later she came into town, and on Christmas Eve we cooked dinner at a place she was housesitting,

spent two hours naked in a hot tub, and made love three times over the next ten hours, including, well, entrances and exits on Christmas morning. We saw each other again a couple days later, made love again, then she left town. In early January I was passing through her town, spent the night, and we again slept together three times in a ten hour span.

This girl (let's call her Helen) is feminine, nurturing, sexy, and highly intelligent. She's been through tougher times than any member of this board who wasn't a combat military member. She'd make a killer mother, she's kinky as hell, she's emotionally vulnerable yet demure, and she's submissive and kind. She's an HB8 (at least by my reckoning) and has a slamming yoga body. I have tremendous respect for her and we have a great connection. The only downside is she's 33 and is realizing that the wall is coming up.

Helen and I are constantly flirty by text, but I don't really do long distance relationships, so my plan of action was to just hook up and hang out whenever we were in each other's towns. However, this afternoon (this very afternoon!) we had a phone conversation in which she related that she couldn't be flirty with me anymore and also couldn't sleep with me should we see each other again. Not exactly LJBF, due to the fact that she sent me an underwear selfie not ten minutes after this conversation ended, but close enough. A last sexy gasp, but a rejection nonetheless. Why, gentle readers, did this kind soul state that our trysts had ended? Hypergamy.

You see, there was a gentleman (we'll call him Chip) who met Helen last March. He was just out of a five year relationship, but he didn't tell Helen that. He was a little damaged, but in that kind of way where Helen felt that sometimes they had a connection, and then at other times couldn't figure out what Chip felt about her. In December, Helen told a dear family member to *make sure* that Helen never hung out with Chip again. It was unhealthy! She was hooked and couldn't figure out why, and had to stay away from Chip. As of a couple weeks ago, however, Helen resumed hanging out with Chip. This, dear friends, is why Helen couldn't be flirty or sexual with me anymore.

I talked to Helen about this man in depth. There certainly was a part of me that wanted to negotiate desire, to convince her to stay away from Chip, to continue our prior arrangement. But I knew this was a fool's errand. So I took a deep breath and asked myself – “Self, do you really want to see the end of the Matrix? Do you want to dispel your belief in a ‘quality’ woman? If there ever was a quality woman, it is Helen. Let's see if truly hypergamy is inescapable.”

I asked Helen various questions about her feelings towards Chip, revealing my knowledge of hypergamy and explaining each step of her own behavior to Helen as I did so. “See there, Helen? That's push-pull. Tension. He doesn't realize he's doing it, but he's driving you crazy and making you feel attracted towards him. One minute he's accessible, the next he isn't. He doesn't return your texts on time, if at all. This creates the hook!” She agreed, but I could tell there was no changing her mind. For the sake of science, I pressed onward. “See how you're basing all of this conversation on the *potential* of the relationship, Helen? You think you can save him from his damage! There's nothing actual there, you're just backwards rationalizing it to suit the hook he's set in you.” Again, she agreed intellectually. “He's demonstrating to you his evolutionary suitability by being unavailable, utilizing tension, and being completely non-needy. His life is the same whether you're in or out of it, and it drives you crazy and creates attraction simultaneously!” Mental assent but hindbrain

denial continued.

At the end of the conversation, she stopped me in her feminine adorable voice and said “We need to not talk about this anymore, it just seems so hopeless. I don’t want the world to be that way!” I told her that it was that way, but I do believe it’s possible for good men to harness those powers and create deeply satisfying, honest relationships. However, hypergamy is always the driving force, and to leave it unacknowledged is to invite disrespectful beta disaster or alpha cad heartbreak.

Helen, despite the truth being presented to her in the most obvious way possible, and mirrored in her every behavior towards Chip, couldn’t accept the reality of hypergamy. If she can’t resist or change her behavior based on reason and knowledge of the truth, no woman can. The lesson, kind readers, is not that you must be evil to get the girl. It’s that hypergamy is the deciding factor in attraction for EVERY SINGLE WOMAN. There are no exceptions, no “quality” girls. They all succumb. It’s our job to make them succumb to us.

After all this, she still sent me the dirty pic.

While it is of course vital for a man to internalize the various fundamental truths about the nature of women (hypergamy, solipsism, Alpha Fucks / Beta Bucks, love based on opportunism, etc.), these fundamentals need to become an ambient condition for you in your dealings. This understanding needs to become an internal – under the surface – part of your interactions with women.

Too many guys think that all of this requires some endless capacity to psychologically micromanage every aspect of their interactions, not just with the women they become (or potentially become) intimate with, but also women they work with (or for), their mothers, sisters or daughters. A common reason men initially reject the practice (not necessarily the concept) of Game is due to some imagined expectation that they’ll need to cognitively account for every variable a woman may or may not be subjecting him or herself to.

When you think of Game as some act you put on or some cognitive fencing match between you and a woman it’s easy to believe it’s just too exhausting. That’s when one of two things usually happen; Game-awareness either sinks in and becomes part of his personality, or he relaxes and/or abandons what he’s learned of Game.

As you think so shall you become.

Neo: “What’re you trying to say, that I can dodge bullets?”

Morpheus: “No Neo, what I’m saying is that when you’re ready you wont have to.”

There comes a point of internalization when your Game-awareness becomes part of who you are. There is no longer a need to mentally sort out what may or may not be going on with the women you’re interacting with. One of the first resistances I usually read from men when they first pick up on Plate Theory is that they could never manage more than a single woman’s interest at one time. Usually this is due to a fear of being caught by one or more women or thought of as a Player, but the premise is one of not having some imagined resources, time and energy to keep more than a single plate spinning at once.

Do you see where this is going?

It’s all about *his* effort, and *his* time management, and *his* capacity or talent for juggling all the responsibilities necessary to convince and qualify for a woman’s effort towards him. He and his

concerns are not his mental point of origin and so don't factor into his concept of what Game could be for him. It's always energy and resources flowing out, rather than even having the temerity of thought to think that a woman's effort should come to him.

When Game is internalized for a Man, he is his mental point of origin. Game critics like to frame this self-concern as sociopathy or Dark Triad, but these distractions from putting himself as his mental point of origin have the latent purpose of keeping him extending himself outward. For as much as it's rewarded, no one *wants* to be thought of as an asshole, but Game-awareness doesn't necessitate being a selfish prick, just putting oneself as their mental point of origin.

Noheroes' story is a lesson in the various ways of coming to this internalized Game-awareness. I believe that Noheroes is making this transition through a lot of self-critical education. He had the foresight to keep Helen at a figurative arm's distance. My guess is he knew her situation, being 33 and well on her SMV decline, and that single women during this phase are looking to lock down long-term commitment.

If I fault him for anything it was in his appeal to Helen's reason when he pulled the cover off of the psychological and sociological underpinnings of what Chip actually meant to her and was (deliberate or not) doing with her. In doing so he laid all of his Game-aware cards on the table, and as has been discussed many times on RM, women may think they want the truth, but they never want full disclosure.

But perhaps (in the interests of science) this is what Noheroes intended. He essentially exposed Helen's hypergamous (2nd chance Alpha Widow) behaviors and reasonings with the predictable results – women only want to play the game, they don't want to know how it's played.

For all of this, it's actually Chip's part that completes the Game circle. While Noheroes understands Game (and probably plays it well), and can explain it well enough, it's Chip who's effectively AMOG'd him without ever meeting him. I can't say for certain that Chip isn't self-aware of what he does, but my guess is he's internalized Game to the point that it's part of who he is. My guess is he's a natural who's had himself as his mental point of origin for so long that it's just part of who he is – and being rewarded for it by the likes of Helen for so long that it's naturally reinforced. Maybe he's a natural sociopath as well, but this is immaterial to the internalizing of Game.

What were seeing here is a story of recursive Game – Noheroes even explains the process to Helen only to have her confirm her awareness of it, but still having a desire to participate in it.

Lessons for my Son

February 8, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As many of my readers know Mrs. Tomassi and I are raising a daughter. We had one child by design, and in all honesty I'm rather relieved it was a girl. Take this however you'd like, but I think raising a girl has allowed me more insight into how women grow and mature into young women, and it's been through this experience that I've based more than a few of my theories on.

I have one younger brother, so the maturation process of growing up female was something I've never been familiar with until the past 15 years. I suppose the possibility exists that I may at some point be able to pass on my Red Pill wisdom to a future grandson, certainly my brother's son, and many older male relatives, however I don't really have any regrets since I've had more private messages and consult requests (I do read all of them) from the sons I never had.

One of the best compliments I get from Red Pill fathers is when they email me about how they've bought an extra copy of *The Rational Male* that they plan to give to their sons or some other male relative. Nothing encourages me to keep writing than the stories I receive like this – this is why I published the book.

So it was with some admitted pride that I came across [this post on the Red Pill reddit forum](#). Testero brings an insightful list of points he plans to teach his son(s). I may at some point write a list like this for my daughter, but I thought this was good enough for a standalone post that might inspire some discussion over the weekend.

I came to RP late in life, and looking back on my 45 years, I now see that my path to happiness as an adult could have been much smoother had I known and internalized RP

truths as an adolescent... Looking back on my relationships over the years, I can now see as clear as day that when I was successful it was because I was in an alpha frame... When I crashed and burned, it's because I demonstrated beta behaviors.

My dad never really gave me the sex talk growing up. His abbreviated version of it was "I don't care who you do, just don't do it under my roof." Marginally helpful maybe, but I could have avoided lots of crashing and burning had he given me some version of what I lay out below.

It's still too early for the sex talk with my own son, but I want to be fully prepped at the right time to share as many RP truths with my son. In fact, I think it's probably one of the most important things I can do to prepare him for manhood.

So, I wanted to pose the questions: A) What is the appropriate age to have "the talk" with my son? I'm currently thinking around the age when he starts becoming interested in girls (13-14). B) Would love to get your thoughts on some bulleted wisdom to share with him at the right time. Here's some ideas I've been thinking about sharing:

1. **(13 & up)** Whatever you do, don't settle for one girl (oneitis) until much later in life. Play the field, spin plates, date lots of girls. This is the only way you'll be able to separate the wheat from the chaff and realize what you really want in an LTR relationship down the road if/when you want a family.
2. **(13 & up)** Your physical characteristics matter (looks, body type, etc.)... An alpha attitude matters more.
3. **(13 & up)** Don't chase. Be aloof. Let girls come to you. If you do pursue, do it in a carefully calculated way: Pursue and retreat. Push and pull.
4. **(13 & up)** Keep her constantly guessing. Always let her know that you have options.
5. **(13 & up)** Texting, phone calls, etc... Be disciplined in your response. Use the 1-3 ratio in responding to her texts, phone calls. Give her one short text response/phone conversation for every three she gives you.
6. **(13 & up)** Define your mission and pursue it (not girls) passionately. Admittedly, this will be undefined and in flux for an adolescent, but whether it's sports, studies, extracurricular activities, make those your first priority.
7. **(13 & up)** ~~Develop a keen understanding of the psychological/biological nature of women...~~ Understand how girls think. They are ALWAYS looking to upgrade. If you're not always the "best in show", they WILL ~~cheat on you~~ find someone else.
8. **(13 & up)** Nice guys finish last. There's a reason all the girls like the boy who (good naturedly) teases them.
9. **(17 & up)** Niceness will never get you laid, but will put you forever in the friend zone and give you a terrible case of blue balls.
10. **(17 & up)** Be a leader in every relationship. If you're on a date, make sure you're doing something that YOU want to do. She can come along for the ride.
11. **(17 & up)** Understand shit tests and learn to master them. Girls will always be qualifying you to make sure you're the alpha male she wants you to be. If you start getting a lot of shit tests, re-evaluate your frame — you're probably coming across as too needy.
12. **(17 & up)** Understand female physiology and how to bring a woman to orgasm.

13. **(17 & up)** Girls are the gatekeepers to sex. Men are the gatekeepers to relationships. Never forget this and be stingy as hell with your relationships.
14. **(17 & up)** Girls will love you, but only opportunistically. If you demonstrate lower value (DLV), their love for you will evaporate.
15. **(17 & up)** Show your beta traits occasionally, but use extreme caution when doing so. Girls will want to see that you are stoic, self-reliant, and confident. If you want a shoulder to cry on, get a dog. Use beta comfort only as a reward for good behavior.
16. **(17 & up)** Be dominant in the relationship, in your life, and in the bedroom.
17. **(17 & up)** Smile less, smirk more.
18. **(13 & up)** Tease relentlessly.
19. **(17 & up)** Learn what style of game works best for you: Are you the extroverted “cocky-funny” type? Are you the introverted “aloof-amused mastery type?” Are you the asshole type?
20. **(13 & up)** Stay away from online porn.
21. **(13 & up)** As an adolescent, you will be consumed with thoughts of sex. Fapping is inevitable. Don’t overdo it though. Control your masculine energy so that it can be harnessed outwardly instead of inwardly in the realm of fantasy.
22. **(17 & up)** Realize that the build up of testosterone is what gives you your masculine energy. Don’t fap as a crutch to avoid meaningful interactions with real women. That guy who sits in his basement fapping to online porn all day? Don’t be that guy. Women are repulsed by him because his masculine energy is depleted and he has not learned to focus that energy on real women.
23. **(17 & up)** Embrace the fact that men have huge sexual appetites. Never be ashamed of this and fully appreciate your masculine sexuality.
24. **(17 & up)** Understand a female menstrual cycle and what it means for them, and more importantly for you (e.g. up the alpha during ovulation, throw in some beta during shark week.)
25. **(17 & up)** Understand that for females, sexual arousal typically takes place in the brain and that they are less visually aroused than you are.
26. **(17 & up)** Make sure that your sexual market rank is at least 1-2 points above hers at all times. This can be done either with attitude, physical fitness, your life passion or some combination of the above.
27. **(13 & up)** Learn not to fear rejection. In game as in life, failure is the best teaching tool there is.
28. **(17 & up)** Approach and open often. The more girls you talk to, the more you’ll refine your specific style and what works for you.
29. **(13 & up)** Don’t think doing nice things for girls (giving them flowers, valentines, carrying their books, etc.) will make them like you more. It won’t. But they will swoon over you if you’re a fully complete, self-confident, at ease individual in your own right.
30. **(13 & up)** Adolescence sucks. You will likely be filled with insecurities, you’ll be self-conscious, you’ll think you look like a goof, you’ll say dumb things to girls and then obsess about it. It’s only temporary... You’re learning and practicing the skills to be a man and there will be failures and mistakes. Always remember that everyone of your peers is going through the exact same thing.

31. **(17 & up)** Push boundaries, take risks and be exciting... Even when you're scared shitless. There's nothing sexier to a woman than a man who is unafraid to embrace challenges.
32. **(13 & up)** Don't EVER BE A DOORMAT. The minute a girl disrespects you call her on it. And if she continues to disrespect you "next" her immediately no matter how emotionally difficult it is. This is absolutely critical to build your long term self-respect/self-confidence.

Admittedly, the list isn't exhaustive, but interested in your thoughts and what else I'm leaving out.

If you cannot teach your son positive masculinity, the Feminine Imperative and a fem-centric world will teach him its version of masculinity.

V-Day

February 13, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Time again for the annual re-post of this Classic:

Nothing says “I love you” like saturated fat and slutty lingerie.

In the U.S. businesses expect men to spend on average \$186 for Valentine’s day – over three times the average a woman spends on a man. Explain to me why women own V-Day? If it’s a “celebration of romantic love” why should it be an annual shit test?

Lets clarify a few things about Vagintines Day since it’s become probably the most irksome manifestation of westernized/commercialized romanticism. V-Day is far and away the most vulgar display of female entitlement. On no occasion – even a woman’s birthday or her wedding anniversary – is this sense of entitlement more pronounced and our refined commercialization of this entitlement/expectation simply twists the knife in further for men to live up to this with ZERO expectation or entitlement to any reciprocation. He gets ‘lucky’ if his romantic offerings are sufficient

to appease her (social) media fueled expectations of ‘good enough’ to reward him with sex.

And exploit the media does. I can’t get away from it; Every radio station, every TV show, every newspaper and magazine article. Go to askmen.com right now, I guarantee there’s a “how not to fuck up this year’s V-Day for her” article there.

I listened to a talk radio show that I regularly tune into on my commute home on Friday; it was about what not buy this year. “Don’t buy lingerie, she knows it’s really a gift for you” or “Don’t pick up flowers at the gas station, women know they’re cheap”, and “God forbid you pick up some cheap jewelry or stop at one of those roadside urchins selling prepared flower baskets or arrangements – women know you didn’t think about it until you were on the way home.” On my way to work this morning, different show, same list. [Side Note: Never buy a woman lingerie, she will never be happy with it. A woman has to do this on her own to “feel sexy”, make sure it fits her right, and it’s HER IDEA. When you buy it for her it’s contrived and it is overt and overt is often the kiss of death for a try-hard guy.]

Why wouldn’t women have these expectations? They’re relentlessly marketed to as the primary consumers in western culture. V-Day isn’t a celebration of romantic love, it’s a machine that drives a wedge of expectation and entitlement in between otherwise happy, relatively contented couples.

I’m not down on the idea of a special occasion to celebrate love (I actually proposed to Mrs. Tomassi on V-Day 18 years ago), I am down on the twisted expectations that have been perverted into it that puts a woman on some pedestal of entitlement by commercialized popularization of this feminized ideal. Why isn’t there an official “fuck your boyfriend like a wild animal” holiday or a list of criteria to meet that’ll make his day special? “Show him how appreciative you are of all his dependability and hard work this year – buy some lingerie ON YOUR OWN and pretend that you like him cumming in your mouth on his special day!” If women are so liberated and interested in equality, one would think this would be the first thing to occur to them. We need a special day to make us appreciate each other?

Gentlemen, beware of falling into the trap of negotiating desire for Valentine’s Day performance. Don’t be lulled into thinking Game is any less necessary on V-Day. In fact, I can’t think of a more direct illustration of how the feminine encourages the transaction of men’s goods and services in exchange for a woman’s sexuality than reserving a ‘special day’ just for it. Remember, you cannot negotiate genuine desire; and with the right art, a bag of Skittles can be a more romantic gesture than all the sonnets, flowers and jewelry your inner romantic soul will ever be appreciated for by her.

Note to PUAs

Valentine’s Day is ripe with opportunity for an enterprising Man with the ability to see it. Go hit the clubs tomorrow night, particularly the ones that cater to a 25-40 y.o. affluent crowd. There’s a million different venues you can hit, all with promotions to help single ladies feel better about not having a date – usually with genderist drink specials to help your approach too. You’ll notice impromptu GNOs (girl’s night out) set up just for this occasion to prove to themselves “they don’t need men to have a good time.” A good PUA couldn’t arrange a better opportunity to hook up in multiple sets.

Don’t go play ‘pity friend’ with any girl on V-Day, don’t be the “you’re such a great friend” consolation date.. Call up your best wing man and sarge on the best night of the year to sarge. Wedding receptions aren’t even as good as V-Day for this.

V-Day in the Matrix

Just in case you weren't already convinced of the complete totality of media control that the Matrix has, let me offer yet one more Valentine's Day example:

I was in a grocery store this weekend picking up something to grill and thought it would be a convenient time to pick up a Valentine's Card for my wife since it's coming this week. So I meander over to the greeting cards section to sift this years crop of mushy sentiment. Much to my disgust the only cards available in the "For My Wife" section of the Valentines Cards (and I mean ONLY cards available) come in two types:

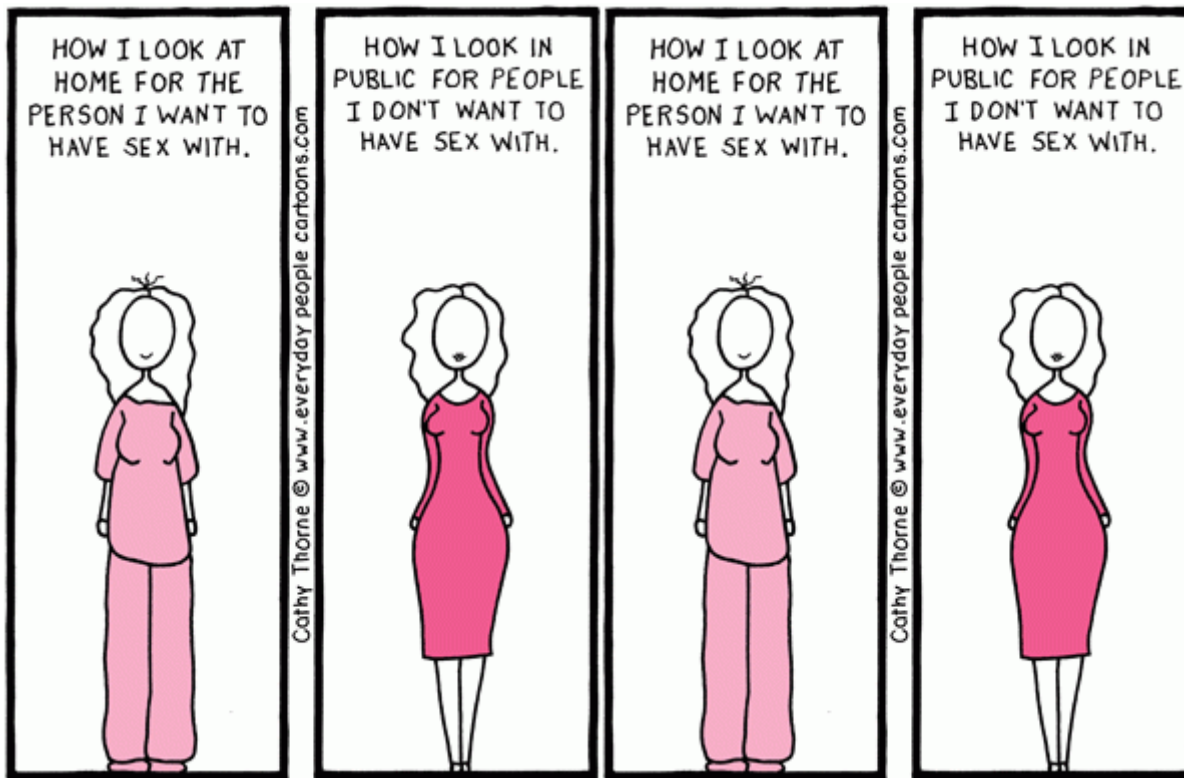
A.) The sentimental, "My life was nothing before you and would be nothing without you", tripe that reduces a man to a simpering, codependent who owes his very existence to the woman who deigned to marry the poor soul.

B.) The "humorous" Valentine that is essentially the greeting card equivalent of Everybody Loves Raymond or Family Guy. These are basically intended to beg for a wife's forgiveness for all of his uniquely male faults and foibles, that only she can solve by virtue of her infallible feminine wiles. Judging from the 'humorous' intent of these cards, no man is capable of feeding himself much less ask for direction or leave a toilet seat down, but on "her special day" this card is meant to prompt an appologetic laugh.

Needless to say I'll be making my own card this year, but for fuck's sake, how can we ever get a break from this shit when we're ankle-bitten at every opportunity? You simply cannot buy a card that doesn't force a man to be self-depricating.

The Gift

February 17, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



After reposting my seminal essay on Vagintine's day last week an interesting topic arose. One of my assertions in the V-Day post was that a man ought never to buy his wife or girlfriend lingerie as a gift for Valentine's Day, and, by extension, any other occasion, special or otherwise. As I considered the input from both Sunshinemary as well as commenter 'Lingerie' (odd for a male commenter, OK) I began to come to a better understanding of why I've always promoted this principle.

This is Lingerie's take:

This is nuts:

"Note: Never buy a woman lingerie, she will never be happy with it. A woman has to do this on her own to "feel sexy", make sure it fits her right, and it's HER IDEA. When you buy it for her it's contrived and it is overt and overt is often the kiss of death for a try-hard guy."

Women in my home wear what they are **commanded** to wear. It's not a decision left to them. In the beginning of a relationship I have to train them on proper apparel, which means taking them to the store and having them model garments for me so that I can show them what works and what doesn't work, and why. After that, they know what clothing for themselves to buy for me so that I don't have to go shopping with them.

This was Sunshinemary's (albeit christianized) take:

LOL. Of *course* you should buy your wife lingerie. So what if she thinks it's "really a gift for you"? Isn't her body *supposed* to be a gift for you per 1 Corinthians 7:3-5? She should be happy you still want to see her in it.

In the interests of full disclosure, in the past, I have bought lingerie for both past girlfriends and Mrs. Tomassi; and I have learned my lesson. This is a lesson in genuine desire versus mitigated, obligated desire. If a woman doesn't take the prerequisite effort on her own part to *want* to make herself more desirable and more sexy for you as your fuck-buddy, your girlfriend, your fiancé or your wife, *you* are **not** her first sexual or mental priority. It's a simple as that.

Whether it's the result of a prior 'training regimen' as in Lingerie's case or the *gift* giving scenario Sunshinemary alludes to, the effect is the same – a genuine desire to please someone is always preferable to a coerced obligation to please them.

As I've stated before, a woman who want's to fuck you will find a way to fuck you. If a woman needs to be 'trained' to be more sexual and less self-conscious than it takes for her to take the minimal effort to buy something to make herself look and feel more sexually appealing and less self-conscious to fuck you, then you're dealing with a woman who (at least subconsciously) believes herself to be of a higher SMV status than yourself. In other words, if she has no desire to buy things, or prepare herself to be sexy for you, to entice you, to make your sexual experience with her more memorable than her prospective sexual competitors – you do *not* merit the optimization of her hypergamic interest, and her involvement with you is predicated upon something other than your genuine sexual appeal to her.

As I've elaborated before The Medium is the Message; when single women painstakingly prepare themselves primping and preening before a night out with her girlfriends to meet random guys – that medium is the message. When every look, every clothing option, every makeup and accessory selection is carefully considered to draw potential sexual attention to herself, the message is pretty clear – she's making an effort to be more attractive for what she values as a reward. Women who are experiencing the hormonal changes associated with the proliferative phase of their menstrual cycle (just pre-ovulation) have a psychological predisposition to want to fuck the 'good genes' Alpha. This phase-condition also triggers shifts in female ornamentation; in other words, when women ovulate they dress to impress.

When a woman will put forth this concerted effort to achieve a socio-sexual reward, yet later fail to, or discontinues her previous efforts to, make the same effort to sustain your socio-sexual interests in her, that medium is also a message she's broadcasting; she perceives your status (SMV) to be less valuable than the effort necessary to sustain your interest in her.

That isn't to say every sexual instance you have should always be this side of professional porn, but it is to say that sexual spontaneity and her maintained effort to please you of her own volition are indicators of her perception of your sexual market value (SMV) as well as the biological dictates of her menstrual phase. In other words, (perceptual) Alphas get the ornamentation and enthusiasm of women who *want* to impress, Betas get the comfy, phone-it-in sex, after doing the convincing.

A Gift Must Be Given

| Isn't her body *supposed* to be a gift for you?

Yes, but a gift must be given, not taken by force or by due, else it's not a *gift* anymore.

One principle I always suggest for Men spinning plates is that they make their attentions and interests in a woman a reward for that woman's efforts and investments in him. From a PUA perspective this a flipping of the feminine script of qualifying for her rewards, but it's a very important principle to understand and internalize on your own. Dread Game is founded on this principle, but it goes beyond

just this utility – your merit, your attention and what it’s worth for a woman to invest herself in it will set the frame for any future relationship you have with her.

When that attention is given too liberally or a guy, as the result of his feminized conditioning, thinks women want full disclosure of *feelings* and a man gives his attention away without some kind of earning it dynamic on a woman’s part, his attentions become effectively worthless to her.

I’m prefacing with this because it’s important to recognize the value a Man’s attention has for women when you are assessing her real estimate of your personal value. Generally, women aren’t going to overtly give a man she’s involved with an honest assessment of his value to her. This is part of him Just Getting It and the unspoken understanding that he does get it, and on some level does understand what his value is to her. An Alpha doesn’t ask direct questions about his own status with women, he intrinsically understands it as reflected through women’s behavior around him.

However, women rarely disclose a Man’s impression on her – in fact the only time a woman is prompted to reveal ‘what she really thinks’ about a man is during or after a breakup. Rather, her continued assessment of him in a relationship (long or short term) is expressed in her attitudes, behaviors, physicality, ornamentation, and her willingness (or reservations) to *want* to please him.

I have a real tough time with the concept of a woman’s sexuality being a *gift* to give to a man. When a woman perceives a man’s SMV (or Alpha assessment) to be less than what her hypergamy could merit (realistically or not) for optimization, that is when the gifting-of-sex social convention becomes the dominant psychology for her. For a man who doesn’t merit it, or a Beta provider unused to the ‘reward’ of sex, this *gifting* becomes a situation of intermittent reinforcement of desired behavior (your continued Beta provisioning and comfort).

One, feminized, social indicator of this dynamic is a constant, male-psychological condition of self-deprecation. For example, I mentioned in last week’s post, most Valentines Day card’s messages from men to women is one of an unworthiness of her divine love, sex and patience with him. Essentially it’s a precondition of never meriting her intimacy. When this is a man’s operational psychology with respect to women, it only serves to perpetuate his qualifying for her *gift* and telegraphs his status of (at least mentally) being Beta. Men often ask me where the dynamic of *pedestalization* comes from and why it seems to be men’s default psychology with regard to women, its root is in this *gift-to-merit* social/psychological dependency.

Alpha Fucks & Beta Gifts

As with the woman in my illustration in Good Girls Do, Alpha men, or men that women preselect as possessing Alpha traits and attitudes, aren’t “given the gift’ of her sexuality, she simply has desired sex with him as opportunity and environment allow. The conditional reward, or sex-as-gift dynamic isn’t even a consideration, only sexual urgency and opportunism as buffered by the filters of her conscience, convictions or emotional barriers (or lack thereof). Alpha fucks isn’t a gift, it’s desired sex of opportunity and urgency.

I think it’s worth pointing out the obvious contrast this gift dynamic has with regards to the man who’s wife was provably more sexually adventurous in her past than she ever was with him for the duration of his marriage – Saving the Best. That post, and the 700+ comment thread that followed were cause for a lot of righteous indignation from men who’d also been on the receiving end of being sold one sexual personality, but later discovered his wife (previously or concurrently) had quite another.

As callous as this is going to sound, while I can understand feelings of betrayal at the duplicity, I also

understand the mechanics behind women's dualistic sexual strategy. The most common criticism of this husband was that he was a fool for ever having married a woman unwilling to give him her best sexually. He should've seen the red flags and avoided investing his life, and the life of a child, in a woman with sexual hangups,..with him.

It's very easy to be an armchair life-coach after the fact, but I'm not sure most men realize what those red flags are when they see them. Most men, by way of a lifetime of feminine sensitivity training, take women at their word rather than see the message in her medium. They never have the opportunity to truly grasp the socio-sexual strategy women employ over the course of a lifetime to optimize hypergamy and Alpha Fucks / Beta Bucks. And even after he's been on the sharp end of that equation, most guys still don't want to believe her medium was ever the message.

If a woman is reserved with you sexually, if her conditions for being sexual are based on a perceived reward or a gifting mentality, that is the message. If a woman needs convincing to be more sexual with you, that is the message. If a woman is sexually aggressive with you, if she exhibits behaviors that indicate she's planning to create an environment that would facilitates your having sex, that is the message. Women who are into you won't confuse you. Understand the mechanics of how her sexual strategy works, how the particulars of it are manifested in her words, attitudes and behaviors, and how to leverage it to your advantage or see the warning signs in it, and you will be better prepared to see those red flags before you invest yourself in a woman worth or not worth investing in.

Beta Fucks

February 24, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had an interesting experience last Friday. I had finished a good workout and was on my way home when Bebé Tomassi texted me asking if I would pick up a sandwich for her from Subway and bring it to her at a school function. Sure, why not.

I get into the local Subway at around 6:30 pm and it being a Friday night and Subway isn't the most happening place to be on a Friday, I'm there with only a couple ahead of me in line. The woman looked to be late 20's, I'd guess 27-28, and not too bad looking – 5' 9"-10", blonde – if she'd been dressed better she might rate a 7 on the Tomassi scale. The guy she's with was thin, short mop of hair, about the same height, maybe around her age.

What made them notable was the gender dynamic between them I picked up on immediately. Within the first 3 minutes of coming up behind them in line the guy had made every Beta tell I think Roissy has a term for. When I got in line he was hugging up on her from behind, leaning in and she stood there like a tree. His posture and body language, as well as his attitude instantly told me this couple's relational dynamic – he was the qualifying Beta and she was the mouthy, hard-to-please Hyena.

She noticed me when I came up. I was the only other person in Subway and I still had my gym clothes on. Some top 40 crap song came on the overhead and she blathered out, "I hate this shit

music. They should put Metallica or Slayer on, that would be funny.” as if she expected the Beta to ask the management to switch stations. She gives me a glance as if offering an opening after that comment. I order my daughters sandwich.

“No! Don’t get me lemonade, it’s too syrupy here, get me diet Dr. Pepper.” she belts out to the Beta dutifully getting their drinks. The sandwich artist asks her what she’d like on her sandwich – reaches over and touches my forearm (IOI, kino) “This might take a while, I’m very choosy”, she says to me in her ‘tone’.

“I’m not in a hurry.”

Sandwiches get made, Beta pays. My girl’s sandwich is done at the same time (she’s not too choosy), and as Alpha Girl and Beta Boy are about to leave she grabs both their sandwiches and mine ‘by mistake’. The Subway cashier stops her to tell her she picked up my sandwich (remember, we’re the only people in the store), Beta puffs a nervous laugh, she looks at me, “Ohh, sorry,..” hands me the bag and holds eye contact just that beat longer than normal.

“Come on we gotta go.”, Beta reaches around her waist, and like the cane that pulls a bad actor off the stage, they exit.

Passive Game

I did nothing to actively Game this girl, she was Gaming herself. I’ve seen this before. There’s a branch of Game (I think Roosh mentions it) that speculates that sometimes girls will Game themselves and all you need to do is not fuck it up. Sometimes less is more; when a woman is already attracted to you, Game becomes remaining aware of the indicators, allowing the proper flow and just presuming the sale.

I preface today’s post with this because it ties in nicely to a particular discussion last week’s post sparked. I’ll admit, being married kind of puts a Man in a ‘nothing to lose’ perspective. A lot of guys like to speculate that a wedding ring makes a man more desirable – it doesn’t. If married men are at all attractive to women it’s not due to some fantasy of preselection by his wife making him more attractive as a long term prospect; it’s because, generally, he’s not actively pursuing women. There’s a certain power in indifference – you’re far more desirable when you aren’t qualifying yourself to women, and no guy is more indifferent than one who knows with all certainty who he’ll be banging that evening.

However, there is also an amplification of attraction and arousal for a more Alpha man when a woman is in a relationship with a man she perceives as Beta. A similar amplification also becomes heightened when a woman is the focus of one or more Beta orbiters. The persistent affirmation by, and supplication of, Beta men puts that Alpha in a spotlight. A constant atmosphere of Beta attention and concern has an effect of preselecting that (more) Alpha Man for a woman. A common complaint many Beta men share is being an emotional tampon for a woman, listening and commiserating with her about the ‘asshole boyfriend’, only to have her desire for him become more amplified and off she goes for her desired sex with him again. The Beta(s) rationalizes this as ‘a moment of weakness’ for his special girl, but is unaware that his constant Beta affirmations contribute to her attraction to that Alpha.

As I stated, I wouldn’t have had to apply much Game to the Subway girl – the Beta boyfriend had already done a lot of the heavy lifting. This particular dynamic is something to remember if you’re Gaming a girl with a boyfriend or a girl who drops a boyfriend disclaimer into casual conversation. A girl’s boyfriend may not be the Beta this guy was, but if he is, let that form the basis of your Game. I

should also add that this 'Beta does the lifting' dynamic is the root of AMOGing and running boyfriend destroyer Game. You should also be aware when this tactic is being run on yourself.

Husband = Beta

Now before you think I've gone completely mercenary, this incident made me think of this comment from last week's post from Lucas Bly:

So essentially, I'm reading the last four paragraphs of your essay to read:

"She married you because you are a provider, not because she was attracted to you. She'll never be as attracted to you as she was to her previous Alpha Fucks."

That's a tough pill to swallow, my brother.

The issue being, of course, what to do with yourself, and with her, after you discover you got gamed into that kind of marriage.

Here's a tougher pill to swallow, she'll never be as attracted to you as she is of the guy's she sees as Alpha after you're married too.

In the interests of full disclosure, Lucas had petitioned me earlier about his particular situation being similar to the guy in [Saving the Best](#). What the kid in the Subway made me think of was a wondering if he had at one time been relatively Alpha enough to attract this dominant woman, or if she perceived him in a good provider role. She certainly fit the script of the 27-29 year old woman looking to [cash out of the SMP](#) before her attractiveness capital (such as it was) expired. But on the other hand, she wasn't averse to giving a perceptual Alpha IOIs right under his nose. It's an interesting passive cuckolding effect.

Lucas' musings prompted the question: Does an Alpha (perceptually) drop in status for a woman once he's committed to monogamy with her?

One common situation I get from newly red pill men is that after a few years they find themselves trapped in a sexless marriage or living arrangement and they want to know how to get back to the hot monkey sex they had (or their wives had with previous lovers) in the early stages of their relationship. Once they become red pill / Game aware and realize what they are and how they got there, the next question is how to get back to what he had before.

The question is usually along the lines of "Help Rollo, I used to be really Alpha back in the day, but now my wife sees me as a Beta provider, what do I do?" Virtually every man on the Married Man Sex Life forums looks for a solution there for some variation of this situation, but is it that marriage itself, by its very nature predisposes a woman to view her husband in a Beta status? The go-to definition is Beta Provider, not Alpha provider.

Hypergamy being what it is, it's Alpha Fucks / Beta Bucks; if a woman, being the arbiter and decider with whom she will pair-off with in the long term, has agreed to commitment with a man, it would follow that on some level (whether true or not) she believes this man will be a provider and parent for her and future children. So the question then isn't so much about a man backsliding to Beta after having been considered Alpha enough to fuck the woman who would be his wife, that may be, but rather it's the familiarity and provisioning that define marriage makes a woman consider him Beta-provider by default.

Dr. Warren Farrell explored this in some of his writing. He posited that the familiarity of marriage predisposes women to consider their husbands as family members, thus the concept of sex with a

family member is repelling for women. This is further complicated by parenthood; when boyfriend becomes husband, and then husband becomes Daddy, the family familiarity dynamic makes having sex less and less appealing.

I think there may be something to this, but when you combine it with a fattening and less appealing Daddy, and Mommy, the complex worsens. Thus any strange, outsider, Alpha becomes the stuff of fantasy for women.

Burninator picks up the narrative:

“After the marriage, sometimes just a few short years, then we hear of the sexless husband, fully betatized, begging for sex. But based on his previous experience with the woman, what should he have been looking for to tip him off?

My question is pointed more towards the men who are alpha who get duped.”

He’s referring of course to the husband in the Saving the Best post. I’m not entirely sure most guys, and especially men with a Beta mindset, are very receptive to the red flag warnings telegraphed by women, but Deti makes a good stab at it:

1. A guy in that situation should take note of the kinds and types of men she was attracted to/fucked before. Huge red flag if you are markedly different from those kinds of men. For example: She used to date guys in shitty bands and small time pro athletes. But she’s now taken quite a shine to mid level business managers and guys with steady jobs. Indicates she’s changing lanes; going for the beta bucks. This woman is for dating; not for marriage.
2. She was a slut with other guys; makes you wait; then when she finally does take the plunge, the sex is of pornstar quality. Seems to be putting on an act; a performer on stage.
3. Entitlement mentality surrounding sex. To her, sex is a commodity which she uses as a currency for exchange. She expects something in return for giving you sex.
4. Firmly controls the sex. Won’t do certain things; will have sex only at certain times; doesn’t like certain sexual acts because “only sluts do THAT” and “I don’t want you to think I’m a slut”. Immediately gets up after sex to expel the semen because “I don’t want to get a yeast infection” or to take care of the wet spot.
5. Closely related to this is that she remains in control of herself during sex. Never seems to be completely free or enjoying herself; always assessing her own performance and your evaluation of her sexually.
6. Wants to move rapidly to commitment. Puts out overt and subtle hints that she expects ever increasing investment and commitment in exchange for the sex she’s doling out.

These are pretty good tells for a woman looking to cash out of the SMP with a provider, but again, I’m not entirely convinced that women in the Epiphany Phase of life are reserving these tells exclusively for Beta men.

Validational Sex vs. Transactional Sex

Commenter jfl2 brings us to the heart of the matter:

At J4G we were discussing validational sex vs transactional sex. I pointed out it was really primate alpha sex vs beta sex. In alpha sex, the female gladly services the male, and she gladly pays him (bananas and grooming). In beta sex, the female ungratefully requires

| servicing from the male, and demands payment from him (bananas and grooming).

It should also be noted that when a female primate does engage in a transactional sex exchange with a Beta male, it's during the down cycle of her menstruation (point of lowest potential fertility). As with female primates (including humans), when she is in the proliferative phase of her menstrual cycle (just pre-ovulation, and the highest potential fertility) her biochemistry predisposes her to seek out the sexual attentions of more Alpha (masculinized) 'good genes' males.

I covered this fundamental at length in Schedules of Mating. Alpha Fucks / Beta Bucks is the behavioral manifestation of feminine hypergamy and the dualistic nature of women's sexual strategy as prompted by female biology. From an evolutionary / adaptive species-survival standpoint, women's sexuality is nothing if not pragmatic and often opportunistic.

Most often when I'm asked the "How do I get my wife to fuck me again?" it's coming from a man who once thought he had the best his wife had to offer, sexually, emotionally, etc. only to discover she had or still has the potential to be much more than *he* can coax from her or she's willing to give to him. Again, I have to come back to the question, does his being her husband make her impression of him Beta by default?

I've had the premise that only Beta men consider getting married thrown at me on occasion. I think this presumption may be putting the cart before the horse – maybe, eventually, a man cannot help but be perceived as a Beta by his wife because he is her husband, a parent and provider (or should be). Many divorced men express disbelief when they discover just how wildly sexual their ex-wives can be with their new lovers. They take it as some personal failing that they were unable to bring out the slut in their wives when they were married, but I might argue that their position as husband and father made this impossible for them.

There's a lot more I could write about this. What do you do if you find yourself in this situation? Leave, divorce, cheat on her? That may be enough to push past that comfortable familiarity. I can think of one married blogger who's husband cheated on her with the result being her unconditional submission. Dread Game, both overt and soft dread, might cut through that familiarity. Strong Frame control is the lynchpin to a good relationship, ensuring that your SMV is above that of your wife or LTR, and knowing the power this has can keep an Alpha impression functional.

However, in the end, you have to evaluate the worth of changing yourself in order to reestablish that Alpha sex connection. If divorce isn't an option for you due to religious convictions, then you'll have to factor that into your evaluation. If not, then you'll have to consider the depth and importance your commitment means to you versus the effort (or even having to make an effort) you'll make to reestablish yourself. You'll need to consider this with all the logic and rationalism at your disposal, divorced from emotional considerations – most times that's the most difficult part. You'll want to couch your decision making process based on Relational Equity, but you have to set aside that emotionalism and use cold pragmatism.

Women Talk, Men Do

March 4, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Towards the end of last week's comment thread there were some very insightful questions about how Men and women communicate.

Jeremy:

Honestly, [Stingray], I've never met a woman who actually wanted..."deep meaningful conversations, often." I think this is another lie that women tell themselves. What women seem to want, conversationally, is an authority figure. They want someone who can talk for hours about things they have no understanding of. They want to be intellectually dazzled more than participate in a "deep meaningful conversation."

[...] To be honest, and this will sound like I'm being arrogant, most women I've spent any time conversing with are poorly-read, lacking creative thoughts, and have an abysmal understanding of politics and the world at large. Having said that, I still can't stand it when

women say nothing on a date.

Yohami:

”deep meaningful conversations” for a woman, means “emotional stuff about how I feel and what I want”, “reaffirmation and validation of my viewpoints” and of course “entertain me with stories that show me your character and make me feel good about myself for being with you”

So of course they want that often.

jfl2:

Yohami, deep doesn’t mean just telling her how you feel about her feelings, it means also helping her to uncover her inner goodness in the way that she agonized for almost a few moments when she betrayed one friend at the expense of another. In other words, you hold your metaphorical conch of an echo chamber to her metaphorical ear and its solipsistic otoacoustic emissions, and she can hear what she wants to hear, deeply.

Stingray:

Women are not good at and hate what men mean by a deep meaningful conversation. The argument and debate, presenting and then criticizing ideas, and the ad hominem (that so often you all can then get up from the table and it is ALL over). That is not our idea of deep conversation at all. Then the feelings are NOT good and most women hate it.

Deti:

And the last thing a woman wants in a “deep, meaningful conversation is for the guy to talk about things important to HIM or, even worse, about HIS feelings. HIS feelings, wants, needs, and desires are the LAST things she wants to talk about because that’s so...beta.

The best male friends I have share one or more common interests with me – a sport, a hobby, music, art, fishing, lifting, golf, etc. – and the best conversations I can remember with these friends occurred while we were engaged in some particular activity or event. Even just moving a friend into his new house; it’s about accomplishing something together and in that time relating about shit. When I lived in Florida some of the best conversations I had with my studio guys were during some project we had to collaborate on for a week or two.

Women, make time with the express purpose of talking between friends. Over coffee perhaps, but the act of communication is more important than the event or activity. Even a ‘stitch-and-bitch’ is simply an organized excuse to get together and relate. For women, communication is about context. They are rewarded by how that communication makes them feel. For Men communication is about content and they are rewarded by the interchange of information and ideas.

Women talk, Men do.

Josey Wales:

Women typically don’t give a shit about world affairs, history, etc. They just don’t seem interested in pondering, learning about, debating the big issues.

There has to be a bio/evo explanation for this, and my best guess is that women’s

concerns/interests have always been more provincial, localized and trivial. Picture a bunch of women sitting around a campfire hen party cluck session in primitive societies... Sharing gossip as they threshed the grain or made clothes.

I'm inclined to agree this. It's no secret that men and women's brains are wired differently, but what's interesting is the complementarity between both sex's brains. It's a mistake to think that women's neural predilections for emotion and intuitiveness is inherently a weakness or a liability, but it's equally a mistake to think that men's dispositions towards rationalism, problem solving and inventiveness.

Maps of neural circuitry showed that on average women's brains were highly connected across the left and right hemispheres, in contrast to men's brains, where the connections were typically stronger between the front and back regions.

Ragini Verma, a researcher at the University of Pennsylvania, said the greatest surprise was how much the findings supported old stereotypes, with men's brains apparently wired more for perception and co-ordinated actions, and women's for social skills and memory, making them better equipped for multitasking.

"If you look at functional studies, the left of the brain is more for logical thinking, the right of the brain is for more intuitive thinking. So if there's a task that involves doing both of those things, it would seem that women are hardwired to do those better," Verma said.

"Women are better at intuitive thinking. Women are better at remembering things. **When you talk, women are more emotionally involved** – they will listen more."

This pretty much confirms men and women's communicative methods I outlined in [The Medium is the Message](#):

We get frustrated because women communicate differently than we do. Women communicate covertly, men communicate overtly. Men convey information, women convey feeling. Men prioritize content, women prioritize context. One of the great obfuscations fostered by feminization in the last quarter-century is this expectation that women are every bit as rational and inclined to analytical problem solving as men. It's result of an equalist mentality that misguides men into believing that women communicate no differently than men. That's not to discount women as problem solvers in their own right, but it flies in the face how women set about a specifically feminine form of communication. Scientific study after study illustrating the natural capacity women have for exceptionally complex forms of communication (to the point of proving their neural pathways are wired differently) are proudly waved in by a feminized media as proof of women's innate merits, yet as men, we're expected to accept that she "means what she says, and she says what she means." While more than a few women like to wear this as a badge of some kind of superiority, it doesn't necessarily mean that what they communicate is more important, or how they communicate it is more efficient, just that they have a greater capacity to understand nuances of communication better than do men. One of the easiest illustrations of this generational gender switch is to observe the communication methods of the "strong" women the media portray in popular fiction today. How do we know she's a strong woman? The first cue is she communicates in an overt, information centered, masculine manner.

From an evolutionary perspective, it's likely that in our hunter-gatherer tribal roles had a hand in men

and women's communication differences. Men went to hunt together and practiced the coordinated actions for a cooperative goal. Bringing down a prey animal would have been a very information-crucial effort; in fact the earliest cave paintings were essentially records of a successful hunt and instructions on how to do it. Early men's communication would necessarily have been content driven discourse or the tribe didn't eat.

Similarly women's communications would've been during gathering efforts and childcare. It would stand to reason that due to women's more collectivist roles they would evolve to be more intuitive, and context oriented, rather than objective oriented. A common recognition in the manosphere is women's predisposition toward collectivism and/or a more socialist bent to thinking about resource distribution. Whereas men tend to distribute rewards and resources primarily on merit, women have a tendency to spread resources collectively irrespective of merit. Again this predispositions is likely due to how women's 'hard-wiring' evolved as part of the circumstances of their tribal roles.

Men Like Women

When a man attempts to communicate like a woman (context-primary), women associate him with the feminine (i.e. he talks like a woman). This subconsciously indicates to her that a guy is Beta and making concessions of his maleness to better identify with the feminine. When you read about angry women feeling duped by the Nice Guy, who was only 'playing nice' in order to earn her intimacies, that deception is rooted in a guy relating to women as a woman would.

As you're probably guessing, with the rise of social feminization, post-sexual revolution, men have been socialized and acculturated to express themselves increasingly as a woman would. This is part of boys-men's earliest feminine conditioning; a calculated effort by the Feminine Imperative to train men to communicate as women do. I call this men's "sensitivity training", but in essence it's a social effort to force men to rewire their brains to better accommodate a feminine-primary society. "Get in touch with your feminine side", is really a plea for men to contort their natural ways of communicating into a feminine aligned mode of communicating.

The results however are very much the same as the faux-nice guy effect I describe. There is a subtle disingenuousness that the feminine mind perceives when a man communicates as a woman would. Alpha Men wouldn't care enough to accommodate women's communication preferences.

Incongruent communication styles is a tough obstacle for blue pill men to overcome when transitioning to red pill Game-awareness. The sincerity they hope to convey to women about their intentions is incongruous with how women's limbic understanding of male communication style works. Men are men, because they talk 'like men' and are concerned with what *Men* are concerned with. Granted, the socialization of men to be more feminine-oriented doesn't do a man any favors in unlearning this, but overcoming the fear of asserting himself as a Man and communicating to a woman as a Man would is imperative.

As most of the male commenters above will attest, there comes a point (usually for older, mature men with the experience to know) where forcing himself to relate to a woman on her terms is simply exhausting. It becomes mentally taxing to maintain interest – at some point men will want to speak their own language, feminine-primacy be damned, but it's when he does revert back to his native gender language that he becomes more attractive.

When a Man drops the pretense of catering to the feminine, this is when he sets himself apart as a truly masculine agent. He is unapologetically masculine, and that is the mark of an Alpha – to not bend over into the feminine to better identify himself with the feminine. There is strength(and tingles)

in our differences from women. So if you're a newly red pill Man, start making efforts to consciously identify where you're aligning yourself, your beliefs, your personality with accommodating the feminine and start unapologetically shifting them to a masculine-primary purpose.

Preventative Medicine â◻◻ Part I

March 17, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



If the red pill and Game-awareness have a lasting effect of any future significance, my hope is that the red *pill* becomes preventative medicine for young men's feminized conditioning.

This *awareness* is the single greatest threat to the feminine imperative and feminine social primacy. I've covered aspects of this prevention in [Hear Me Now, Believe Me Later](#), but this post was more of an after-the-fact perspective from older men's experiences, and how they wish they'd have known about the red pill, Game and the intergender dynamics I've written about for the past 12 years of my writing.

When I wrote the now seminal post of [Navigating the SMP](#) and introduced the comparative SMV chart I had no idea how influential (and usefully accurate) it would be. My hope then was to educate (albeit a bit tongue in cheek) a younger generation of red pill men about the basic outline of how men and women's sexual market value waxes and wanes during phases of each sex's lifetime. This post – and more than few subsequent ones – was prompted by the desire to have an outline of what young

men should anticipate in a contemporary, westernized gender landscape.

For as much as the critics of that SMV outline would have you believe it's just an effort in wishful thinking on the part of older men convincing themselves of a higher sexual market value, the salient message of that graph is an uncomfortable exposing of the strategies women use in optimizing hypergamy over the course of their lifetimes. When considered chronologically, many identifiable patterns become apparent both in women's motivations and behaviors at or around distinct phases of a woman's life.

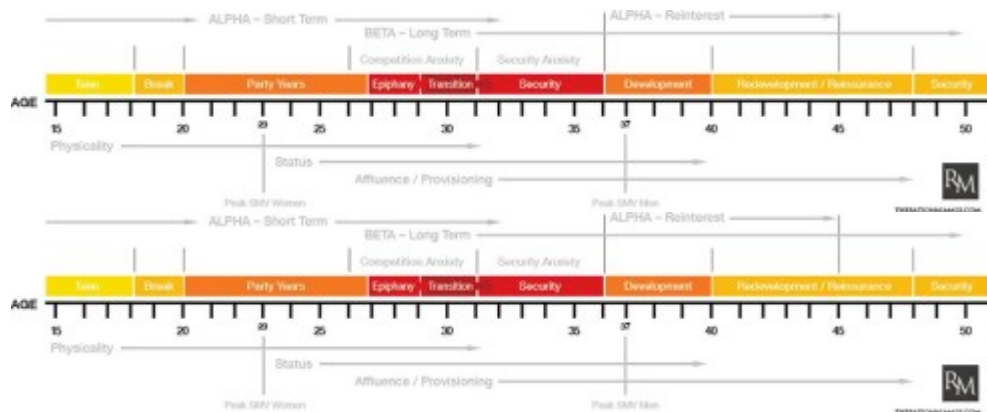
Depending upon her capacity to fulfill them at any particular phase (attractiveness), we can get a better overall idea of what is motivating a particular woman during that period of her life and adjust Game and/or expectations accordingly to a Man's best advantage.

Roissy wrote a fantastic piece about the difficulty of Gaming women by age brackets back in 2010, and I'm going to refer readers with a mind for Game to cross reference this article while reading what I propose here. With a better understanding of these phases, and the SMV particulars of those phases, a Man can more easily adjust his Game, maintain frame, apply Amused Mastery, and host of other red pill / Game applications covertly and confidently with a reasonable expectation of outcome, or a better understanding of the traps that may await him.

One common understanding most men had with regards to the woman in my Saving the Best post, and how her rationalizations of her past and present sexual behaviors affected the man considering divorcing her, was that she was subject to conditions at particular periods in her life which motivated her to those behaviors. I'm not sure it's realistic to expect the blue pill guy in that situation to have seen her sexual hangups and self-consciousness with him as the red flags that we can being dissociated with his condition – however, there is a certain awareness that comes with the red pill that helps us better understand what those flags are. The armchair counseling we give him is that he should've known that she was looking for her Beta provider when he married her – it was at that woman's phase of life when women are looking to consolidate on her own long term security.

But can we really expect this from a guy who in all likelihood based his decisions to marry her on false presumptions and a thoroughly blue pill hope that she'd 'come around' to being more sexual with him later in their marriage? Can we really expect him to know what her motivations were then for her long term security when he'd never had the benefit of ever having those motivations spelled out for him by the red pill?

It's with this in mind that I'm presenting that outline here.



Click for an expanded view.

What I've constructed is a *loose and generalized* chronology of how women effect their hypergamy over the course of typical woman's life between the ages of 15 and 50. I'm fully prepared for the

same outcries of generalizations and NAWALT that the infamous SMV graph inspired, but understand this, before any woman or femer comes up with those predictable objections, this is an outline; variables like culture, ethnicity, moralism, socio-economic status and outlying circumstance are all factors to consider when evaluating the motivations of any woman. This timeline however is intended as a roadmap to follow to get a better understanding of what motivates women at particular phases of their lives and hopefully help men to better prepare themselves for the strategies women will use to optimize hypergamy during those phases.

Understanding Hypergamy

Before we get too involved in this chronology it's important to get a good idea of how hypergamy motivates women during these phases. A lot of the manosphere likes to define hypergamy as a woman getting the best bang for her attractiveness buck, but this is only one side of hypergamy. Using the Alpha Fucks / Beta Bucks principle of women's dualistic sexual strategy it becomes clear that there is a drive to balance hypergamy between these two impulses. As I stated in Schedules of Mating, hypergamy wants to have both sides of the AF/BB equation satisfied by the same man, but rarely is this dualistic satisfaction met in the same individual.

It's my belief that a drive for hypergamic optimization exists in both the impulse to secure the best genes (sexy son theory – Alpha Fucks) and the best provisioning / emotional investment (parental investment – Beta Bucks) a woman's attractiveness can be leveraged for. The problem then is one of leveraging her attractiveness relative to any particular phase of her life and the circumstance that phase dictates for her. Needless to say a woman's physical conditions, her personal decisions and modern social pressures will influence this 'balancing act' (careerism, feminism, religious conviction, etc.), but I think it's only half correct to apply hypergamy only to the Alpha Fucks side of women's dualistic sexual strategy.

It's also important to consider that, from an evolutionary standpoint, hypergamy always seeks an optimization of either side of the AFBB motives that is *better* than any individual woman's attractiveness realistically warrants. Keep in mind that modern social pressures (social media etc.) exacerbate this, and further distort a woman's realistic evaluation of her own SMV at any given phase of her life. The most secure, monogamous attachments women will make are with Men they perceive are 1 to 2 degrees above what she perceives is her own relative SMV.

The Teen Phase

I ostensibly began the relative SMV graph at age 15 since this is about the post-pubescent age during which girls come into their maturation and teenage boys begin to take a real awareness of them. As you'll see on the overall timeline, Alpha characteristics with regards to teenage attraction cues are largely based on physical attributes and prowess. These physical arousal cues girls find primarily attractive in adolescent boys (later men) will continue for the better part of a woman's life, but during a girl's formative years her foremost attraction is for the 'hawt guy' with a good body, the correct eye color and the right haircut.

Between the ages of 15 and 25 women associate and prioritize men according to their physical features. Even a relatively introverted guy with a Beta mindset and/or a brooding 'creative' personality can still be considered Alpha if his physical presence meets a girl's archetypal attraction profile.

The main reasoning for this is fairly obvious in that physical cues (though also influenced externally) are primarily innate. This physical interest from adolescence through young adulthood is the top

prioritization in attraction. These physical attraction / arousal cues are intrinsic; extrinsic attraction cues such as status / performance do factor in progressively as a woman matures, but the priority is the physical, and other extrinsic factors (status, Alpha confidence, Game, etc.), while definitely beneficial, are prioritized lower by the simple fact that a girl lacks any real experience of a guy with Game or the need for provisioning.

Long term provisioning potential during this phase is rarely even an afterthought for a young woman. From adolescence forward a woman's dualistic sexual strategy primarily revolves around short term breeding opportunity – Alpha fucks. This can be attributed to a girl/young woman's provisioning needs being relatively accommodated for by family, the state in some effect or even her own self-provisioning, as well as the breeding urgency that comes with hormones and youth.

I'll add the caveat here that a woman's prioritization of the physical is inversely proportional to the degree to which her provisioning needs are being met beyond seeking a mate or mating opportunities. In other words, if things aren't secure at home (Daddy Issues) an adolescent girl physically and mentally prepares herself for a long term mate earlier than when a solid masculine father is present in her life and the home. Further reading on the physical aspects of this phenomenon can be [found here](#).

The short version for teenage Game (when you're in high school) is that looks, physique and physical prowess are a woman's attraction priority. This priority will build a foundation for her attraction cues later as she matures, but the primary importance is looks and performance.

The Break Phase

I've added this phase here because it's become an increasingly too common, and potentially damaging, occurrence amongst young men I've counseled. Generally the Break Phase comes at or about the time of a young woman's senior year (or shortly after) of high school when she's forced into a conflict between continuing a monogamous relationship she began in her teenage years, and severing it as college or a simple want for 'freedom' looms closer as she approaches young adulthood, graduation and possibly moving away from her home for an indefinite period.

This is a major frustration for Beta minded young men given to a feminized conditioning that convinces them they'll be rewarded for loyalty, support and building relational equity with a girl. I'm highlighting this phase because often enough it's at this beginning point young men are prepared to compromise their life's ambitions to play a role that their feminine conditioning predisposes them for. The danger being long term life decisions made in order to maintain a relationship he believes his sacrifices will be rewarded for in favor of personal goals or developing passions and personal potential.

Here is the warning for any late teen / early adult man: This is generally the point at which you'll have to make some real personal assessments of yourself if you have a girlfriend. This will be the first test of the red pill versus your feminized conditioning. Most blue pill guys entertain the 'invisible friend' of an LDR (long distance relationship) for the first time at this juncture, or they alter their educational priorities to accommodate maintaining their relationship.

Statistically the girlfriend you expected to build a Disney-story life with will break up with you as her options expand while yours constrict (due to prioritizing her goals above your own). The decisions you make at this stage are up to you, but understand (barring personal convictions) this stage will come as a woman's SMV begins its rapid ascent and along with it opportunities she's been scarcely aware of until now.

The Party Years

The five year span between 20 and 25 are what I euphemistically call a woman's 'Party Years'. It's at this stage women *generally* experience their peak SMV (22-23 y.o.), and as I stated in Navigating the SMP, at no other point in a woman's life will so many socio-sexual options be available to her. A lot of manosphere moralists believe that women ought to marry and get pregnant during the party years since this is the point of peak fertility as well as physical beauty, and in the not so distant, pre-sexual revolution past this certainly made sense. However, under the social conditions of the last 50+ years, women's priorities have changed.

The available opportunities – social, sexual, educational and career-wise – that a woman experiences during these years are afforded to her in relation to her SMV. At no point will you find a woman more cocky and self-assured of her predominance in society according to the option she enjoys relative to her attractiveness. Her personal image will be one based on merit, and while it's certainly possible she is talented and/or intelligent, her opportunities are predicated on her attractiveness and the leverage it has on other's (men and women) decision making.

The physical arousal priorities she had in high school remain a top attraction priority, however, as she matures into the new experiences her SMV peak affords her, status, and later affluence (wealth or potential provisioning) start getting added to the attraction mix. As women learn the utility of their relative SMV, and begin to understand a future need for long term provisioning (on some level of consciousness) they come to understand the transactional nature of their sexual agency.

It's during the party years that women begin to prefer 'dating' men older than themselves. Generally this is between a 5-7 year difference, however Roissy postulated that even more mature men still have potential depending upon their own SMV:

Hard to believe, but it is often easier to bed a very young woman than an older woman, if you are an older man. This is because 20-40% of women are specifically attracted to older men. It is hard-wired in them, and this hard-wiring can be reinforced by poor family upbringing resulting from divorce of parents or absentee fathers. Single moms are the greatest source of future generations of slutty daughters the world has ever known.

During the party years, hypergamy is still firmly rooted in physical attraction / short term mating cues, however, women begin to develop an appreciation for personality cues of confidence and (Alpha) character as it relates to her long term investment. Later in the party years a woman's hypergamy leads her to look for the Alpha bad boy who might also be molded (tamed) into her long term ideal – this is the Tarzan Effect, the want for an optimized balance of hypergamic interests in the same Alpha male. The idea is one that an Alpha Man might be tamed, in some cases coerced via pregnancy, into assuming the providership role the other half of her sexual strategy demands.

One point of attraction older men (who capitalize on their SMV potential) have is that their capacity to provide for more than themselves, and still maintain an above average physique, tends to be a form of preselection for this hypergamic balance as women mature past the latter part of their party years.

Just to be clear, as a woman becomes more cognizant of her decreasing capacity to sexually compete with the attractiveness of younger women, her attraction for more than just the physical aspects of men begins to assume a higher priority. Those aspects (status, confidence, affluence, worldly maturity, etc.) are typically found in men old enough to have had the experience to acquire them.

I should also add here that, there are incidents of women who, for some condition or circumstance opt

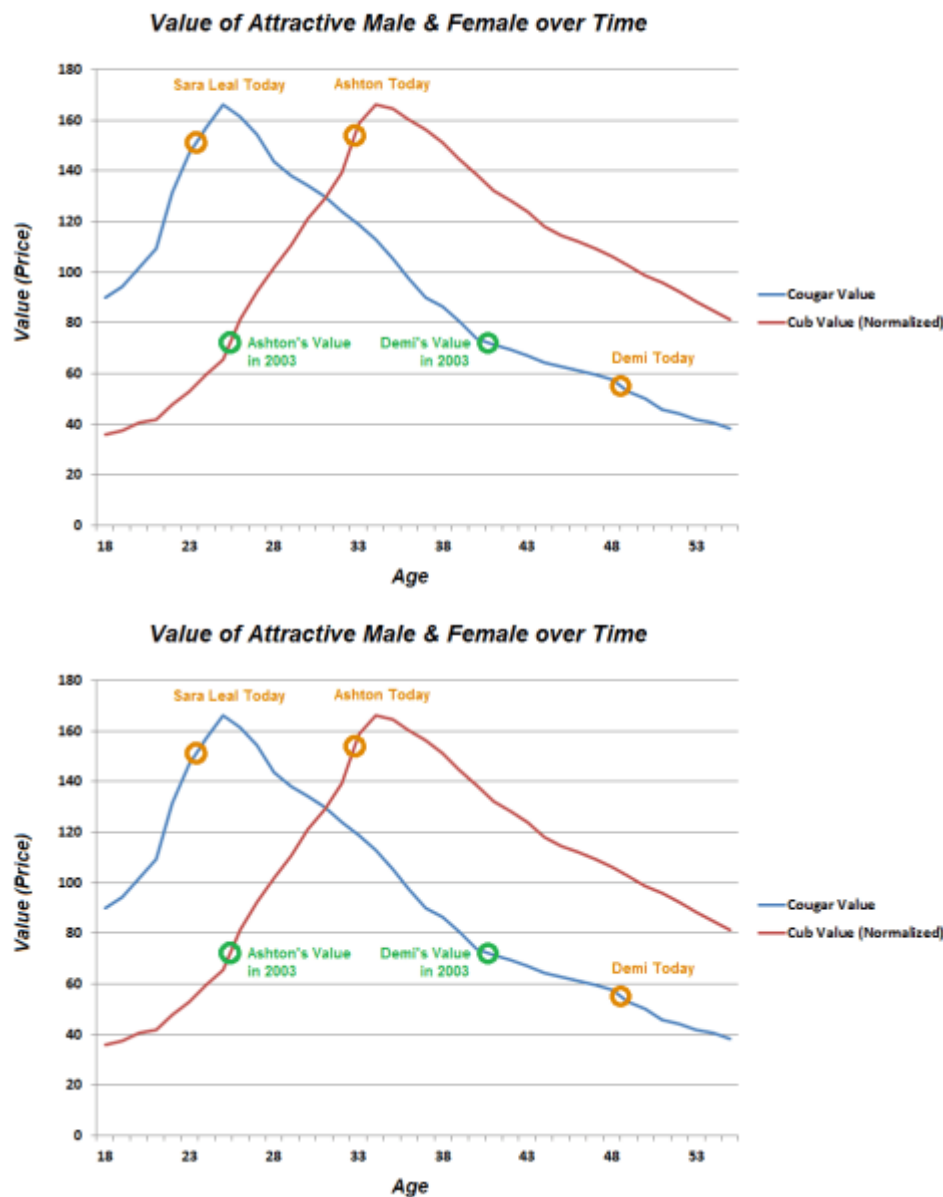
out of their party years. Either their socioeconomic situation prevents it, or an early, unplanned pregnancy, or for religious convictions, but whatever the reason they move past this phase without a sense of having capitalized on it. In some respects this may seem to be a better choice than riding the proverbial ‘cock carousel’ into her Epiphany and Transitory phase (discussed in the next post), but it’s important to remember that these circumstances don’t disqualify a woman from the maturation process I’ve described here.

In some cases it may be the source of resentment at a man for having ‘held her back’ from all of the experiences her girlfriends went through (through which she vicariously lived), or it may be her coming into a better understanding of how *other* men (perceptually) meet her hypergamic balance better than the one she settled for earlier than she had the maturity to understand. As we’ll explore in the next continuation post, this resentment can be a later source of marital dissatisfaction (and divorce) for women approaching the Epiphany and Transitory phases.

This post is the first in a 3 part series. In part 2 I’ll outline the Epiphany, Transition, Security and Development phases.

Preventative Medicine â◻◻ Part II

March 27, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Navigating the SMV continues to be one of my most prolific posts. I can remember originally writing that post and plotting the graph as a one-off response to a comment (by Deti I think) made requesting a graphic representation of how both men and women's SMV waxes and wanes as they progress through life. At the time I had no idea how influential and accurate the graph would be, but it seems that not every three or so months someone links or emails me an outside study with a graph that is so similar to my initial perception of sexual market valuation and devaluation that it kind of creeps me out a little bit.

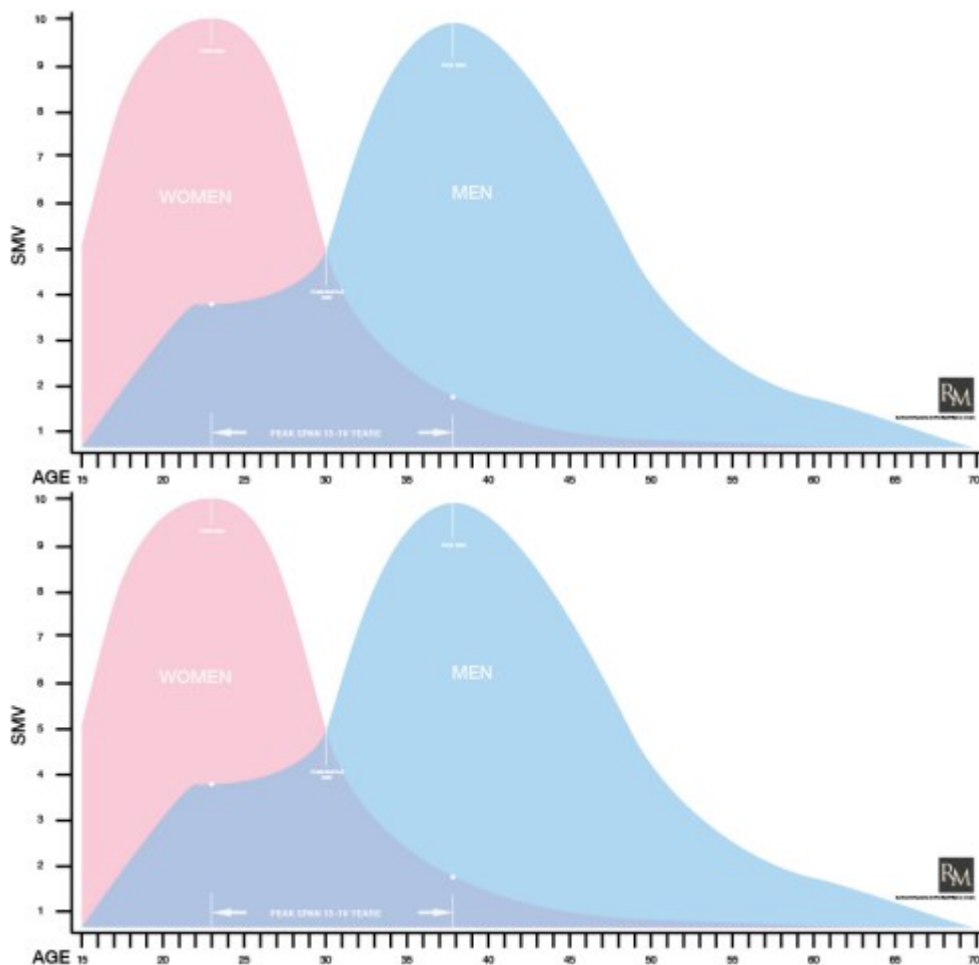
This most recent graph comes to us courtesy of the Red Pill subreddit, linked to the Cougar and Cub Dating Study on *Whatsyourprice.com*.

From the chart above, we see that the perceived value of an attractive woman peaks when she reaches 25 years old, and gradually diminishes as she ages. The perceived value of an attractive man however, starts at a much lower price when he is young, peaking only when

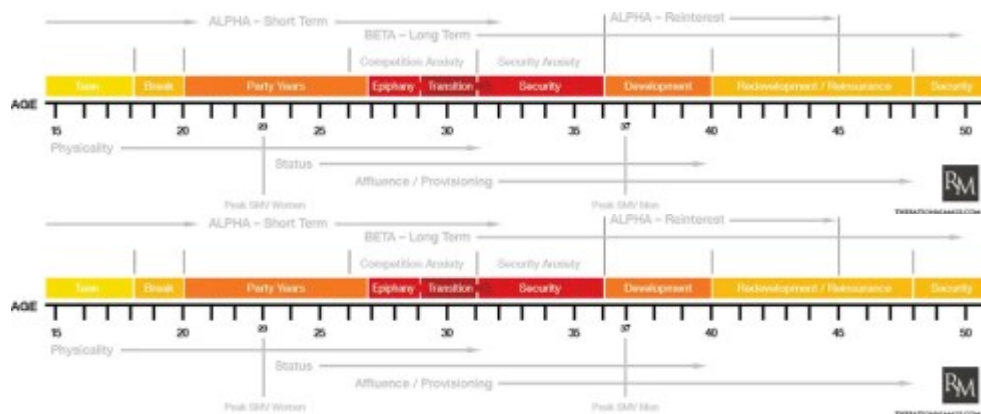
he reaches the age of 34. It appears from the value curve above that at least some stereotypes we often hear do hold some truth. For example, that female models earn the most before they turn 30. Or that men become more attractive as they age.

But no matter what some of you may read from the value curves above, it has proved a useful tool for predicting when Cougar-Cub couples get together, and when they are likely to break up. The value curves also provide clues of what types of Cougar-Cub relationships stand the best chance of surviving in the long run.

Granted, my own parameters were slightly broader in scope (female SMV peaked at 22-23, men's 36-38) but the base premise is astonishingly similar. As you might expect the comments are rife with "well-not-in-my-case", "people are individuals" personal anecdotes, but the grouping of the graph plot is too similar not to recognize a consistency of form with my original SMV graph:



There are other studies and graphs that reflect this basic model. Some are more forgiving and project the feminine SMV decay a bit less or starting later – rarely is men's SMV any less rigorous – and each study has differing objectives, but the form of the curves are so alike that it's impossible not to notice the general similarities. I've done several followup posts in order to address the most common (deliberate) misunderstandings, as well as the most pressing questions about my SMV graph, so while we move on to the next section of the SMV timeline this week please be sure you reference the side bar category I have set up that exclusively covers the topic if you have questions. I'm prefacing this week's continuation of Preventative Medicine with this graph because it will be an integral element to understanding the progression through the Epiphany and Transitional phases.



The Late Party Years

Although not a subsection itself, the latter third of a woman's Party Years deserves some mention in that the end of this phase is often a prelude for the rationales women develop leading into the Epiphany Phase. As I mentioned here, some third party SMV studies will place a woman's peak SMV as late as 25-26 years old. I'd argue that this is far too late in a woman's life progression.

Statistically, most women express a desire to settle down, be married and start a family at or around the age of 27 to 30, and most marriages do happen between 26 and 30 for western women. The popularized, feminized ideal of a woman enjoying her prime – often excused as fulfilling her nebulous professional potential – is a primary contributor to this marriage postponement, but it's important to point out to men dating women in this phase that the last two years of the party phase will be the stage at which a woman will *begin* to feel an urgency for long term commitment.

I summed this phase up in Cashing Out, however, it's here that women, with the foresight to see it, will make their best attempts to consolidate on marriage with the man who best embodies, or has the potential to embody, the Alpha sexual-genetics with the providership parental investment that an optimized hypergamy seeks to balance in the same man. At no other time will a woman feel more urgency in capitalizing on her still prime attractiveness and sexual agency with a man she believes will fulfill the dual dictates of her sexual strategy.

“Where is this going?”

This is the most common phase in which a man will hear the words “where is this going?” from a woman, or is delivered ultimatums of withdrawal of intimacy (no more sex, or threats of break up) if no proposal is forthcoming in the foreseeable future.

Although women's preferred method of communication rests in the covert, as she matures towards a condition of a lessened capacity to intra-sexually compete with her younger peers (competition anxiety) most men discover that women in this demographic, by necessity, lean more on overt communication. The coquetry, indirectness and blasé indifference that she used to hold and enjoy male attentions during her SMV peak years is progressively traded for more direct certainties of promised, committed assurances of future security.

Side note: Bear in mind that security for women isn't always manifested as financial provisioning, but can be emotional investment, parental investment, physical security and most importantly fulfilling a masculine role of stability and dominance in her life.

Of primary importance is the consideration that women seek the Alpha Fucks / Beta Bucks (AFBB)

balance of their hypergamous interests in the same man at this stage. That's not to say this isn't always the operative for feminine hypergamy, but it's during the late party years phase that a woman (on some level of consciousness) begins to realize this time is her best opportunity to use her quick-burn SMV to consolidate on an optimized hypergamy. This isn't due to premonitions of the Wall *per se*, but it is the first recognition of her diminishing capacity to sexually compete for male attention with young women experiencing their own SMV peak years.

During this period women will often make their first earnest attempts to find ways – sometimes by coercion – to 'fix' an Alpha into satisfying the Beta Bucks side of her hypergamy equation, or, to seriously evaluate an already committed Beta's potential to 'man up' and be more Alpha, more ambitious and assesses (what she believes will be) his future SMV potential.

Lastly, bear in mind that women in this phase experience this urgency in direct proportion to what their looks, sexuality and command of male attention will afford them. It's simple reasoning to figure that women who maintain their physical attractiveness / sexual agency and are consistently rewarded for it with male attention will prolong that state as long as possible. Thus, some attractive women may perpetuate their party years until such time as that attention abruptly ends.

The Epiphany and Transitory Phase

I've written extensively on these phases so please have a read of my prior posts [The Epiphany Phase](#), [Time's Up](#) and [Cashing Out](#) for a more in-depth understanding of what to expect from women during this stage of life.

Between the ages of 28 to about 30 (sometimes later for attractive women perpetuating their party years) women often enter into a more cognitive awareness of their personal conditions with regard to their declining SMV. This phase I call The Epiphany Phase; it is the point at which the subconscious awareness a woman has of her sexual market value in relation to her eventual date with the Wall can no longer be subconsciously repressed and ignored.

It is of primary importance to men to fully understand the significance this phase has for women. The epiphany **isn't** about women hitting their SMV Wall during this phase (though it's possible) it's about a woman conscientiously coming to terms with a markedly lessened capacity to sexually compete with her SMV-peak peers for the same male attention she enjoyed during her party years.

The abstract exaggeration is to think a woman necessarily hits the Wall at 30, her physical attractiveness shrivels and she magically transforms into a spinster cat lady overnight. Women absolutely (with effort) can and often do retain their looks and sexual agency past this phase; some into their late 30's and 40's. However, what defines this phase is the conscious realization that their looks are no longer what they were in their prime. Combined with this is the awareness that they can no longer sexually compete at the same level as young women in their SMV peak for the attentions of men they *now* hope to consolidate their hypergamy on in long term commitment and provisioning security.

The Epiphany phase isn't about women hitting the Wall so much as it is about an urgency to consolidate upon a man's commitment of long term security with the competition anxiety that comes from realizing it's now *she* who must to put forth the effort to secure it rather than having it offered to her as it was by the men in her SMV-peak years.

From The Epiphany Phase:

| This is a precarious time for women where she makes attempts to reassess the last decade of

her life. Women's psychological rationalization engine (a.k.a. the Hamster) begins a furious effort to account for, and explain her reasonings for not having successfully secured a long term monogamous commitment from as Alpha a man as her attractiveness could attain for her. Even women married prior to this phase will go through some variation of self-doubt, or self-pity in dealing with the hypergamic uncertainty of her choice ("Is he really the best I could do?").

A woman's late party years are often the stage during which she entertains the hope that she can 'civilize' the Alpha Bad Boys who satisfy the visceral side of her hypergamy into assuming the providership role the other side of her hypergamy demands and is increasingly becoming more urgent for her – most Alpha Widows are made during this period. However, it's during the Epiphany phase women (conveniently) make the rationalizations necessary for justifying this 'fixing' effort.

During the Epiphany Phase a woman's inner and outer dialog is self-excusing, virtuously self-educational and self-congratulatory.

"I used to be so different in college, but I've grown personally" or "I've learned my lesson about pursuing the 'wrong kind' of men, I'm done with Bad Boys now" and "What happened to all the Nice Men?" are the standard clichés women will tell themselves and vocally (overtly) broadcast, directly or indirectly, to all the men with a providership potential in the hopes of signaling to them that she will now entertain their feminine-preconditioned offers of love, loyalty and dependability she had no interest in during her party years.

It's during this stage that women will make radical shifts in their prioritization of what prerequisite traits qualify as 'attractive' in a man and attempt to turn over a new leaf by changing up their behaviors to align with this new persona they create for themselves. Since the physicality, sexual prowess and Alpha dominance that made up her former arousal cues in a Man aren't as forthcoming from men as when she was in her sexual prime, she reprioritizes them with (presumed) preferences for more intrinsic male attributes that stress dependability, provisioning capacity, humor, intellect, and esoteric definitions of compatibility and intimacy.

For the spiritually inclined woman (which is to say most women) this may manifest in a convenient return to religious convictions she'd disregarded since her adolescence. For other's it may be some kind of forced celibacy; a refusal to have sex under the hypergamic auspices of her 'party years' in the hopes that a well provisioning male (the ones not realizing their own potential SMV as yet) will appreciate her for her prudence – so unlike herself and all of the other girls who rejected him over the last decade.

The self-affirming psychological schema is one where she's "finally doing the right thing", when in fact she's simply making the necessity of her long term provisioning and security a virtue she hopes men will appreciate. And if they don't, then there's always shaming them to think they're 'less-than-men' for not living up to her eating her cake once she's had it

While looks and masculine physical triggers in men are still an important attraction factor, her desire for a personal association with a man's status and affluence begin to sublimate her physical priorities for attraction as she increasingly realizes the necessity of these attributes for her (and any offspring's) long term provisioning. It should be noted that the appeal of a man's potential for provisioning is proportional to her actual (or perceived) need for that provisioning.

As a woman moves into the Transitory phase (29-31) this re-prioritization also coincides with the adjusted self-perception of her own SMV. As a woman becomes more cognizant of her lessened ability to sexually compete for men who (she believes) would meet her best hypergamic balance, she's forced to reassess her self-image. There are many feminine social conventions already pre-established to help her deny or buffer this reassessment. However, her hindbrain still acknowledges the competition anxiety that (unless, by effort or genetics, she's a notable physical exception) she simply cannot command the kind of male attention women in their SMV-peak years do.

Note that the reality of this assessment, or realistic expectations of it, aren't the source of this anxiety, but rather it's what she *believes* them to be. An exceptionally attractive 30 year old woman may still be able to sexually select men above what most women her age can expect, but it's what she *believes* about herself, her internalized expectations for her age and party years experience has taught her. And as you may guess this self-assessment is also subject to the influences of social media and social conventions that pander to this same Transition period anxiety.

The Transition

I believe it was Roosh who stated that the only women who complain about men needing to Man Up or how men have somehow shirked the masculine responsibilities the ~~Feminine Imperative~~ society expects of them are always 30 years of age or older. Younger women simply have no motive to complain about what they believe they are entitled to in a man beyond his being 'hawt'.

What I term as the Transition phase is the culmination of the Epiphany phase's influence on a woman who's thus far been unable to consolidate on monogamy with a male who fulfills the role of provider (Beta provider most often) that her hypergamy now holds in much higher priority order. When women in this phase complain of men's "adequacy issues" what they're really bemoaning is their chronic inability to find (or merit) a man who can balance the dual influences of her hypergamy.

The urgency for this consolidation is further compounded by the misconceptions most women hold about the Myth of the Biological clock, but in biological terms she's well past the years of her prime fertility window and conceiving and bearing children becomes progressively more difficult for women with each passing year.

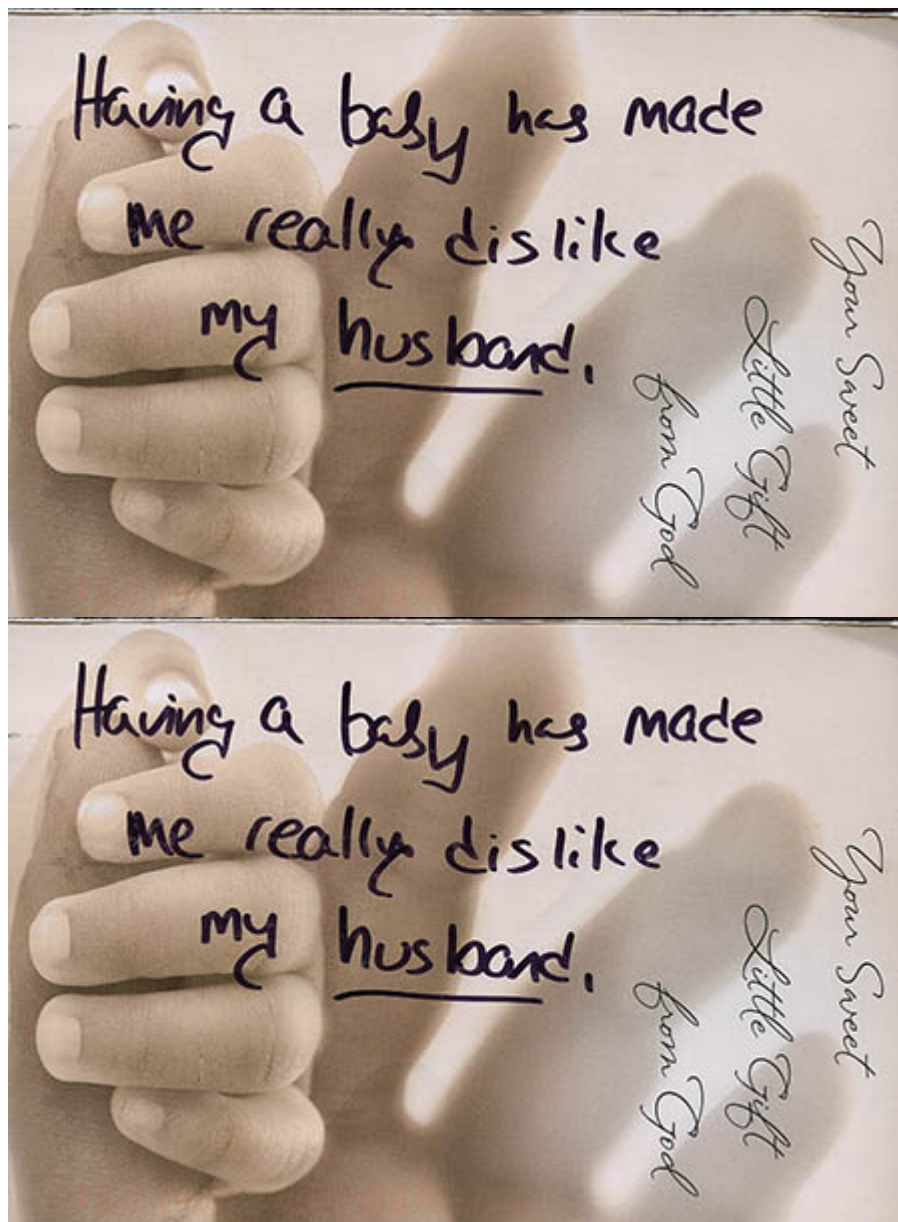
In the Transition phase the competition anxiety that prompted the Epiphany phase is exchanged for an anxiety that results from confronting the possibility a woman may *never* consolidate on a long term security. However, as always, feminine social conventions are already in place to absolve her of any real personal accountability for this incapacity.

Thus, begins the 'Men are threatened by powerful women', 'Men have fragile egos', 'Men are shallow and only want young chippys they can manipulate instead of vibrant, women who are their intellectual equals' and various other canards intended to simultaneously shame men into compliance with their hypergamous imperative and relieve women of any personal accountability for the anxiety the Transition phase forces them to experience.

In closing today's post, I think it's important to consider other outcomes of personal decisions women often do make during these periods. As I mentioned in Part I, it's not uncommon for women to already have consolidated on monogamy (LTR or marriage) well before either of these phase take place. While the experiences may differ, the underlying influences that prompt these phases remain more or less the same. I'll elaborate more on this in Part III as it primarily relates to the later phases of women's maturation process.

Preventative Medicine â◻◻ Part III

April 8, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Before I move on in this study I'm going to take a moment to clarify the purpose of this timeline /schedule. It's important to remember that this chronology is meant to serve as a general direction for women's maturation and the priorities of attraction they put on men's attributes during these phases of their lives.

By design this graph isn't intended to be a specific outline to account for *every* woman's individual circumstances, but a somewhat predictable series of phases coordinated with events, behaviors and mental schemas that occur during those phases. The perspective I've approached in this outline is one of an unattached (long term single) or semi-monogamous woman with the personal and social options to leverage her sexual agency as well as a subjective degree of control over the direction of her life (or the strong impression that she actually has this control).

Of course, it would be ignorant to assume all women's individual circumstances would follow the same series of instances subject to the same set of circumstances. In any one woman's life there are far too many subjective eventualities to consider that would fit into the scope of a series of articles (I

could actually dedicate a book to this topic alone), which is why I've detailed these phases in as general terms as I can fashion them.

Uses

To the point though, it is up to any one Man to determine how a woman's personal conditions, her past decisions and the results of her past discretions or indiscretions contribute to what is motivating her along this general outline of life phases. It's entirely possible, if not likely, a woman would have had a prior marriage or be a single-mother during any or all of the phases I've detailed. It's also not unlikely a woman might be a serial monogamist or married during the duration of her party years. The art of determining what motivates a woman according to the phase of life she's in, her socialization and how her circumstances modify or are modified by it is what the 'A' in PUA represents – artistry.

The important part of determining what motivates women's behaviors and mindsets is to frame these personal circumstances against this outline of women's life phases. In general, the phases and progression of maturity (socially, personally and biologically), her prioritization of attractive male attributes, and the resulting purpose-driven behaviors don't change much for women as a whole. It's when you consider how an individual woman's circumstances work within or against this progression, and how you as a Man can first, determine that woman is worth varying degrees of your investment, and *then* better leverage what you know about her conditions and the phase of life she's experiencing to your (or your mutual) benefit.

If you browse the backlog of my posts you'll see how I frame individual observations and understandings of specific topics as they relate to both women's stage of life and their circumstance. This has been a part of my writing process since I began making forum posts on SoSuave, but in real life, in the moment, you need to have a basic grasp of who you're dealing with, and what motivates her according to what priorities she places on men and herself at any phase of life – as well as considering the social influences she's subject to.

Who cares?

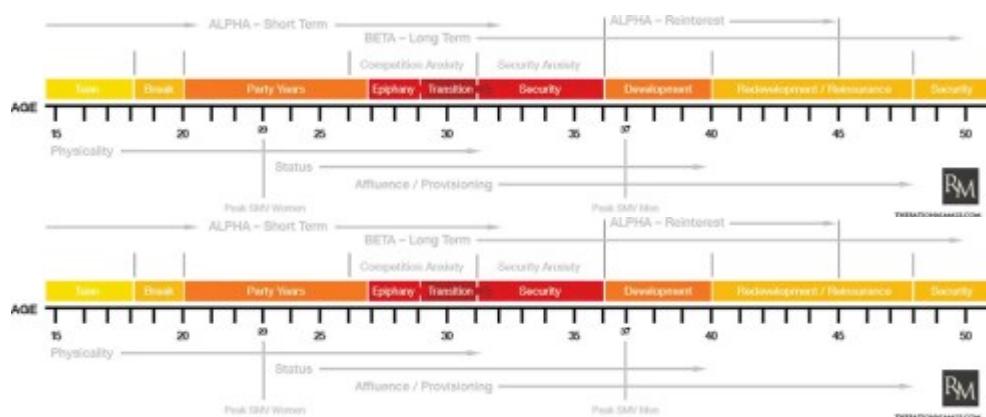
Right now all this probably seems like a lot of effort and hassle; "Why the fuck even bother Rollo? If I had to untangle a chick's psyche and socialization every time I want a new piece of ass I'd just be a monk." In truth, on various levels of consciousness, you already make most of these assessments about a woman when you invest any degree of effort (Game) in her – even if just to get laid. You may not realize you're doing it, and your investment in a woman is itself modified by your own conditioning, your deficiencies and strengths, but rest assured, you are making these assessments. The difference now is that you have an outline to better be consciously aware of the framework you're making these assessments in – that's a cornerstone of red pill truth.

Understanding what motivates a woman at any phase of her maturation isn't terribly difficult to grasp,...once you yourself have experienced that phase with a woman. And that's the intent of my developing this outline, to help (younger) men without the benefit of this prior, often detrimental, experience make informed assessments about the motivations of women they may be interested in at various stages of their maturity.

Equally important is an understanding of how the social conventions and rationales a fem-centric society endorses and propagates for women factors into their own ideologies, as well as how they absolve women's already solipsistic nature from personal accountability as she matures. Also important is the understanding of the guilt and regret that results from *not* having lived up to the

expectations these social conventions convince women they should be entitled to have experienced by a certain developmental phase. Women tend to be both the perpetrators and (later) the victims of these conventions by design.

With the rise of instant communication, only recently have men began to connect the dots with regards to how these social conventions have been established to correlate with the decisions women make for themselves and the fluidity with which these conventions allow them to rationalize the outcome of those decisions. Hypergamy has always been Hypergamy for women, but until the sexual revolution's 'liberation' of women from the societal and ideological balances that previously kept Hypergamy in check, there was less need for the myriad social conventions now necessary to balance women's culpability (psychologically and sociologically) in that new 'freedom'.



The Security Phase

Women's priorities for attraction (not necessarily arousal) are dependent upon the necessities dictated by which phase of life she's currently in.

One reason I tag men's peak SMV at or around 36-38 is partially due to their relative capacity for having attained the characteristics and accomplishments that women find the most desirable for long term commitment at about the same time women are the most necessitous of those qualities.

As women approach the Epiphany Phase (later the Wall) and realize the decay of their SMV (in comparison to younger women), they become progressively more incentivized towards attraction to the qualities a man possesses that will best satisfy the long-term security of the Beta Bucks side of her Hypergamy demands.

Too many blue pill / purple pill dipshits like to dismiss the SMV realities my graph depicts by comparing the desires of an SMV peaked 23 y.o. girl with the vested value an SMV peaked man represents to women's overall, dualistic-need Hypergamy. What maximizes the SMV of a woman in her peak isn't equal to what maximizes the SMV peak of men.

During what I term the security phase, women's prioritization of attraction shifts to a man's potential for provisioning. While the new found attraction to intrinsic qualities of a man are overtly exaggerated as appealing to women during this phase, it's essentially a man's proven capacity to provide excessively for himself and a potential mate and family that are key to this attraction. These are qualities an SMV peaked man is socially expected to possess, and socially expected to deliver for a woman precisely at the time in which she finds herself the most necessitous of these qualities and provisioning.

It is during the security phase women will begin to alter their self-expectations, as well as overtly bemoan their frustrations about their own inability to secure commitment from what they perceive would be a socially equitable male. The social conventions already in place for women in this phase make them comfortable in attempting to shame men into compliance with their long term security needs. This is the phase you will most likely hear a woman complain about “men’s fragile egos”, men being threatened by ‘strong independent women®’ or some other frustration about men not cooperating with their rapidly decaying, dualistic sexual strategy.

Settling

Security anxiety and the conflict a woman experiences with her SMV decay forces two outcomes for her; she can continue to believe her SMV is still comparative to her intersexual competitors (another social convention intended to placate unrealistic women and further postpone an LTR commitment), or she can settle on a hypergamously substandard man who’ll gratefully embody what the provisioning aspect of her hypergamy demands. If she’s followed the Alpha Fucks schedule during her party years it’s also possible she finds herself as a single mother seeking a provider male to assist in the parental investment her Alpha gene provider wasn’t (or is a limited) part of.

I should mention that the Transition and Security phases are a point at which most men’s (i.e. Betas) feminized conditioning comes to fruition for the Feminine Imperative. The Beta providers who’ve been patiently awaiting their moment of sexual vindication find their moment of peak attraction – and not uncommonly with the same women who had no use for them during their party years.

But the well conditioned Beta is nothing if not patient and dutiful in his feminine-primary purpose and it is at this phase he begins to see dividends for his steadfastness in supporting the feminine cause. His willingness to forgive a woman’s party years “indiscretions”, he believes, will be an investment in Relational Equity any ‘rational’ woman will appreciate.

It’s important to understand that the social engineering of the Feminine Imperative conditions Beta men to be predisposed to this (and/or White Knight) mentality at precisely the moment women need his provisioning the most – the point her SMV decays and his is in ascendency.

During the Security Phase, affluence, provisioning capacity and the status that should be associated with it become a primary attractant for women. The want for physical appeal and arousal are still a factor in attraction, but indicators of maturity, affluence, and other intrinsic qualities become a priority. That isn’t to say a random short term mating opportunity with an arousing Alpha would be ignored (especially around her ovulation cycle), but long term security takes precedence.

Women who consolidate on monogamous commitment during this phase (or in their Epiphany Phase) generally run through a series of mental self-rationalization for their decision to marry the Good Dad, rather than the Good Genes father. This is an effort women engage in to justify to themselves for consolidating on the security side of their hypergamous sexual strategy. Once children are part of her reality this mental subroutine has to be forced to the periphery of her attentions, but it is a psychological conflict she’s either going to resolve by eventually leaving her provider male (and seek out her Alpha widow substitute) or convince herself and her hypergamous conscience that she has in fact optimized her hypergamy with the male she settled on.

As a woman matures into her late security phase, and her offspring become more self-sufficient, it’s at this point she becomes more self-critical and retrospective of her Epiphany Phase, and more realistic about her true reasonings for experiencing it.

The Development Phase

From The Curse of Potential:

Because a woman's capacity to attract her hypergamous ideal decays with every passing year, her urgency demands an immediacy with a Man embodying as close to that ideal as possible in the now.

Hypergamy takes a big risk in betting on a man's future potential to become (or get close to being) her hypergamous ideal, so the preference leans toward seeking out the man who is more *made* than the next.

The problem with this scenario as you might guess is that women's SMV depreciates as men's appreciates — or at least *should* appreciate. The same hypergamy that constantly tests and doubts the fitness of a man in seeking its security also limits his potential to consistently satisfy it.

From the security into the developmental phase is generally the time during which a woman has satisfied the security needs side of her hypergamy (Beta Bucks) with a man she consolidated a long term security on during her Epiphany-Transition Phase.

Before I elaborate further I should point out that this particular phase can sometimes precede the Epiphany-Transition Phases for women who by circumstance (e.g. an unplanned pregnancy), personal conviction, or simply pairing with a man she believes has such future SMV potential, or believes is so far above her own foreseeable SMV (looks, affluence or status/fame) that she feels compelled to consolidate on him. This early security phase may also be the result of a particularly bad experience a woman in her party years had with a prior Alpha — the emotional trauma of which convinced her to connect with an accessible Beta orbiter who was patient enough (and fortunate enough) to be his dutiful, forgiving and supportive self in the right place at the right time.

Most commonly however this phase usually occurs within a 7 to 9 year window just after a woman consolidates on (or should have consolidated on) a long-term security prospect male; and this usually after her transitioning from her party years and dealing with the urgency of finding that prospective male.

It's important to delineate the circumstances which affect women who've successfully paired prior to this phase from the women who remain single, never-marrieds or early divorces. Between the ages of 27 and 37 these circumstances define how a woman engages and copes with her development and redevelopment phases.

The 7 Year Itch

For this 7 to 9 year stretch a married woman will likely content herself with some semblance of what fem-centrism defines for her as domesticity. That may likely include a working/motherhood role, but for the most part the vestiges of her party years usually become something she'd rather not be reminded of, particularly so if she's settled on a provider-male who doesn't tingle her the way her former Alpha lovers did, and she gradually tires of his whiney wonderment at why she's not as sexual with him now that they're married with children.

There's a very interesting social convention that accompanies this phase for the married woman, there was even an old movie dedicated to it, it's called *The 7 Year Itch*. It was a cute movie, but it was based on a very real psychological phenomenon. The cutesy social convention revolves around men's developing a wandering eye for strange vagina after mysteriously being married for 7 (a magic

number) years. The reality is that most marriages tend to dissolve at two stage, after the 7 year mark and then again at the 20 year mark.

Primarily this is due to a couple having had at least one child (possibly 2) and after that kid reaches 7 and is becoming more autonomous men and women do some relationship evaluation. From an evolutionary perspective this would be the point at which a child is more or less self-sufficient with a minimum investment on the part of a male, but in contemporary relationships it's also the point at which a woman has had time enough to reevaluate her Epiphany Phase decision to pair with the provider (father of her children or otherwise).

Just to be complete, the 20 year mark is generally the point at which both parents become 'Empty Nesters' and a second reevaluation takes place. More on this in part IV.

The Path to Spinsterhood

For women unable or unwilling to settle, compromise or otherwise consolidate on a long term monogamy, her security phase becomes a personal effort in generating that security for herself. This security may come with some help from a generous, fem-centric state, or with the help of child support and / or alimony from a marriage or pregnancy prior to this phase, and of course she may entirely ignore the dictates of her biological clock (fertility window) and double down on her own feminine-masculinized conditioning by providing (what she believes is) exclusively for herself. These are the origins of the Hyenas.

Since Roissy so eloquently outlined this woman's demographic, I'll finish here with his outline of 31-34 year old unmarried women:

31 to 34 year olds

In some ways, women in the 31-34 age range are the toughest broads to game. (By "toughest", it is meant "most time consuming".) It's counterintuitive, yes, but there are factors at work besides her declining beauty which mitigate against the easy, quick lay. For one, it is obviously harder to meet single 31-34 year old women than it is to meet single younger women. Marriage is still a pussy-limiting force to contend with for the inveterate womanizer, but Chateau apprentices are hard at work battling the scourge of mating market disturbances caused by the grinding and churning of the marriage machine.

But the bigger reason 31-34 year olds are harder to game than any other age group of women has to do with the wicked nexus of entitlement and self-preservation that occurs at this age in women. When you combine a disproportionate sense of entitlement fueled by years of feminism, steady paychecks and promotions, and cheerleading gay boyfriends with suspicions of every man's motives and a terrible anxiety of being used for a sexual fling sans marriage proposal, you get a venom-spitting malevolent demoness on guard against anything she might perceive as less than total subjugation to her craving for incessant flattery and princess pedestaling.

[...] "I have an easier time bedding and dating 23 year olds than I do 33 year olds."

This defies all logic until you see it through the eyes of the hamster sweating its fluffy ass off in a woman's brain. (Poor little creature must be pooped out by the mid-30s.) Sure, a 33 year old is not as hot as the 23 year old version of herself, but her ASD is through the roof, as is her self-conception as a hot marriage-worthy commodity. Many older women will tell themselves that their experience, maturity, accomplishments and financial stability mean

they should be way more valuable to men seeking wives than some young babe on the take. Of course, they have to tell themselves this because reality isn't making it easy to believe. These are the kind of women who have sexual flings with college guys, because they can psychologically box those men in as "purely for fun" adventures. But the men the 31-34 year old women really want are the older, established men who will give them a marriage proposal and a family. This is why it is counterintuitively harder to game the older woman who still retains a vestige of her youthful attractiveness: she wants and expects so much more than the younger woman.

Preventative Medicine â◻◻ Part IV

April 14, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

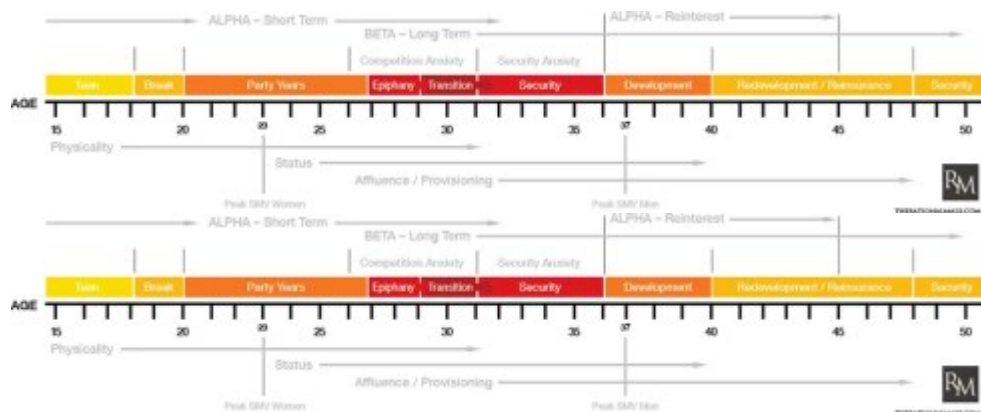


From The Myth of the Quality Woman:

Back when he had a terrestrial radio show Tom Leykis did a topic about this: He had everyday women call in and tell their stories of how they used to be sexually (i.e. slutty) and how they are now. He came up with this after driving past a grade school on his way to the studio and seeing all of the women there waiting for their kids to come out and wondered about what their lives used to be like in their childless 20s. This was a wildly popular topic and the confessions just poured in like all of these women had been waiting for years to come clean anonymously about the sexual past that their husbands would never dream they were capable of. Each of these women sounded proud of themselves, almost nostalgic, as if they were some kind of past accomplishments.

This is why I laugh at the concept of the Quality woman. Don't misinterpret that as a "women = shit" binary opinion. I mean it in the sense that most guy's concept of a quality woman is an unrealistic idealization. There's not a guy in the world who committed to monogamy with a woman who didn't think she was 'quality' when he was with her. Even if

she was a clinical neurotic before he hooked up with her, she's still got "other redeeming qualities" that make her worth the effort. It's only afterwards when the world he built up around her idealization comes crashing down in flames that she "really wasn't a Quality Woman."



The Schism

An interesting internal schism occurs for women during the latter half of the Security and through the Developmental Phase. The first aspect of this psychological schism is a drive for an unalterable sense of security. As she matures, the priority for an enduring security intensifies with each child she bears and / or each life incident where that degree of security is tested.

For the married woman who consolidated upon her best available provider male, this intensification usually manifests itself as a ceaseless series of shit testing, not only over his capacity to consistently deliver an ever increasing need for that provisioning, but also the Alpha suitability she convinced herself that he would mature into later. The primary conflict for her during these phases is that her provider male's SMV Alpha potential never quite looks like or compares with the idealized memories of the Alpha men she entertained in her party years.

I've written several essays regarding the dynamics of the Alpha Widow, but at no other phase of a woman's life is she more prone to mourning a prior Alpha lover than when she enters the Developmental stage. This is when the security a woman was so incensed to in her Epiphany Phase becomes a burden, but still a necessity of her life. Unless a man has reinvented himself and capitalized on his SMV potential so significantly as to separate himself from the prior impression of 'providership acceptability' a woman initially expected of him, five minutes of Alpha experience will always trump 5-10 years of Beta dedication.

If women can realize the Alpha Fucks aspect of hypergamy during her party years, and then realize the Beta Bucks aspects of hypergamy after the Epiphany Phase, then the internal schism a woman experiences in her Developmental phase becomes the difference between her reconciling those two aspects within the man she's currently paired with.

The second aspect of this schism is a marked re-interest in the Alpha attributes of either the man she's currently paired with, or the Alpha attributes of men outside that pairing. This side of the schism is particularly frustrating for both Alpha and Beta men paired to a woman experiencing it.

Deal with It

The more an Alpha man actualizes his SMV potential – through maintained (or improved) looks, career, maturity, affluence, status, etc. – the more a woman's need for enduring security becomes threatened as her SMV consistently decays in comparison. A woman's logical response to this new

form of competition anxiety usually manifests in two ways.

The first being an intense motivation to domineer and control her relationship by placing herself in a dominant role. She assumes (or attempts to assume) headship of the marriage / relationship by way of convenient conviction or from a self-created sense of her husband's (really all men's) untrustworthiness bolstered by social conventions that insist women *need* to be the head of the house (i.e. "she's the *real* boss, heheh"). Her insecurity about her own comparative SMV manifests in her demanding he 'do the right thing' and limit his SMV potential for the sake of a more important role as her (and their family's) dutiful provider.

Of course the problem with this is that a man acquiescing to such dominance not only loses out on his capacity to maximize his SMV peak potential, but also confirms for his wife that his status isn't as Alpha as he's confident it is. This Alpha disenfranchisement will play a significant part in a woman's Redevelopment phase.

The second logical response is apathy and resentment. A disconnect from her SMV peaking mate may seem like a woman's resigning herself to her non-competitive SMV fate, but it serves the same purpose as a woman's insistence for relational dominance – an assurance of continued security and provisioning as the result of his limiting his SMV potential. This apathy is, by design, paired with the guilt that her mate is more focused on his own self-development than the importance he *should* be applying to her and any family. The result becomes one of a man chasing his own tail in order to satisfy this passive insecurity and failing passive shit tests.

In either instance the seeds of a man's decline are rooted in his ability to identify this schism in relation to how it aligns with his SMV potential at the same time it affects his long term partner. The problem with the schism is that for all the limitations a woman would emplace against a man actualizing his SMV potential, the same limitations will also constitute a significant part of her justification for being dissatisfied with him during her Redevelopment phase.

Redevelopment / Reinsurance

The Redevelopment phase can either be a time of relational turmoil or one of a woman reconciling her hypergamous balance with the man she's paired with.

The security side of this hypergamous balance has been established for her long term satisfaction and the Alpha reinterest begins to chafe at the ubiquitous certainty of that security. Bear in mind that the source of this certainty need not come from a provider male. There are a lot of eventualities to account for. It may come from a 'never married' woman's capacity to provide it for herself, the financial support levied from a past husband(s) or father(s) of her children, government subsidies, family money, or any combination thereof.

In any event, while security may still be an important concern, the same security becomes stifling for her as she retrospectively contemplates the 'excitement' she used to enjoy with former, now contextually Alpha, lovers, or perhaps the "man her husband used to be".

Dalrock has long covered the topic of women entering the *Eat, Pray, Love* phase very well, coining the term "She was unhaaaaaappy,.." This is the justification call of for women entering the Redevelopment phase.

Depending on when she consolidated on long term monogamy, her kids are at, or almost at an age of real independence. It may even be at the "20 year itch" empty nest stage I described in the last essay, but there is a fundamental reassessment of the man she's paired with and how his now realized SMV

potential has either proved a good bet, or a disastrous misstep. And as with the various prior phases of maturity, she finds there are convenient social conventions already pre-established for her to help justify the decisions she'll make as a result of this reassessment.

The binding, cooperative arrangements of childrearing that necessitated her drive for security gradually decrease in importance, giving way to a new urgency – pairing with someone “she really connects with” before her (imagined or otherwise) SMV / looks are entirely spent on the provider male she now loathes the idea of spending a future with. This is the turning point at which most Beta men, hopefully reliant upon the false notions of Relational Equity, find themselves on the sharp end of the feminine hypergamy they cognitively dissociated themselves from for a lifetime.

It's not all doom and gloom however. Depending upon a woman's degree of self-awareness and realism about her late-stage SMV, the decision may simply be one of pragmatism – she understands she's with the man who can *now* best embody a hypergamic balance for her in the long term – or she genuinely has a long term (feminine defined) love and affinity for the man she's paired with, who finally Just Gets It. Other considerations factor in as well; it's entirely possible his SMV peak will endure longer than her reassessment of him will take to determine, religious conviction may play a (albeit sometimes convenient) part in this reassessment, or she may realistically assess her own SMV as decayed to a point where staying with her provider male is her only tenable option.

There's an interesting trend in the divorcing schedules of Baby Boomers that strongly correlate with this Redevelopment phase reassessment I've described here – it's called Grey Divorce:

Americans over 50 are twice as likely to get divorced as people of that age were 20 years ago.

Jim Campbell, 55, of Boulder, Colo., says he and his wife grew apart after 34 years together. “The No. 1 best thing in common that my ex-wife and I had was raising kids,” Campbell says. When their two sons grew up, he says, “we just didn't have enough activities, passions, interests that were in common. And when the boys were gone, that just became more and more — to me — obvious.”

As is the wont for a feminized media, the focus is on men who divorce their wives, but statistically it's women who initiate over 70% of all divorces. It's important to bear that in mind when considering the psychological impetus for women's Redevelopment phase. In spite of that oversight, the 'grey divorce' stats dovetail with this mid-late life reassessment.

In the interest of fairness, a woman can also find herself forced into this Redevelopment as the result of a man who'd come to realize his SMV peak and became actively aware of how hypergamy had influenced his decisions for him. There is a minority of men who take the red pill or otherwise and exit a marriage they'd been 'settled' on for, or they may in fact want to redevelop themselves for the same reasons women make the reassessment and capitalize on what value their SMV has.

Regardless of how she comes to it, nothing is more daunting for a woman than to reenter the sexual market place at such a severe disadvantage. After the Wall, women dread the idea of having to start over in a sexual market place in which they are grossly outmatched, so even the slightest deviation from the 'security forever' script becomes a major ego threat. If that security is more or less assured, there are feminine social conventions ready to make that prospect more palatable. '40 is the new 30', “you still got it”, and of course the strong independent woman® brand offers a plan for 'cougardom'. Depending on a woman's relative SMV (that is to say amongst her generation's peers) she may

entertain these convention more or less successfully, but this reinvention of a woman's party years, still suffers from a need to reestablish a semblance of security after a point. While it may be 'exciting' to relearn how to maneuver in a new SMP, the underlying desire is still one of security.

Late Phase Security

Finally we come full circle and back to, an albeit new interpretation of, the same security a woman sought after her Epiphany Phase. During this late phase, that may last from a woman's late 40's, 50's or even indefinitely, as a result of an inevitable SMV decay, the security side of a woman's hypergamy swings into its final, permanent, position. It's important to make the distinction that this security isn't necessarily founded on financial provisioning, but rather an emotional, intimate dependence and acceptance for a woman from an acceptably masculine man – often in spite of a past that she would rather be (expects to be) forgiven for by virtue of her age and her perceived experiences.

While she may experience some desire to live vicariously through the experiences her now grown daughters or younger female friends in various phases themselves, her message to them is one of precaution, but tempered with the subconscious awareness of how hypergamy has set the frame for her past. This is the phase during which (hypocritically) women tend to cognitively rewrite their past for what they believe should be the benefit of younger women.

As an aside, I should point out that with the advent of the internet and the permanency of all things digital, this is becoming increasingly more difficult for mid-life women.

This is the phase during which a woman not only desires secure acceptance of who she *is* from a suitable man, but it's also the phase she attempts to create a secure social paradigm for herself. To be sure this drive is firmly couched in a woman's innate solipsism, but her desire for security extends beyond a want for her own personal, assured security, and to woman-kind in whole.

Women in this phase may be concerned for the futures of their daughters – and sons who may come into contact with women following the same hypergamic paradigm she used on their fathers – but the concern is voiced for society and women as a whole. Rarely is this social concern an admission or testament of her own regret, but rather it's something she must address to reconcile the parts of her past, the undeniable results of her hypergamy, that she can't escape.

Once menopause ensues that retrospective need becomes more urgent.

Conclusion

I understand that this series probably won't address particular personal issues some readers will want it to, but that's what comment threads are for. As I stated when I started this series, I could probably write a more comprehensive book about this entire process – I may do just that at some point.

I also understand that while I can provide this outline, it doesn't really go in depth into how a man might use this knowledge to his best advantage with a particular woman. However, my hope is that it will put certain behaviors and mindsets you find in a woman, and how they align or don't align with this outline, into something more understandable for your individual experience. This is in no way comprehensive or meant to account for every woman's circumstance, but rather to help a man with what he can expect in various phases.

It's preventative medicine, not a cure to any particular disease.

Thanks for sticking with this.

RT

Homosexuality

April 21, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Alright readers, please return your seats and tray tables to their upright position and make sure your seat belts are securely fastened, this is going to be a bumpy ride. I've had a good portion of this post in the 'can' so to speak for some time, but as of yet hadn't the purpose to publish it. I understand the potential for misunderstanding this essay is going to have, but as most of you know, unplugging guys from the Matrix is dirty work, and I've always been one who likes to get his hands dirty.

In the time I've spent writing in the manosphere both as a blog writer and a forum commenter I can

only remember a handful of instances where I've read any attempt to define how Game is applicable to homosexuals. For the most part, personal ideologies tend to prevent Game-aware writers from objectively addressing how homosexuality actually validates a universal application of Game.

It's kind of a shame that a lot of Game proponents would rather avoid how a larger understanding of Game is confirmed in homosexual relations. I'll admit to some hesitancy as well, however one of my earliest posts, Sexual Fluidity, addressed exactly how an evolved template for heterosexual gender roles is still the applicable one in homosexual relations. I also defined the dominant / submissive dynamic all intergender relations establish in Master & Servant.

Before I get myself into the inevitable morass this post will likely generate, please have a read of the Rational Male policy about morality. My purpose in setting this out isn't to persecute anyone, nor should an objective grasp of Game be limited by personal ideologies. I realize bias in both observations and interpretation is always going to be unavoidable – I can't scroll through my Twitter feed without reading personal perspectives regarding gay marriage these days. Just understand my point here isn't to pass judgement on anyone (readers will do this for themselves), but rather to illustrate the universality of Game and gender dynamics.

Finally, I have to add that my interpretations here are going to be limited by experience. I tend to write from an authoritative perspective in all my posts, however, my interpretations here are rooted in my knowledge of Game and intergender dynamics not firsthand knowledge. I'm not gay so if you think my perspective is incomplete or I haven't addressed something you think is important please feel free to make me aware of them in the comments hereafter. This is very much a work in progress and I'm open to anyone's corrections.

The following story was related to me via email about 4 months ago by a gay male reader. With his permission, I'm going to repost it here, but I've changed his name to ensure his anonymity:

Hello Rollo,

I just wanted to start this message off by saying I absolutely love your blog and I am now in the process of ordering your book off of Amazon. However, I have a very interesting question I was wondering if you could assist me with.

I am a 23 y/o gay male, and as you may have guessed, my best friend is an attractive 22 year old female. We have both dabbled in stripping since we were 18 but as of recently we have begun to make the transition to "sugar babies" to pay off our tuition.

The mind games involved in crafting a sense of "oneitis" are certainly true. Prior to even finding your blog, we have been exercising these realizations with great success. Thus, I was very excited to see a blog with 100% similar views to how we both view the standard STRAIGHT relationship.

See where I'm going with this? Men and women have clearly defined "roles" and personality types due to years of evolution. If you are a young and attractive female, men almost instinctively understand the need to compensate with cash and or providing a sense of security...especially if you are playing your cards correctly.

The issue at hand for me, however, is that the same principles don't seem to be working. "Strip club" hustle is far different than the mind games involved in a relationship, and when I do strip, I leave with a healthy amount of money. However, when trying to cross over into "sugar baby" territory, I feel as though I am playing with a different set of rules.

Essentially, gay people are a hybrid between man and woman. I feel as though, in some cases, I possess a very “feminine” view about certain things, but due to my extensive testing and researching of human psychology, I have adopted a much more “alpha” and “masculine” personality type as well. This “alpha male” persona originally started out as an “act”, but through sheer perseverance I can honestly say it is a part of who I am now. Since then, I have a long list of gay men who want to date me. In hook-up culture gay world, finding sex is as easy as signing onto a website or downloading an application. Thus, getting a gay male to actually feel the need to “date you” is an art form in itself.

However – because gay men operate off of feminine mindsets by DEFAULT, they are attracted to my Alpha personality. But due to my “alpha”, and or “male” personality type, they simultaneously do not feel the need to spoil me with cash. I’ve hung out with a multitude of gay millionaires, I’ve gone on a few vacations, etc. however, I can’t achieve the same success as my friend.

She has had “allowances” as high as 3,000 a week...has had her tuition paid off, and has been purchased a brand new 30,000 car. She’s been all over the world. Granted, she “understands” the game and plays it well. However, I want a slice of this pie.

Do you have any experience with gay/lesbian mind sets? Do you have any tips to cross over from “alpha boyfriend” to “spoil me”. I have been having a difficult time in regard to hustling. Gay men, ironically, prefer “normal” relationships. Unlike straight men who are more than willing to spend some extra money to jump to the next league, if you understand what I mean.

It seems as though I must fabricate a “loving relationship” for 6 months before I am ever going to be handed any sort of allowance. The “trip for two” vacations are fun, but at the same time, I do not actually ENJOY their presence and they can sense this. Any suggestions?

First off, any ‘advice’ I could offer is going to come from my understanding of heterosexual dynamics. After having worked in the liquor and casino industries for almost 20 years now, I’ve had the opportunity to work with and market to a gay demographic, and to this day I still have homosexual friends I’ve made who hit me up for advice. I’ll tell you what I tell them, Game is universal, but I think the disconnect comes from thinking that being homosexual in some way disqualifies a person from the strictures of how the sexes evolved and how they interact.

Naturally Mark’s stripper girlfriend will be the control for this study; as with most attractive strippers she understands (and capitalizes on) the natural dominant-submissive gender architecture, and the provisioning / protector aspect men innately apply to a high SMV mating prospect. Mark also correctly identifies how ONEitis influences and reinforces this dynamic, as well as its utility to transactional sex.

I will however disagree with Mark’s assertion that homosexuals are in some way ‘hybrids’ of men and women. If you read through my Sexual Fluidity post you’ll come to realize that even in homosexual relationships there is almost invariably a dominant and submissive partner, either of which reflect the evolved natures of intersexual relations – dominant, masculine male to submissive, feminine female. It’s not that a homosexual is *gender-role* indecisive or is some hybrid of the two,

it's about determining who'll be the male and who'll be the female.

In many posts I've made the point that the soul-mate myth and the fallacy of the ONE are founded in a popularized ideological normalization. For instance the Carl Jung idea of anima & animus is so embedded in our culture that we take it for granted. For the past 70+ years popular culture has operated from an unquestioned idea that men and women possess both masculine and feminine aspects of their personalities. Why? Because at some point Carl Jung proposed the theory and a culture embraced and perpetuated the idea that "men ought to get in touch with their feminine sides" as a means to an end for another agenda. No one even thinks to question the origins of this concept much less the veracity of it. Small wonder that so many women and too many men get agitated and hostile at the idea that this basic of their identity understanding could very well be horse shit.

I had a very depressive lesbian friend once cry to me about how she kept falling in love with various girlfriends, but the template for her breakups was always the same. She was a very tall, and attractive, short haired woman. The vibe she projected was obvious to anyone, a butch, dominant extroverted impression, however when she got into (or thought she was getting into) a monogamous relationship – something she very much wanted – she would do what most Beta men do in their LTRs. She presented an 'Alpha' dominance that appealed to more fem lesbians, but when she got into an LTR that Alpha presence faded to fem Beta dependence much in the same way men who learn Game will "backslide" to their comfortable Beta ways – and much to the disappointment of a woman who believed she was going to play the submissive role.

And just like a backsliding Beta, my lesbian friend's girlfriends would predictably leave the LTR, confused as to why they'd been sold into playing the dominant / decisive role with a woman who appeared to be the pants wearing partner. Cue the heartrending ONEitis endemic to a Beta mindset, get depressed and repeat the cycle again.

The sexes may be the same, but the roles either play don't. This dynamic is perhaps the most damning indictment of gender equalism. Even when both sexes are the same the Game doesn't change. For all the equalist cries that men and women are fundamentally identical, just with different plumbing, the nature of a committed relationship still reverts to an unequal dom/sub footing.

Mark's frustration rests in his inability to convince the men he 'hustles' to get ONEitis for him. I'd suggest that part of this is due simply to men's sexual strategy and appetites being prone to variety, but also because he can't pull off the submissive, provisioning-necessitousness message his girlfriend naturally does. No gay man (as yet) wants to assume this role with him, but damn near every heterosexual man with a heartbeat and normal testosterone levels will fall in line to provide for an SMV peaked 22 year old woman with a body nice enough to be a high end stripper.

A Gay Perspective

For the record I believe homosexuality is a nature vs. nurture issue.

So with that in mind, here is the Rollo Tomassi take on homosexuality: Until such time as biologists can empirically prove a 'gay gene' (or genetic combinations that predispose a person to homosexuality), I believe the root of homosexual sexual expression is behavioral. Human beings have a biological need for sexual expression: masturbation is usually the first, then we move on to more complex socio-sexual behaviors. In short, we like to get off. It feels good, it's a stress relief and orgasm (plus the resulting endorphin release) has health benefits.

Sexual behaviors and patterns become progressively associated with environmental prompts, situational stimuli, as well as a multitude of reward/reinforcers and punishments depending upon the

social acceptability or unacceptability of the that sexual behavior.

That's not to say there isn't a biological aspect to this; when I see a semi-nude woman (conditioned stimuli) I get a hard-on (unconditioned response). My body reacts in preparation for sexual behavior by flushing my system with a cocktail of hormones that increase my heart rate, heighten my senses and gives me an erection. However it's the associations, and prior rewards or punishments, that prompt the biological response. For instance, why do I get turned on by a naked Jessica Alba, but disgusted (physical revulsion) when I see a maggot filled animal carcass?

When I hear homosexuals tell me "I can't help being gay", I believe them.

Through any set of circumstances their sexual expression has been reinforced to the point where it has become normal for them – they literally can't help but be gay, because that's what prompts sexual response for them. They also, literally, do not make a *choice* to be gay; their sexual response was brought about from circumstances that rewarded (or more so than from what wasn't) that behavior. The obvious criticism is that for the most part homosexuality is viewed as a deviant or perverted sexual expression and is discouraged. However it's just this taboo that makes the sexual expression an even more tantalizing reward.

As I stated above, sexual release is a biological need. Heterosexual men entering a male only prison population, can and do engage in homosexuality and then resume heterosexual behavior upon their reintroduction to society. Are they gay or were they simply resorting to the only sexual expression they had available to them in their given environment?

What about bi-sexuality? Do bisexuals have only half the genetic material to make them half-gay or has their sexual conditioning been such that they're aroused by both genders?

There are some people born with both male and female sexual plumbing, what gender should they pursue in life? Is this their choice when you consider it's their parents who decide to raise the child as a boy or a girl?

Feminist Gender Decisions

The problem with even attempting to define gender into a genetic vs. behavioral answer is further complicated by the people trying to define it. Just by even asking the question "Is homosexuality a choice or a genetic predisposition?" casts the one asking into one camp or another. You're either a 'homophobe' or you're an immoral hedonist by choice. Both sides are equally polarized and equally misled because they aren't encouraged to look for answers, and when they do, the bias of their motivations for doing so become suspect.

Is gender itself biological or behavioral? This is an issue that Feminism struggles with to this day.

If gender is primarily a learned behavior then the issue of being oppressed by design is valid, but homosexuality as a genetic cause is invalid (or certainly less valid). But then, women's biology, and the degree to which their innate hormonal differences play (estrogen, oxytocin) and the behavior manifested due to them, in molding their gender must also be taken into consideration.

The problem with asking questions like this now becomes one of polarization. Neither homosexuals nor moralists really want a definitive answer as to whether homosexuality is genetic or behavioral. The longer it goes unanswered, the longer each has to effect their own agenda. If homosexuality is proven not to be *primarily* genetic, then homosexuals as an oppressed underclass lose in their bid to make their status a civil rights issue.

If it is proven to be genetic, then moralists are forced to reevaluate not only their position on

homosexuality, but also their philosophical concepts of predestination and personal accountability. So it's really not in the interests of either faction to look for real definitive answers. The longer we all remain in limbo the longer either have to try to change minds.

You see feminism relies on the idea that gender is taught, not innate. It's a classic nature vs. nurture paradox. And they'll use this conveniently and interchangeably.

To feminists, little girls are little girls because society defines their gender in their upbringing (play with this pink dolly), but ask them to explain why gays are gay and it has nothing to do with their behavior or their environment, now it's genetic – they can't help it they, were born that way. The problem is that this contradicts itself. If gender is learned, then homosexuality is all learned/reinforced behavior, but if gender is inherent then feminism is a sham as women are fighting against a psycho-biological order. They can't help it, women were born that way, right?

Gay Animals

Yes, homosexuality does have parallels in other animals. However, what's conveniently overlooked is that most instances of this animal homosexuality often occurs in social animals that rely on a collective group for survival (like penguins). Homosexuality is almost non-existent in predatory animals. Among these social animals, homosexuality is generally exhibited in higher frequency only when the population of the collective has excessively higher proportions of one sex. Homosexuality is also exhibited in lower order animals such as insects and amphibians, however it's postulated that this homosexuality is an instinctive survival mechanism necessary to prompt sexual amorphism. Certain animals (particularly fish and amphibians) have an ability to change sex (sexual amorphism) when high frequency or exclusively same sex members dominate a breeding population.

I think it's a bit of a stretch to define homosexuality based on the amorphous breeding habits of fire toed newts, but in principle there may be environmental triggers that prompt homosexual behavior.

Earlier I made the example of heterosexual prisoners resorting to homosexual behavior in jail and then returning to heterosexual behavior after their release. Is that person a "homosexual", or were they simply resorting to the only sexual expression available to them in their controlled environment? Are post-Wall women who resort to Sexual Fluidity due to an inability to find a suitably dominant male really gay or are they also responding to the pressures of the sexual environment they find themselves in? Is the (subjectively) higher incidence of human homosexuality a response to environmental pressures that have developed in the past 60 years? With greater female "independence" and feminine hypergamy dictating the social / breeding environment in the sexual marketplace I think a strong case could be made.

The Rational Male â◻◻ Kindle Update

April 24, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Just a brief announcement, I've had the Kindle version of The Rational Male professionally formatted and the new edition is now available from Amazon.

I have to apologize for the first version. I'm a designer by trade and my initial effort was intended for a well laid out print version that could be loaned to, or bought for men who readers felt might benefit most from it. Unfortunately my freshmen effort never really converted from the PDF to an ePub the way I had intended.

I understand now that readers primarily wanted Kindle / eReader versions for themselves so I took the time and committed the money to have the text professionally formatted. The eBook is now ready for primetime. It's essentially the same book, just everything is now in place, with links embedded.

I've also expanded the distribution to Kindle Select now, so readers in Mexico, Brazil and Japan have direct sales access.

Also, I'm currently having the book translated into Spanish, and have a couple of irons in the fire to convert the book into an Audible format.

Something to Look Forward to

The good news is that I'll be taking all of this learning and applying it to the next book I began last week. I'd already begun *The Rational Male: Volume II* in February, however, as a result from the most recent Preventative Medicine series I've put this on hold while I flesh out an expanded version of this series into the new book. Furthermore, since my essays and graphs detailing contemporary SMV seem to generate so much interest (and rage, and general distortion) both inside and outside the manosphere, I've decided to expand this new book with SMV / SMP specific material to support the expanded Preventative Medicine detailing.

After sifting through my past SMV related material I've found I have more than enough for a 'real' book – so, yes there will be both a (well formatted) Kindle and a printed version. While I will be using some prior posts, as well as detailing the Preventative Medicine timeline more expansively, I'll also be including new related writing that I haven't published on Rational Male. So the answer to the obvious question is, no, it won't *all* be just reprints of past essays – and even the ones I choose to will be expanded.

The purpose of this effort, like anything I write really, will be along the same intent as the Preventative Medicine series – a work to better help men prepare for, and become SMV / SMP and Game aware.

Once this book is completed I'll be back to Rational Male: Volume II. My hope was to publish by October 1st, but that may get pushed back a month depending on the Preventative Medicine (working title) book's publication.

And finally, amongst all of this, my stupid-hectic work schedule/travel, publishing for the blog and trying to be a husband and a father, I've also begun copy edits for a new edition of the printed book. I'll be hiring a pro copy editor to help out and make corrections, but this new edition will address the formatting and copy issues in the first printed edition. The material will not change.

Thanks for all your support. I write for my readership, so if there's a suggestion you have for any of

these upcoming projects or some topic or inclusion you'd like to see, please feel free to let me know about them in the comments or with an email (address on the About page).

RT

The Apologists

April 29, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Posted this morning, Obsidian at [Just Four Guys](#) had an excellent 10 question interview of [Professor Michael Kimmel](#) who has been so concerned about the male anger simmering in the manosphere that he was distracted from his professorship of Sociology and Gender Studies and executive directorship for the Center for the Study of Men and Masculinities at Stony Brook University that he was forced by academic passions to write such titles as *Guyland* and *Angry White Men* (not to be confused with *Stupid White Men*).

The open format interviews of semi-mainstream authors are starting to carve out a missing manosphere niche for J4G, so I don't want to steal any of that thunder with this post, but since "[angry manosphereans](#)" was the topic du jour at Aunt Giggles' echo-chamber ("Oh my stars and garters! Tinder is really a hook up app populated by men and women who just wanna fuck?") I thought I'd riff a little on a few of his answers and what I think are the esteemed Professors' most glaring problems.

But the real answer to your question is not "why am I so different from **other men**?" but rather how am I so similar to other men? I grew up breathing the same air, and drinking the same water as you did. I believe firmly in the ideals of American democracy, and so I feel compelled as a citizen to speak out against inequality and injustice. Supporting gender

equality is right, fair, and patriotically American.

He is correct, he's JUST like the majority of **'other' men** – suffering from a lifetime of thorough social feminization conditioning to become the champion of feminine-identification Game. His Beta mindset is easily recognizable, but his Game is still the same **'like attracts like'** mentality that's characteristic of a solid insaturation in blank slate equalism. Hugo Schwyzer left a vacuum, Kimmel is just stepping into it. Be more 'like' a woman and they'll appreciate your efforts in supporting and understanding them, and you'll be rewarded with reciprocal sexual interest.

It is a compassionate look at the lives of young men, and especially the things that those young men are being asked to do – by **other guys** – to prove their manhood. And the argument of the book is that proving masculinity becomes a sort of relentless test for guys, and that THAT is what we have to pay attention to. The book is a sort of catalog of how guys feel they have to prove it — video games, porn, sports, binge drinking, hooking up, initiation and hazing. All of it. It's not about how awful guys are because they are doing it. It's about how awful it is that they often feel they are being forced to do those things they don't want to do because if they don't **other guys** will call them pussies.

This is the hallmark of a feminized Beta mindset – to believe that “guys being guys” is inherently aberrant. It's something **other guys** do. I could go into detail about how men giving each other shit is an evolutionary (and useful) vestige of tribalism and how men would use this “challenging” to ensure the strength and survivability of the collective, but this will only grate against his ‘gender-as-social-construct’ belief.

Why do men think they're so great? Because that's the kind of men women love.

This discomfort with ‘being a guy’ is the root disposition of many high-functioning Betas, and particularly those seeking to better identify with the feminine in the hopes it will pay off in sexual dividends. These are the guys who never ‘got it’ that shit talking and locker room jabs (the same male space invaded by the feminine) are intended not just to determine masculine fitness, but to foster living, building and measuring up to a better masculine standard that benefits both the individual man and the collective of humanity. Risk taking, physical aggression (constructive and destructive) and physicality in general, ambition, team reliance and individualism are all part of this masculinity. That potential for violence scares the shit out of men like Kimmel, but that potential is also precisely what's need for survival and success of a species.

Betas like Kimmel who grew up in fear of Alpha aggression instead of embracing and matching it directly, see bullying in every marginalized form of **boys being boys**, to say nothing of Men being Men, when they reach adulthood and still haven't figured out how to relate to men and the masculine beyond what the easy answers feminization has provided for them. These are the men who'll explain their feminine identification Game as being a personality issue, “I've always related to / better with women.” For feminized male apologists anything resembling an intrinsic understanding of masculinity is indistinguishable from Hypermasculinity.

Because of this embrace of feminine-primacy, the Professor is probably not the best equipped to educate men on issues of anger. As such, my guess is he cannot discern the difference between aggression born from anger and aggression as a vetting and honing mechanism of the male psychology.

Kimmel, presumes that men don't want to participate in this vetting, but as always, want's got

nothing to do with it. It's easy to characterize this vetting in the context of Bro Culture, but the fact of the matter is that it exists in every masculine subdomain from Frat Brothers and the football team to coders, gamers and 4Chan /b/rothers.

What's "wrong" with the pickup seduction manuals is not so much that they treat women as objects, the means to get laid, notches on belts etc., and not as whole people. That's pretty silly in the modern era.

Apparently Kimmel's has yet to discover Tindr in this modern era. Someone ought to link Kimmel and Aunt Giggles to @Tinderfessions on Twitter – don't say I didn't warn you. It may be silly, but it's reliable in the context of reality. If women have to be "warned" about this or that PUA tactic, it stands to reason said tactic will be effective. It also stands to reason the technique was based on a provable, intrinsically valid, female dynamic to be effective.

But what bothers me about these books is that they treat men as pathetic losers, utterly incapable of honest conversation, genuine affection, and authentic emotion. So they male-bash. They treat men as such losers that they have to be inauthentic game players in order to be successful with women. I have a much more sanguine view of men than that. I believe that when men are honest, communicative, and authentic, they will have great relationships.

What if these pathetic losers could become 'authentic' Men by learning how women actually relate to them on every level; from sociological to psychological, from evolutionary perspectives to the underlying biology that motivates women's behaviors not only sexually, but emotionally, pragmatically and sympathetically? Would they still be pathetic losers?

What if these men could be 'authentic' in their understanding the nature of women and how women solipsistically and subconsciously institute their own Game socially and psychologically to ensure optimizing hypergamy to their best benefit?

What if these men could "Just Get It" and leverage that understanding not only to improve their own lives, but also the lives of other men, their sons, their brothers, and the lives of the women they involve themselves with? Would they be pathetic losers then?

What if these men's genuineness in honesty, conversation and emotion were the result of red pill truth and having the blinders removed that a feminized acculturation fitted them with for the better part of a lifetime? The nature of that honesty, conversation and emotion might be something quite different than what your own feminine conditioning would have you envision Professor Kimmel. So are they pathetic losers because their genuineness derives from the red pill, or are they genuine because they buy into what *you* and a feminine-centric culture tells them they *should* adopt and internalize in order for women to love them? In other words, what are you selling that's any different?

I agree, if men could be honest, communicative, and authentic, they will have great relationships, but how a guy comes to being honest with himself after shedding his blue pill programming, how he learns women 'actually' communicate, and how he becomes 'authentic' after having internalized Game-awareness and red pill truth is a far different prospect than telling men to just be themselves and trust in the alleged rationalness, equalism and zero-sum goodness inherent in 'most' women today.

Intersexual Hierarchies â◻◻ Part I

May 7, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

One of the *withdrawal symptoms* of unplugging from the Matrix is usually an overwhelming nihilism that results from being torn away from the previous blue pill preconceptions a man has been conditioned to for most of his life. It's my hope that in the future red pill men will make the necessary interventions and apply what they've learned from their unplugging and red pill truths in general towards their sons (and daughters) as well as other men they know or are related to. Until then, the process of breaking away from that conditioning is usually going to begin as the result of a traumatic breakup, a divorce, or having had the relational equity he thought he'd built a long term relationship on proved worthless in the face of hypergamy.

It's a sad reality of unplugging that it most often starts as a result of emotional anguish, but to pour salt in those wounds is then having to live with the harsh realities that the red pill makes men aware of – that more or less everything they'd held as an ego-investment up to that point was founded on a feminine-primary conditioning. I summed this up in *The Bitter Taste of the Red Pill*:

The truth will set you free, but it doesn't make truth hurt any less, nor does it make truth any prettier, and it certainly doesn't absolve you of the responsibilities that truth requires. One of the biggest obstacles guys face in unplugging is accepting the hard truths that Game forces upon them. Among these is bearing the burden of realizing what you've been conditioned to believe for so long were comfortable ideals and loving expectations are really liabilities. Call them lies if you want, but there's a certain hopeless nihilism that accompanies categorizing what really amounts to a system that you are now cut away from. It is not that you're hopeless, it's that you lack the insight at this point to see that you can create hope in a new system – one in which you have more direct control over.

Try to keep this last part in mind as you read what I propose in these next two posts. I read a lot of guys in various forums getting despondent after having the red pill make sense to them, but that despondency is really a simple lack of not having a path already preset for them to follow. Instead of the easy answers and prerequisite responsibilities that the blue pill and the Feminine Imperative had ready for him to follow, now in his new awareness he's tasked with making a new path for himself, and that's both scary and exciting at the same time.

Love Styles

In almost 3 years of blogging and a book written, my three most popular posts have been the Love series – Women in Love, Men in Love and Of Love and War. Though my SMV graph gets the most link backs, these are easily the most viewed posts on Rational Male. Unfortunately they're often the most misquoted and misunderstood.

One of the toughest revelations of the red pill is coming to terms with the difference in experience and concept that men and women apply to love. The core principle in Women in Love is often misunderstood. For different reasons, deliberate or otherwise, both men and women critically misunderstand the main premise of that post:

Iron Rule of Tomassi #6

Women are utterly incapable of loving a man in the way that a man expects to be loved.

In its simplicity this speaks volumes about the condition of Men. It accurately expresses a pervasive nihilism that Men must either confront and accept, or be driven insane in denial for the rest of their lives when they fail to come to terms with the disillusionment.

Women are incapable of loving men in a way that a man idealizes is possible, in a way he thinks she *should* be capable of.

Most critics of my differing assessment of how either sex interprets and considers love tend to blow past this last part. They oversimplify my meaning and sputter out something to the effect of, “That Tomassi guy thinks that women can’t ever really love men, what preposterous crap!”

Of course that isn’t my assertion, but I understand the want to dismiss this notion, particularly for men and women invested in the ideal of equalitarianism. It’s a threat to the ego-investment that men and women are anything less than fully equal and rational agents who come together for each other’s mutually agreeable benefit. The simple fact of women’s innate hypergamy puts the lie to this presumption, as well as confirms the relevancy of women’s constant, qualitative conditionality for whom (really *what*) they’ll love. I think it’s ironic that the same people who disparage this concept are among the first to readily embrace the pop-psychology notion of *Love Languages*.

I get why that premise pisses off women (and feminized men); it’s very unflattering to be accused of loving men from a position of opportunism. However, it’s important to understand that I don’t make this observation to condemn the way women approach love – although I’m sure it will follow, my point isn’t to presume a ‘right’ or ‘wrong’ way for women to love men or vice versa. There are beneficial and detrimental aspects of both women’s opportunistic approach to love, and men’s idealistic approach to love. That said, I happen to believe that the differing ways men and women love each other evolved to be complementary to the other and for the betterment of our species.

For all the “OMG I can’t believe this red pill asshole thinks women can’t *really* love men” misdirection, I should point out that well intentioned men, especially the newly red pill, are also guilty of the same oversimplification. Theirs is an attempt to find validation in the (usually recent) trauma of having been cut away from their prior blue pill conditioning. A similar, “Rollo says women can’t *really* love men, of course, it’s all so clear to me now” satisfies a simplistic need for confirmation of their former condition.

And again, it’s not a right or wrong way of loving, it’s the lack of recognizing the difference and being on the punishing side of that lack. Most men will want to apply their concepts of honor or justice in assessing how ‘right’ men’s idealistic love is, while women will still see the inherent value in loving *what* a man is as a prerequisite for loving *who* a man is. Hypergamy doesn’t care about men’s idealistic expectations of love, but neither does men’s rationality make concessions for what facilitates women’s opportunistic approach to love.

Romantic Souls

From The Red Pill subreddit:

My whole life, I’ve had it nailed into me that I would be able to find **true love** if I was honest and hardworking. As I grew older it was, “If I’m somewhat fit and have a good job making 60k-80k a year, I’ll find that beautiful girl **that loves me as I love her**”.

As I’ve stated on many occasions, it is men who are the True Romantics. Granted, it’s the unthoughtful result of centuries of evolved ‘courtly love’, but in the realm of what qualifies as a true act of romance, it’s men who are the primary actors; it’s men who ‘make’ (or want to make) romance

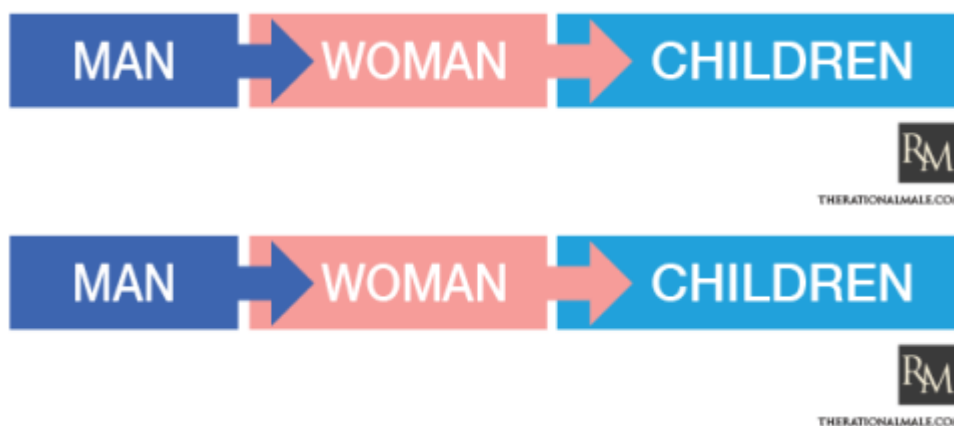
happen. And of course therein lies the problem, a man cannot ‘make’ romance happen for a woman. For all a man’s very imaginative, creative, endeavors to manufacture a romance that will endear a woman to him, his ‘trying’ to do so is what disqualifies his intent. For every carefully preplanned ‘date night’ after marriage, there’s a college girl swooning to bang her boyfriend living in a shithole, sheets over the windows, furniture from the dumpster, pounding shitty beer and sleeping on a soiled mattress on the floor. Romance isn’t created, romance just *happens*, and it’s a tough, but valuable, lesson when men come to realize that a happenstance bag of skittles, or a ring made from a gum wrapper at the right time meant more to a woman than every expensively contrived ‘romantic getaway’ he’d ever thought would satisfy her need for lofty romance.

An important part of the red pill is learning that the most memorable acts of love a man can commit with a woman are acts of (seeming or genuine) spontaneity and never apparently and overtly planned (and yes, that applies to sex as well). This is a source of real frustration for a man since his blue pill conditioning expects the opposite from him, and his romantic nature – the nature that wants her to love him **as he loves her** – conspires with his problem solving nature, thus prompting him to ever greater romantic planning for what he hopes will be an appreciated, reciprocated love.

The Hierarchy

The true source of a man’s frustration lies in his misdirected hope that a woman’s concept of love matches his own. His ideal is a beautiful girl that loves him the same way he loves her. The presumption (a romantic one perpetuated by the myth of egalitarian equalism) is that his concept of idealized love is a universal one which women share with men in general and him in particular.

Thanks mostly to men’s blue pill conditioning, what most men fail to ever consider is that women’s hypergamic based love always considers *what* he is, before *who* he is. For a more detailed explanation of this I’ll refer you to my post Love Story. This is the root of the intersexual hierarchy of love.



Before the rise of feminine social primacy, the above ‘flow chart’ of love prioritization would hardly have been an afterthought for a man. Through any number of evolutionary and sociological progressions the base understanding of how Men’s love began from a position of protecting, provisioning for and directing of the lives of both his wife and children wasn’t a concern worth too much of his consideration. Neither was a prevailing desire for a reciprocal model of love an overshadowing concern.

To be sure, a baseline requirement of a returned love, sex, respect and fidelity were important elements, but this wasn’t the originating basis of male desire *for* being loved; there was no expectation of a woman loving him *as he loved her* (and by extension their children). To be a man

was to have the capacity to provide a surplus beyond his own provisioning.

“A man provides, and he does it even when he’s not appreciated, or respected, or even loved. He simply bears up and he does it, because he’s a man.”

Gustavo’s monologue in my opening video may seem like an anachronism, especially in the light of a red pill awareness of the potential for injustice and the veritable certainty of a provisioning arrangement that will almost always be a one-sided proposition for a man – whether he’s loved, respected, appreciated, married or divorced.

Undoubtedly there’ll be men reading this bristling at the idea of a non-equitable model for love, but I’d argue that the idea of an equitable model is the result of the conditioning an egalitarian equalism has predisposed men to believe is even possible.

Before the rise of feminine primacy, a man’s expression of love through his support and guidance simply weren’t things women or children had the capacity to reciprocate. The advent of women’s independence, real or imagined, has served to strip men of this core understanding of the differences between male and female concepts of love. In the effort to feminize men more fully, and position men in a condition of confusion about what constitutes masculinity, this concept of love was replaced by a feminine-primary model for love.

While a woman’s respect, and a degree of love may flow back to her man, her primary love and concern is directed towards her children. One reason we’re still shocked by women who kill their children (pre or post natal) is due to an inherent acknowledgement of this natural dynamic. Women’s brain function and biochemistry largely evolved to predispose them to bonding with their children, and thus ensure the survival of the species. Beyond the rigors of physically gestating a child, raising children to self-sufficiency required a considerable investment of effort and resources – not to mention a constant attention. Nature selected-for women with an innate capacity to nurture and direct love primarily towards children.

The internal psychology women evolved to vet for men who displayed traits for both Alpha physical prowess and parental investment / provisioning potential are a result of children being a priority for a woman’s love. While a degree of maintaining a man’s continued commitment to the family unit requires her attentions in the form of sex and affections, a woman’s primary love focus is directed towards children.

Granted, not all women are capable of having children (or some even desirous of them), but even in these instances substitute love priorities still supersede directing her primary attention towards a man. It may seem like I’m attempting to paint women’s love as callous or indifferent, but this ‘directioning’ isn’t a conscious act, but rather due to the innate understanding that a man is to direction his love towards her as a priority.

This should give readers a bit to chew on for a while. In Part II I’ll detail the alternative hierarchy models prevalent for modern, post-feminine primacy relationships.

Intersexual Hierarchies â◻◻ Part II

May 14, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





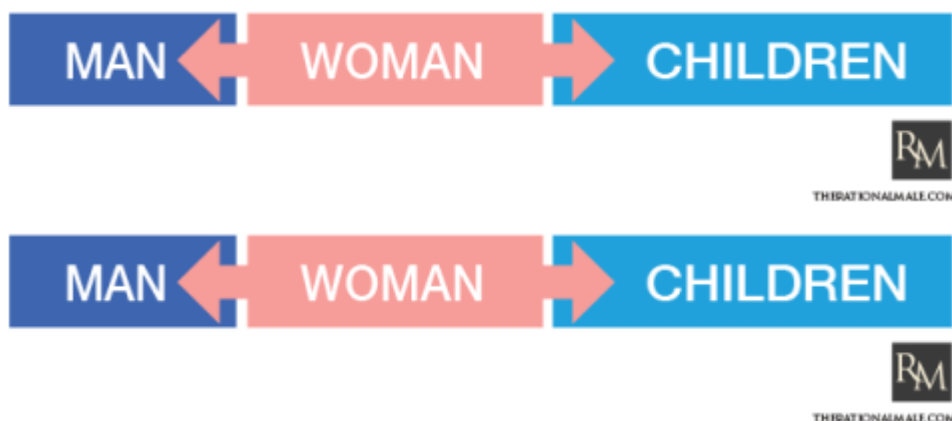
Don't wait for the good woman. She doesn't exist. There are women who can make you feel more with their bodies and their souls but these are the exact women who will turn the knife into you right in front of the crowd. Of course, I expect this, but the knife still cuts. The female loves to play man against man, and if she is in a position to do it there is not one who will resist. The male, for all his bravado and exploration, is the loyal one, the one who generally feels love. The female is skilled at betrayal and torture and damnation. Never envy a man his lady. Behind it all lies a living hell. – Charles Bukowski

For my more optimistic readers, you'll be happy to know I don't entirely agree with Mr. Bukowski's sentiment here, however Charles gives us a great introduction to the next progressions of intersexual hierarchies. While I'm not sure every woman is as skilled as the next in betrayal, torture and damnation as Charles' waxes poetic about, I do believe that his understanding of the male nature is not only accurate, but that male nature is actually the source of his equating women with betrayal, torture and damnation. It's not that women are inherently evil, it's that men's idealism make them so available to being betrayed, tortured and damned.

If you're at all familiar with Charles Bukowski, you'll know he was one of the last true son's of bitches – the unapologetic epitome of gloriously arrogant self-concern and masculine independence. For what he lacked in polish he made up for in talent and a brutal honesty that could never be acknowledged in the fem-centrism of today. In the mid 60's he was a feral, instinctually red pill Man. Charles, for all his musing on women, knew that it was the male nature that facilitated women's damaging of men. The feminists of his generation and today simply dismiss him as a relic of a misogynist era, but his real insight was about men's inner workings.

“The male, for all his bravado and exploration, is the loyal one, the one who generally feels love.” I’d like to believe that Bukowski was ahead of his time with this, however I think it’s more accurate to presume that, due to a constant feminine-primary socialization, men have been conditioned to interpret love under feminine pretexts, rather than acknowledging men and women approach love from different concepts.

In light of these differing, often conflicting, concepts of male-idealistic and female-opportunistic love, it’s easy to see how a man might find women duplicitous, torturous and damnable – particularly when his feminine ‘sensitivity training’ predisposes him to believe women share the same love idealism he’s been encouraged to believe.



The Feminine Primary Model

The Feminine Primary model of love is the idealistic fantasy the vast majority of men have been conditioned to presume is a universal model of love. In this fantasy a woman reciprocates that same idealism he has about how she *should* feel about him based on his concept of love. That love eventually has to (potentially) include children, but the fantasy begins for him with a woman’s concept of love agreeing with his own love-for-love’s-sake approach, rather than the performance-based, opportunistic approach women require of men *in order* to love them.

The best illustration I can apply to this model is found in the very tough lessons taught in the movie *Blue Valentine*. You can read the synopsis, but the plot of this film graphically outlines the conflict that occurs when a man conflates his idealism of the feminine primary model of love with women’s opportunistic model of love. That idealism is exacerbated by a feminine-primary conditioning since early childhood which *prepares* him to expect girls and women will share in it.

When you look at this model objectively you can’t help but see the Disney-esque, blue pill promise of a mutually reciprocated love. Men being the true romantics predispose themselves to *wanting* to believe this model is really the only acceptable model. The dispelling of the fantasy this model represents is one of the most difficult aspects of coming to terms with red pill awareness – in fact one of the primary reasons men become hostile to the red pill is an inability to imagine any other possible model.

Most men’s dispelling of this fantasy comes after he’s reached the ‘happily ever after’ part of this schema and he realizes the conditionality his wife places on her terms for loving him. He comes to the realization that women’s love model is based upon *what* he is before *who* he is.

While there is a definitive conditionality placed on her love, men don’t necessarily expect an *unconditional* love. It’s usually at this stage that men are conveniently expected (or expect themselves) to ‘Man Up’ and earn a woman’s mutually reciprocated love by adopting the male

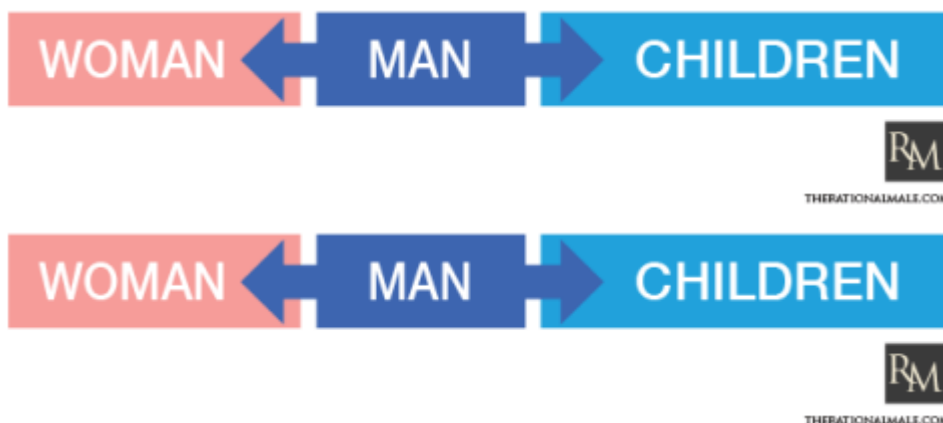
responsibility aspects of the first, conventional model. As Gustavo describes, “a *man* provides” and for all of his previous equalist conditioning that made him believe a woman would “love him as he loves her” he blames his inability to achieve that idealistic love on himself for not living up to being a “man” deserving of the feminine primary model of ideal love.

What he’s really done is convinced himself into accepting a woman’s opportunistic model while retaining the idealism he’s been conditioned never to reject – thereby leaving her blameless in her own concept of love.

It’s hard to consider this model without presuming a woman’s manipulative intent of a man, but let me state emphatically that, for the better part, I believe most women simply aren’t specifically aware of the mechanics behind this intersexual hierarchy model. Through any number of ways women are socialized to presume that their feminine-primary position implies that men *should* necessarily take the life and maturity steps needed to fulfill women’s opportunistic approach over the course of their lifetime.

We like to bemoan this as feminine entitlement, and yes it can get, and is getting abusively out of hand, but this entitlement and expectation originates in women’s opportunistic approach towards love.

Men are the “romantics pretending to be realists” and women; vice versa.



The Subdominant Model

Lastly we come to male subdominant model wherein a man, by conditioning and circumstance, expects love from a woman as he would from a mothering dynamic. Often this situation seems to result from an overly enthusiastic belief in absolute gender equality and parallelism, but the underlying motivation is really an abdication of masculinity and, by association, abdication of conventional masculine responsibility. There simply is no presumption of masculine ‘headship’ prior to, or into a long term relationship.

I outline the origins of this hierarchy model in Pre-Whipped:

These are the men I call pre-whipped; men so thoroughly conditioned, men who’ve so internalized that conditioning, that they mentally prepare themselves for total surrender to the Feminine Imperative, that they already make the perfect Beta provider before they even meet the woman for whom they’ll make their sacrifice.

The social undercurrent of an ideal gender equalism plays an active role in creating these men, and specifically this hierarchical model. Unfortunately the social and / or personal illusion of control this model is idealistically based on is usually overshadowed by the male-dominant / female-submissive

expectations of the more naturally fluid conventional love model.

These are the 'house husband' arrangements, and the 'gender is a social construct' relationships. While the hope is one of a realized egalitarian equalism within the relationship, the psychological struggle eventually becomes one of dominant and submissive gender expectations in the pairing.

From Master and Servant:

In an era when Hypergamy has been given free reign, it is no longer men's provisioning that dictates her predisposition to *want* to be a submissive partner in their relationships. To an increasingly larger degree women no longer depend upon men for the provisioning, security and emotional support that used to insure against their innate Hypergamous impulses. What's left is a society of women using the satisfaction of Hypergamy as their only benchmark for relational gratification.

Men with the (Alpha) capacity to meet the raw, feral, demands of women's Hypergamy are increasingly rare, and thanks to the incessant progress of feminization are being further pushed to marginalization. The demand for Men who meet women's increasingly over-estimated sense of Hypergamic worth makes the men women *could* submit to a precious commodity, and increases further stress the modern sexual market place.

For all of the mental and social awareness necessitated by this equalist fantasy, men subscribing to this model inevitably fall into a submissive (conventionally feminine) role. As the red pill gods would have it Heartiste had a timely post outlining all of the logistical failing of this arrangement today, but underneath all of the trappings that make this model seem imbalanced is the reversal of conventional roles which place women into the love flow state men are better suited for since their approach to love originates from idealism (and not a small amount of martyr-like sacrifice for that idealism).

Essentially this model forces a woman not only to mother her children, but also her husband.

In the beginning of this series I stated that men and women's approach to love was ultimately complementary to one another and in this last model we can really see how the two dovetail together. That may seem a bit strange at this point, but when social influences imbalance this conventional complement we see how well the two come together.

When a woman's opportunistic approach to love is cast into the primary, dominant love paradigm for a couple, and a family, that pairing and family is now at the mercy of an opportunism necessitated by that woman's hypergamy and the drive to optimize it. Conversely, when a man's idealistic approach to love is in the dominant frame (as in the conventional model) it acts as a buffer to women's loving opportunism that would otherwise imbalance and threaten the endurance of that family and relationship.

From Heartiste's post:

7. Arguments about chores, money, sex life, and romance were highest in couples where the woman made all or most of the decisions. **Female decision-making status was an even stronger determinant of relationship dissatisfaction than female breadwinner status.** Women can handle making more money in a relationship, but they despise being the leader in a relationship.

8. Argument frequency decreased among female breadwinners if they were not the primary decision-makers. Lesson for men: You can have a happy relationship with a woman who

| makes more than you as long as you remain the dominant force in her non-work life. Or:
GAME SAVES MARRIAGES.

When a woman's love concept is the dominant one, that relationship will be governed by her opportunism and the quest for her hypergamic optimization. The ultimate desired end of that optimization is a conventional love hierarchy where a dominant Man is the driving, decisive member of that sexual pairing.

The ‘Real’ Nice

May 18, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I once posed this question to the SoSuave forum:

Let us say, in a strange alternate world, women would LOVE you if you were a Nice Guy. In this world, you could do all the things you wanted to do. You could be sappy. You could write her poetry and SHE WOULD LOVE IT. The more of a Nice Guy you were, the more women in general would love and appreciate you.

And in this alternate world, the jerks and players would be the ones sneered at by women. If you were a jerk in this world, no woman would like you. If you were cocky, they would dismiss you immediately.

Would you remain a Nice Guy if you were in this alternate world?

I got a variety of answers ranging from the want for clearer, but no less useful terminologies,...

First off, I object to the labels. I know they’ve been used here and in the seduction community for a long time, but I don’t really believe in the stereotypes. I’m not a ‘nice guy’ or a jerk or a bad boy. Having said that and cleared the air, let’s go back to the stereotypes:

How many guys came here to this forum as “nice guys”? They were probably perfectly happy with themselves and only decided to change so they could do better with women. So they became assholes. Just to please women. I don’t see why they wouldn’t do the opposite

in this “alternate reality”. I don’t care for the stereotypes. Half the guys on this forum think a “jerk” or a “douche” is a desirable thing to be. Something’s wrong with this picture. Somehow a “jerk” has become a guy with backbone who stands up for himself.

The definition of a “nice guy” should just be a man who respects others as well as himself. But instead, in dating circles, “nice guy” means wimp.

...to the hope for Relational Equity and an appreciation for being ‘nice’...

I don’t think it’s that simple. You can be compassionate and kind without supplicating—and the whole “nice” thing isn’t really about kindness, it’s about supplicating and expecting something in return. “Nice” is really just synonymous with needy, unattractive behaviors, as I see it—it’s not even GENUINE kindness, as when you expect nothing in return.

To me, being an alpha “bad boy” just means going after what you want. It means pushing the envelope and being aggressive in pickup. It doesn’t mean being antisocial or violent, or being a dick to people. It often happens that an aggressive guy has these tendencies, but I don’t think they contribute to his success with women unless they bring him some fame, too. I think women DO have a capacity to appreciate kind gestures, and will certainly judge a man by how he treats his family, etc. The “protector of loved ones” is an attractive archetype to women.

The guys that lose out are the ones that do “nice” things in the hopes that a woman will grow attracted to them. They let the women control the frame in this case, and act like children trying to please their mother. This is always an attraction killer—it doesn’t matter if they’re a jerk or an alpha in every other aspect of their life. Lots of really tough dudes are complete wussies around women.

It is truly one of the cosmic ironies of the universe that women should completely lack the capacity to truly appreciate the niceties of men – yet still perpetually claim to desire those niceties.

With the notable exceptions of natural born Alphas, I believe most men would overwhelmingly default to being compassionate, empathic souls, steeped in romantic notions of chivalry, dedication and honor. Whether this sentiment is the result of a genuine dedication to principle or inspired by a hope that women will appreciate his sacrifices to principle and reciprocate with her intimacy is really a Crisis of Motive.

That was really the gist of my question – are guys just playing nice to get laid or is “niceness” (for lack of a better term) something deep rooted that they have to necessarily repress in order to be taken seriously as a sexual competitor because women would despise him were he to be as ‘nice’ as he really has the capacity for.

Most guys make lame attempts to redefine raw, natural, Alpha masculinity to fit into accord with all these noble qualities. Tragically women and reality prove them wrong at virtually every instance, but their fallback denial is an easy one (ironically provided for them by the Feminine Imperative) – “those women who don’t appreciate your niceness are just Damaged Women®, no quality woman would value an asshole above a real Nice Guy.”

Men are simply never rewarded for displays of these higher-self aspirations with genuine appreciation of women. They certainly appreciate them on a by-need basis, and as a ‘value added’ benefit, but the esoteric, self-actualizing concerns men believe women should prioritize as primarily

attractive aspects of themselves are never what they hope women will appreciate. If anything overly 'nice' men are punished for it, either in the instance or progressively over time.

The only way to garner true appreciation, true valuation, truly inspired displays of affection, from women is to covertly imply the risk of losing a high-value Man. Whether the man is even truly of a higher value is irrelevant, only the perception needs to be reinforced for her. Risk of loss is all that factors. Risk of losing an investment in optimizing hypergamy is weighed against her own perceived sexual market value and the effort needed to reinvest in another, potentially higher SMV man. Risk of loss is why her imagination furiously spins the wheel in her head.

That sounds horrible, but the truth often is. Women's lack of appreciation for the more compassionate natures of men, and their consuming regard for rewarding men that appease their hypergamy is so well proven it's become predictable enough to develop techniques and behavioral modifications to exploit it (i.e. Game). Most guys would like nothing better than to honestly play the loving, white knight, romantic who women bemoan a lack of in the world. Yet for every sonnet composed, every provision met, every compliment delivered and every well planned candlelit dinner conversation, there's a woman feverishly fucking her Alpha bad boy in his low rent apartment for fear of losing him to the competition.

Attraction and Arousal

Occasionally we return to a common theme of debate with self-proclaimed 'red pill women' in various manosphere comment threads about how women may be *attracted* to certain characteristics men would like to identify as being 'nice', but no woman is *aroused* sexually by these qualities. As I've argued in the past, attraction and arousal are two separate elements of hypergamy. Alpha Fucks is arousing, Beta Bucks is attractive.

A couch surfing Alpha will be arousing enough to bang women indiscriminately despite his impoverished condition. He has no relational equity, and so frustrates the efforts of men who believe that the definition of Alpha ought to be based on the equity they hope women will appreciate.

Women will return (even if just mentally) to the callous or cavalier Alpha because he *arouses* her, but she will stay faithful to her well-providing husband because what he offers is *attractive* to her.

This is why I say, by and large, women love most men for what they represent – once they cease to represent that, once they stumble in maintaining that, hypergamy is free to run. On a personal level this may be you losing a job or how you failed a shit test, on a meta scale it may be women's social capacity to provide for themselves.

A lot of guys get lost in these definitions. They believe a woman at her word in what she finds attractive in a man, but then conflate this list of qualities (read any woman's online dating profile) with what a woman finds arousing. While there may be attraction without arousal, there is never arousal *by way of* what makes a man attractive. Your respectability, sterling character and being good with kids doesn't make you look any better when your shirt comes off.

The New Nice

There's an interesting social convention that's developed as Game-awareness has become more widespread. As with all social conventions it provides a convenient rationale for women to cling to in order to alleviate uncomfortable truths, but the dilemma of the Faux-Nice Guy has picked up a lot of steam in the feminist / feminine-primary set of women. I covered this a while back in Play Nice, but since then I've been reading more about how this convention is dovetailing into the re-imagining of a

so called Rape Culture.

As women become more aware of Game (even if just peripherally) there's developed a convenient distrust of men's 'Nice' qualities. The dynamics I put forth in The Savior Schema all become suspect for what in essence is really a tit for tat exchange of services rendered for intimacy at a later date (once his niceties have proven his worth).

The problem with this is twofold, first, the guy's relying on Beta Game, convinced that what women say they are *attracted* to is what they are also *aroused* by, believe that faux Nice Guys are blowing their chances with the women they believe will eventually come to love them for their earnest Niceness. If all these charlatan Nice Guys are jading their pool of prospective nice-appreciating women it ruins their Game. Consequently they get agitated by women doubting any man's sincerity and by extension their own. This then leads to Nice Guy infighting and greater, more sincere displays of a Niceness that really only ruins their Game that much more.

Second, women's doubt of a Nice Guy's sincerity and unsolicited 'niceness' is really a red herring meant to distract men employing Nice Guy Game away from the point that they simply don't find them all that attractive (and certainly not arousing). Being nice, supportive, dutiful and possessing all the intrinsic characteristics on her list of *attractive* traits in the hope of proving his worth and qualifying for her intimate acceptance is really one long Appeal to a Woman's Reason. It's very convenient for a woman to enjoy (and often become dependent upon) the services a Nice Guy renders to her, but when that Nice Guy is discovered to have a sexual interest in her the "you weren't really nice, you just expected something sexual in return" social convention finds its use.

Women have been aware of this Nice Guy Game, prequalification schema for generations, because it used to actually work in a time and culture where the Beta Bucks / parental investment side of women's hypergamy was the predominant factor for determining of a man's intimate acceptability. The problem now is that the deductive reasoning men use – find out what women want in order to become intimate, become it and solve the problem – in order to achieve a woman's intimacy comes from an old set of books that no woman is still using. However the reliance on the responsibilities outlined in that first set of books are still useful when it comes to control the intents and actions of men.

Chivalry is an anachronism in a post-feminist society, particularly where equalism is concerned, but it's a liability when it's useful to the feminine imperative. It may be a man's duty not to expect sex in exchange for his niceties and services, but when his chivalry is useful to her then it becomes his responsibility.

Purgatory

May 21, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm going to apologize in advance to commenter Softek (hopefully you're cool with my posting this), but [his comment](#) from The Real Nice was exactly what I was digging into this morning:

I'll tell you where the friendzone is: it's in your head. You want to believe that something is going to happen with a girl and that you've got your foot in the door because you've always

been there for her for so long, and you always have “so much fun” when you hang out, they like you, they tell you they enjoy spending time with you.

Yeah...no.

Rollo's said if a woman's interested in you, she won't confuse you.

A girl that I was not interested in was interested in me. That girl let me know she was interested in me because while we were hanging out she initiated physical contact herself, I just went along with it, and next thing I know I'm on my back and she's pulling my boxers down and sucking my dick.

After she swallowed I figured out, “Oh. She must be interested in me. Okay.” For real. That oblivious.

And that was the second day we were hanging out. I'd never met her or hung out with her before. We're talking 0 to 60, although in her mind when we started hanging out I guess she was already going 60. She did not tell me she liked me or cared about me or wanted to be with me. What she “said” was ask if I wanted her to go down on me, and then she did.

Night and day. I've known other girls for years and years and spent so much time with them and never saw one iota of pussy, and only on a couple of occasions got a hug. Nothing was ever going to happen. And I was in the friendzone in my mind. I'd spend all my time there wishing and hoping and never realized how short I was selling myself and how by being the pursuer, I'd already lost.

If you're waiting for something to develop, you're already fucked. I learned that one after reflecting on that experience with that other girl. That was the first time in my life any girl showed sexual interest in me — and it was very, very clear. She was the one throwing herself at me. And when she did and I just soaked it all up she was very happy about that and it was just this torrential downpour of praise and compliments and how great I was and everything inbetween.

I haven't had a lot of experience, but the little I have had has shown me the difference between pursuing a girl who may or may not be interested in you eventually, and one who absolutely, unequivocally is. It is night and day. There's no mistaking it.

We're not being nice to ourselves and loving ourselves when we willingly stay in the friendzone in our minds — wishing and hoping and fantasizing. A girl who's interested will give you so much more, and she'll give it at the drop of a hat.

I've done posts in the past about the utility LJBF rejections mean to women, men's Beta Game tactics of Playing Friends in the hopes of qualifying for a woman's intimacy at a later date, and how men and women differ in their approaches to friendship based on their same-sex friendships. In all of these I brush a bit into the concept of the “friend zone” and how it's really men who put themselves (usually willingly) in this state:

Men get a LJBF rejection because of a process. These are the “friends first” mindset guys; the guys who put far too much emphasis on a solitary woman and wait her out until the perfect moment to attempt to escalate to intimacy, at which point her most comfortable rejection (Buffer) is to LJBF. This is made all the more easy for her because of the process the guy used to get to that point.

[...] Get it out of your head now that you're even in a so called "friend zone" with any woman. **There is no friend zone** – there is only the limbo between you being fooled that a girl is actually a friend on an equitable level to your same sex friends, and your understanding that as soon as she becomes intimate with another guy your attentions will become a liability to any relationship she might want to have with the new sexual interest and she puts you off, or you do the same when you become so involved with another girl.

I probably could have mentioned this in The Real Nice post, but I'm noticing a social trend from overly 'empowered' women in not simply rejecting the concept of the 'friend zone', but outright hostility towards the men who insist they're forced into it. Women are angry about men complaining about the friend zone.

Neo-feminism HATES the idea of the friend zone for the same reasons it hates Faux-Nice Guys; there's an implied state of exchange. They hate the reciprocal part of the Savior Schema because it's considered one degree away from rape.

Nothing upsets the feminine-primary balance of sexual selectivity and betrays the secret mechanics of women's need to optimize hypergamy than having a man overtly expose the transactional side of women's sexual strategy. The side that puts him into a friend zone purgatory for being a 'tryer' when it comes to sex, but her need for his trying hasn't reached a critical point.

This is what the friend zone does; it makes a man simultaneously responsible for, and accountable to, his want for sex by attempting to qualify for it with a woman. The friend zone is a Beta man's punishment for expecting to be entitled to the rewards reserved for an Alpha. The Alpha doesn't qualify himself for a woman's intimacy, she qualifies for his sexual approval. And the longer you stay rapt by her in the friend zone the readier you'll be when she needs your dutiful, sex-lured, providership.

If you want an example of the feminine imperative's fluidly reinventing social conventions for itself look no further than how the concept of the 'friend zone' has evolved since the mid 90's. In 1994 it was cute in an "Aww, hang in there fella, she'll come around to loving you for who you are eventually (once she's "grown" from the experiences of banging bad boys). In 2014 it's "Any guy who thinks he's in the so called friend zone is just a potential rapist because he thinks he's owed sex for his friendship."

A Way Out of Hell

One of the most common questions you'll read from desperate blue pill men, not just in the manosphere, but on damn near every dating forum, to Dear Abby, to AskMen is "How do I get out of the friendzone?" Type that question into a Google query and look at the number of returns you get. The question of course is usually followed by some plea for advice or a script to follow in order to finally get with the Girl of his Dreams®, and rationally and reasonably make her aware of how he measures up to everything on her 'boyfriend list'.

If you want some actionable Game advice about the 'friend zone' here it is – *leave it yourself!*

Even if you think you have the best and noblest of intentions in your White Knight 'friend zone' status, the fact remains that women in general, and the woman you have set your noble intent upon, will consider your 'friend zoning' a prison of your own making – not theirs.

Even the most complicit or implicit woman in a guy's 'friend zoning' will never accept the liability for placing him into that state, and even the most culpable woman in this will still resent him; not just

for pointing out her own participation in it, but because it irrecoverably confirms him as being a Beta chump who *would* allow himself to participate in his own ‘friend zoning’.

If you believe you’re in some friend zone with a woman, *never* overtly admit to or complain about it with anyone, man or woman – you will only reaffirm your perception of being a necessitous Beta. Men will judge, women will talk, and your self-perception gets caught in a negative feedback loop.

Next, remember Iron Rule of Tomassi #7:

Iron Rule of Tomassi #7

It is always time and effort better spent developing new, fresh, prospective women than it will ever be in attempting to reconstruct a failed relationship. Never root through the trash once the garbage has been dragged to the curb. You get messy, your neighbors see you do it, and what you thought was worth digging for is never as valuable as you thought it was.

Your “friend zoning” *is* a failed relationship. Approach new women, develop new prospects. A Woman doesn’t want the ‘liability’ of implied sexual exchange (actual or imagined) for your friendship? Don’t give it her.

The Severing

May 27, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm not really sure where to begin with the killings in Santa Barbara.

About 6 years ago my niece attended UCSB and I became peripherally aware of the social landscape there from what she'd relate either to the family or via FaceBook. It wasn't really anything less than I'd expect from a notorious 'party school' populated by the kids of affluent families – beautiful people, beautiful environment and all the displays of conspicuous consumption you'd probably expect. And it would be the perfect hell for a guy like Eliot Rodger.

Until now I've tactically avoided throwing my hat in the ring about this incident because I know the dangers inherent in going off half-cocked about a developing story. If you're looking for details and information about how this kid evolved into what he was I'll refer you to [Heartiste's](#), [RoK's](#) and [JustFourGuys](#) breakdown of it. That said I'm going to tap out a few of my own personal thoughts about the kid and the social impact of not just how he came to be, but also what you can expect from a feminine-primary media.

PUAHate

As I'm sure most of the primary manosphere sites have, the members of the PUAHate forum found select posts at Rational Male as a particular targets of their vitriol. When I initially became aware of the forum (via link backs) it was due to their being very publicly linked to the Manboobz blog (now We Hunted the Mammoth).

After perusing the forum for a bit I wrote it off as a collection of guys commiserating about their shared social disenfranchisement and, not to be too blunt, but their shared lack of social intelligence.

That these guys were angry with the manosphere was pretty much a given. For the most, they fit a particular personality pattern that's characteristic of boys / men looking for an easy solution to their social ostracization and noted rejection from female intimacy.

I know the personality well since these types of guys are usually the first to email/PM me for advice for the easiest path between where they are now and where they want to be. They initially believe that Game / red pill awareness / PUA techniques are the panacea they're looking for to cure their largely sexless and lonely existences.

When, due to their functional autism, Asperger's syndrome or simply a social awkwardness, they find that the only thing that posed to be a 'plan' to help them "get their girl" doesn't work the way they'd hoped, the reaction is a hostile rejection of what they believe 'promised' them the results of curing their sexless state.

To compound things the same PUAs they sought help from, become caricatures of the men who *are* successfully hooking up with the girls they wanted really nothing more than to be a loyal boyfriend to. They resort back to the only thing they knew, Beta Game – identify and qualify with women – only now they not only reinvest themselves in it they want to become activists against any form of Game that isn't what they believe women *should* respond to.

I don't have any corroboration of it, but my guess is that a guy like Eliot would've made the ridicule list for the now defunct Tumblr "Nice Guys of OKCupid". I'd suggest reading that post as a primer for anyone wanting to get a better grasp of how this personality type thinks and is ridiculed for.

The PUAs they'd hoped would let them in on the 'secret' to a woman's intimacy, are revealed to them as the charlatan Bad Boy, 'Alpha males' they've always resented, who they believe mock them with every successful lay they manage.

What's worse, what fuels their PUAHate activism, is that they ever believed their 'enemy' would reveal a way to become like they are. I bring up this observation from experience. I've had more than a few of these kinds of guys hit me up, not for advice, but a specific plan that will lead them to some kind of relief from their condition.

Descriptions and Prescriptions

In Preventative Medicine IV a commenter (who, for the record is *not* an InCel by any stretch) asked me why I had no real prescriptive plan for men to follow with regards to 'preventing' or avoiding the bad decisions associated with the time line I laid out in that series. This was my response:

Imagine for a moment I had the temerity to presume that I know exactly what a 60 year old reader like bbb experiences in his personal life with a post-menopausal wife. I could take a good stab at it (in fact I have a post in the can about menopause) but anything specific I could prescribe for him would be based on my best-guess speculations and according to how I've observed and detailed things in this series or any of my past posts.

From my earliest posts at SoSuave I've had men ask me for some 'medicine' for their condition; some personalized plan that will work for them. This sentiment is exactly what makes PUA and manosphere 'self-help' speakers sell DVDs and seats at seminars. They claim to have the cure. I say that's bullshit.

I'm not in the business of cures, I'm in the business of diagnoses. Imagine David D'Angelo, the "new" Tucker Max or Tyler Durden attempting to force fit their plans to

accommodate bbb's situation. Athol Kay makes attempts to remedy married men's (non) sex lives, but what's his real success rate? Is it even measurable? Even Athol recognizes that his MMSL outline is just a map, a diagnosis, that men have to modify for themselves per their individual experience and demographic. You see, your cure, your plan of action isn't what bbb's will be, or your future son's, or anyone else reading my work. I can give you a map, but you still have to make your own trail. I'm not a savior, you are your savior

Short version: I'm not interested in making men be better men, I'm interested in men making themselves better Men.

What's more legitimate, my prescribing some course or template to follow that leads a man to a success that ultimately I define for a reader, or my laying out an accurate landscape for *his* better understanding and *he* creates his own success with it?

Are you *your* success or *my* success? I'd rather a Man be his own.

Most men already know what the keys are, and most even know how to use them, but what they really want is confirmation that they actually *have* the keys.

My approach to Game is defined in much broader terms than simply 'how to get girls', and I think for the better part of the manosphere the understanding of Game has evolved beyond rote memorization of scripts and plans. It's gotten to a stage where even the most enthusiastic proponents of PUA techniques acknowledge a need for an individualized approach to relating and interacting with women based on a broader applied understanding of feminine psychology, sociology and the particular conditions that apply to themselves as well as the women they're interacting with.

It's been noted before, my approach to Game is descriptive, not prescriptive.

What's Next?

In the next month or so I expect there will be a lot of armchair psychologists making their best attempt to suss out what Eliot's killings represent without ever really having experienced in any depth the mental schemas of minds like his. A fem-centric media and society will want its easy, binary answers and I suspect they'll get no less in passing Eliot's neurosis off on whatever conveniently fits the narrative that makes for the easiest to swallow and move on.

Right now I expect that's going to be the manosphere, but Eliot wasn't *our* monster, he was the product of his own psychosis and his neurotic belief in the First Set of Books. Eliot was a more violent version of what happens when socially maladaptive men root themselves in a transactional, reciprocal, model of what would solve his loneliness, sexual frustration and desperation.

Eliot and those of his mindset believed that everyone *ought* to be playing by the set of rules he was conditioned to believe everyone else was playing by and he dutifully subscribed to. They want a prescription, not a painful, ego destroying description.

Under those rules, he embodied his own definition of an Alpha – the guy who played it right and would be gratefully appreciated by any *normal* person adhering to the way things *should* be. But he couldn't come to terms with the fact that everyone else wasn't playing by that rule set, and he wouldn't be rewarded for his self-righteous dedication to his conditioning with sex or justice or even basic human interaction. Six people died because he couldn't come to terms with the fact that much of the opposite of what that conditioning taught him was what he saw was being rewarded.

Would a better grasp of Game have changed Eliot's mind? I doubt it.

That's not an indictment of Game or red pill awareness, but rather an understanding of the mindset he developed. I know the obsessiveness of the kind of guy Eliot was. A devoted girlfriend, and her sexual affections wouldn't have steered his course any differently.

His hate required his destitution, and vice versa. That hate wasn't about women or misogyny, or Alpha jocks getting after it with the girls he wanted, or even PUAs selling him a new set of rules he couldn't stomach; his hate was about his inability to reconcile his ego with the ugly realities that a brief exposure to red pill truths revealed to him.

Game saves lives, and not just the lives of the person awakening to a red pill awareness. I know this firsthand from twelve years of private email testimonials and heartbreaking confessions.

Game saves lives, particularly in an era where hypergamy and the new gender paradigm, established since the sexual revolution, ruthlessly selects-out men who might otherwise expect to be considered intimately acceptable by their dedication and adherence to the set of beliefs their feminized conditioning has promised them would be their reward – but the men who need it most have to come to terms with the pain, remorse and resentment of having ever needed to cut themselves away from their prior system belief.

That severance from their conditioned ego-investment is a test that will either prompt them to see the old system for what it was and adapt, or simply put a gun to their head (or the heads of others beforehand).

It is very difficult to make men aware of Game, but the acceptance of it is more difficult when it challenges a man's sense of self that's been literally built upon the belief that the system he's cut himself away from was part of *who* he really is.

The Bitter Taste of the Red Pill

The truth will set you free, but it doesn't make truth hurt any less, nor does it make truth any prettier, and it certainly doesn't absolve you of the responsibilities that truth requires. One of the biggest obstacles guys face in unplugging is accepting the hard truths that Game forces upon them. Among these is bearing the burden of realizing what you've been conditioned to believe for so long were comfortable ideals and loving expectations are really liabilities. Call them lies if you want, but there's a certain hopeless nihilism that accompanies categorizing what really amounts to a system that you are now cut away from. It is not that you're hopeless, it's that you lack the insight at this point to see that you can create hope in a new system – one in which you have more direct control over.

As an end note here I think in the coming weeks there will be a greater scrutiny placed on Game and the manosphere in general. There will undoubtedly be more back and forth about the how's and why's of Eliot's killings, and I sincerely doubt all the effort expended to prove that this kid was an antisocial, psychotic and really needed the unplugging an acceptance of Game would've benefitted him with. You simply won't teach those unwilling to learn.

However, as always, my comment thread here will be unmoderated for those who want to offer their take on all this. I would ask though that if you have a personal testimonial about how Game, or The Rational Male (book or blog) or any other manosphere writer, or idea / experience changed the course of your life, please considering leaving it here for the benefit of others. Nothing is TL;DR as far as I'm concerned.

As I mentioned earlier, I have an email 'save' box reserved for inspirational emails I receive from

readers. Many of these are confessionals about aborted suicide attempts due in part or whole to something I wrote or caused some man to rethink. I wouldn't dream of breaking any man's confidence by copy and pasting them into a blog post, but if you have some experience you comfortable with sharing in the comments I'd encourage you to do so during this time.

Thank you.

Male Space

June 4, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There's an interesting discussion that's been belabored in the manosphere for a while now, that of traditionally "male spaces" being infiltrated by women and / or being redefined by feminized restructuring. The modern, western, workplace is the easiest example of this, but whether it's the recent inclusion of women in the formerly all-male membership of Augusta Golf Club, or the lifting of the ban on women (and accommodating their prevalent physical deficits) being in combat roles in the military, the message ought to be clearer to red pill men; the feminine imperative has a vested interest in inserting itself into *every* condition of male exclusivity.

Whether this condition is an all male club or cohort (gender segregated team sports for example) or a personal state that is typically attributed only to the masculine – characteristic strength, rationality, decisiveness, risk taking, even brashness or vulgarity – the Feminine Imperative encourages women to insert themselves, and by association the Feminine Imperative itself, into masculine exclusivity. Scout Willis' (Bruce Willis' daughter) most recent 'activism' to encourage female equality by going topless in public is an example of this female-to-male parity (google it) – in an equalist utopia, if men can do it, women *should* be able to as well.

The First Woman

This push into male space is rarely due to a true desire to belong to a traditionally all-male institution or condition, but women are encouraged to believe they'll make some dent in the universe simply by being the first to push past a "gender barrier." It's not about making a true contribution to that male institution or endeavor, but rather a goal of being 'the first woman to do it too'.

For all of the misdirections of a hoped for equalism, it's not about becoming an astronaut for a woman, but rather becoming the *first woman-astronaut* – then moving on to being the *first woman* assigned to a combat role in the military, then the *first woman* to play at Augusta. If equalism were the real intent, we could expect the desire of the endeavor itself would supersede this, but the Feminine Imperative motivates women (and socially demotivates men's resistance) to the *first woman* goal, not the actual accomplishment or excellence in that accomplishment or endeavor. The trail being blazed is less important than being the *first woman* trailblazer – in fact it can simply be the same trail men blazed centuries before and still be recognized as a significant accomplishment.

The goal *is* to be a woman in male space.

The cover story is the same trope the Feminine Imperative (and its social arm, feminism) always finds useful; the never ending push towards gender equalism. The practice however reveals the push into male space serves two purposes – social control and male oversight.

Social control is the easier of the two to grasp. Even when changing the rules of an all-male game to accommodate a lack of genuine female interest in a male endeavor, it fundamentally alters the nature of that game. The *first woman* allowed participation in that game is novelty enough to extend the Feminine Imperative's social control into that male space (i.e. "nowadays women do it too").

An easy example of this would be NASCAR's embracing a driver like Danica Patrick. It's not that she's an exceptional driver, and I can't vouch for her genuine passion for NASCAR, but the social control she represents is that she is the *first woman* to (dubiously) be taken seriously in the nominally all-male space of NASCAR drivers. The goal has been achieved, all that's left now is female oversight of this male space.

Overseers in the Locker Room

The second purpose in the goal of female inclusion into male space is really a policing of the thought dynamics and attitudes of the men in that space. When women are allowed access to the locker room the dynamic of the locker room changes. The locker room can take many different shapes: the workplace environment, the sports team, the group of all-male coders, the primarily male scientific community, the 'boys club', the group of gamer nerds at the local game store, even strip clubs and the sanctuary you think your 'man cave' is – the context is one of women inserting themselves into male space in order to enforce the dictates of feminine social primacy.

When the influence of feminine-primacy is introduced into social settings made up mainly by men and male-interests, the dynamics and purpose of that group changes. The purpose becomes less about the endeavor itself and more about adherence to the feminine-inclusionary aspect of that endeavor. It starts to become less about being the best or most passionate at what they do, and more about being acceptable to the influence of the Feminine Imperative while attempting maintaining the former level of interest in the endeavor.

Men unaccustomed to having women in their midst generally react in two ways; According to their proper feminized conditioning, they embrace the opportunity to impress these 'trailblazing' women (hoping to be found worthy of intimacy) with their enthusiastic acceptance of, and identification with, their feminine overseer(s), or they become easy foils of an "out moded" way of thinking that the new 'in-group' happily labels them with.

Once the feminine-primary in-group dynamic is established a 'feminine correct' social frame follows. This feminine correction restructures the priorities of goals, and validates any accomplishments, in terms of how they reflect upon the feminine as a whole. Thus any in-group success is perceived as a

feminine success in male space, while in-group failures or simple mediocrity is either dismissed entirely or blamed on out-group men's failure to comply with, or the rejection of, the Feminine Imperative's 'correcting' influence on the in-group.

'Bro Culture'

When I was writing The Apologists I briefly delved into the topic of Bro Culture. It seems that a constantly self-reinventing feminism loves to attach "culture" to the end of anything it sees as threatening – Rape Culture, Male culture of privilege, and of course Bro Culture. Make no mistake, the concept of Bro Culture is an operative feminine social convention. It may be convenient to think of the stereotype of Bro Culture as a male creation, but this convention is the direct result of the Feminine Imperative's controlling need to insert itself into male spaces.

There are other feminine social conventions with the same latent purpose, but the 'Bro Culture' meme is really a dual purpose shaming tactic intended to restrict and control traditional male bonding while also fostering infighting amongst in-group and out-group men once feminine influence has been established in a formerly all-male space.

One of the most threatening aspects of conventional masculinity for the Feminine Imperative is the cooperative potential of male bonding. When only men comprise an in-group, team building, common purpose and a masculine-primary environment tend to define that group. I would argue that the modern insertion of feminine influence into all male spaces is a concerted effort to limit this bonding and unity in favor of a feminine-primary 'correctness'.

This limitation may not be directly influenced by a present female; often all that's needed to foster feminine-primary correctness is a feminine-identifying male in the in-group (anonymous White Knight), or even just a prevailing attitude of not wanting to offend the suspicions that other in-group men may subscribe to this feminine-identifying influence for fear it may get back to a woman they perceive may have authority.

Infighting

From The Apologists:

This is the hallmark of a feminized Beta mindset – to believe that "guys being guys" is inherently aberrant. It's something *other guys* do. I could go into detail about how men giving each other shit is an evolutionary (and useful) vestige of tribalism and how men would use this "challenging" to ensure the strength and survivability of the collective, but this will only grate against his 'gender-as-social-construct' belief.

This discomfort with 'being a guy' is the root disposition of many high-functioning Betas, and particularly those seeking to better identify with the feminine in the hopes it will pay off in sexual dividends. These are the guys who never 'got it' that shit talking and locker room jabs (the same male space invaded by the feminine) are intended not just to determine masculine fitness, but to foster living, building and measuring up to a better masculine standard that benefits both the individual man and the collective of humanity.

The fact that 'Bro Culture' is even a term, or the go-to archetypal examples of it begins with stereotypical jocks, "douchebags" and team sport locker rooms, illustrates the threat to which male-exclusive forms of communication poses to the Feminine Imperative. If male space can be co-opted in the name of gender equalism, it's far easier to restrict that male communication and influence it to encourage a sense of responsibility towards feminine-primary security needs. In other words, it's a

much easier task to create future Beta providers if a feminine influence can pervade all male spaces – this is facilitated all the better when it is men themselves who hold other men accountable to the dictates of the Feminine Imperative and feminine sexual strategies.

I think it's important that we don't lose sight of the way men communicate, test each other, hone each other, give each other shit, etc. being primarily defined in the context of Bro Culture, douchebaggery, team sports, etc. That intra-male dynamic crosses so many social, racial and cultural strata it becomes an overarching threat to the Feminine Imperative.

It's an easy task to set men against each other when they perceive sexual rivals to be part of an out-group, and feminine influence in male space fosters this passive (sometimes active) infighting amongst men. Disrupting male bonding, or even the potential for it, limits men's potential to unify in their own interests and their own imperatives. There are many in-group examples of all male space where this infighting and resentment plays out – it's important to understand that male-exclusive forms of communication, testing, encouragement and shit talking, are in no way limited to just the locker room. Even guys in the chess club will give each other shit – at least until the Feminine Imperative inserts itself there.

Resisting the Influence

I can't end this post without drawing attention to the all male meta-space that has become the gestalt of the manosphere. The manosphere is male space writ large and a testament to what men can do when they come together, share experience and put their minds to a common purpose. The methods may vary, but the desire to collectivize male experience for the benefit of other men is a meta-scale form of male bonding.

And as should be expected, there will be resistance to that communication and bonding on a comparatively meta-scale by the Feminine Imperative and the men and women who subscribe to it. I should also add that a very obvious attempt on women's inclusion into red pill ideology, theory and practice is also a move by the feminine into a male space with much of the same purpose I've outlined here – social control and female oversight of it.

Even the most well meaning of women involved (however peripherally) in the manosphere are still motivated by their innate security needs – and those hypergamous security needs imply a want for certainty and control. As such the psychological influence of the Feminine Imperative will always be a predominant motivator in their participation in this all male space. This leads women to a want to sanitize Game to fit the purposes of the imperative, as well as oversee the thought processes of the men who come to participate in it.

Just like any other male space, the manosphere is subject to all the sanitization efforts of the Feminine Imperative I've outlined in this post – by both women *and* men who still ascribe to feminine-primacy.

Owed Sex

June 12, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the aftermath of the Eliot Rodger's tragedy there was one resounding go-to mantra from mainstream media, blue pill plugins and the femintariat alike...

"Men are not *owed* sex for anything."

Last week I left a couple of comments on Dalrock's blog outlining my expectations of having this be the first easily consumable public meme.

In its entirety:

This is the first binary retort I expect from feminists unwilling to dig any deeper into the transactional nature of human sexuality. God bless Roosh, but he didn't do the manosphere any favors by simply stating that incidents like Eliot Rodger's wouldn't occur if men had more socially acceptable alternatives for sexual release or female intimacy, and then just leave the interpretation up to a media founded on feminism and feminine-primacy.

I get what his intent was, and probably most of the manosphere did too, but it was just too oversimplified not to be snapped up in the most binary (black or white) terms by feminist, like Linker, and the MSM as an easy mark to line up against. So of course "men" and fem-centrists throw out stupid bromides like "what, do we need 'sex vending machines' to keep men's urges in tact so they wont shoot the pretty blondes they wanna fuck?"

The premise that a man would ever be ‘owed’ sex for anything is offensive to the feminine imperative because it offends women’s self-entitlement to being filters of their own hypergamy, plain and simple. Women’s hypergamy dictates whom they will and will not fuck according to their sexual strategy’s most urgent needs.

To presume a man is ‘owed’ sex for services rendered, or due to his own self-perceived prequalifications for a woman’s intimacy, is to remove women’s control of the decision making / filtering process of their hypergamy.

The offensiveness doesn’t come from the notion that men would need to perform in order to get sex, but rather that a man might forcibly assume control of a woman’s hypergamous determining of his sexual suitability for her.

This first comment was in response to the Damon Linker article Dalrock was picking apart. I won’t steal Dal’s thunder, so if you’re interested in that [full article](#) go have a read of it in its *entirety*. Later Dal asked me to clarify what I meant about men “forcibly assuming control of a woman’s hypergamous determining of his sexual suitability for her.”

I’m not clear on what you mean here, and fear that others will take this as a justification of rape. What do you mean by “forcibly”? Are you talking about Game?

To which my comment was, again, in its entirety:

Game, rape, guilt, shame, prearranged marriage, obligation, moral enforcement, really anything that removes or limits a woman’s hypergamous filtering and puts that control into the decision making process of men.

In the case of Rodger, although his killings don’t bear it out, his intent, at least as interpreted by a feminized MSM, was a presumed obligation on the part of women (and top shelf women no less) to recognize his self-perceived superior qualifications for their intimacy and reward him with sex, love, adoration, affection, etc.

Granted, the kid was a sperg with a list of very real psychological disorders, but the only thing a fem-centric society focuses on is the audacity he had in presuming he, and by association Any Man®, could assume control of a woman’s hypergamous filtering – in this case via an implied obligation.

The Two Sides of Hypergamy

Anyone who’s read the first part of my [Preventative Medicine](#) series understands the dual nature of feminine hypergamy. From a biological level to a social level, feminine hypergamy demands the optimization of two disparate elements: securing the best genetic (breeding) option a woman can attract, and the best long-term provisioning (security) option she can attract in a male. From biologically prompted mating behaviors to contemporary social entitlements, women seek a balance between breeding optimization and security optimization – preferably in the same man, but failing this, optimally in different men.

I’ve written about women’s security needs in various posts, but it’s important to understand that optimizing a woman’s best available options for hypergamy (Alpha Fucks / Beta Bucks) prompts a deep, evolved, psychological need for certainty. Feminine Hypergamy is defined by a profound, often life-long, uncertainty and doubt over the choices she makes in breeding and / or bonding with a given

pool of men in her lifetime.

The Need for Certainty

Women's sexual filtering, vetting, nagging, shit testing, as well as many other evolved habits are all subconsciously inspired by a need for hypergamic certainty.

In a pre-sexual revolution social order, a woman's capacity to optimize her hypergamy (and pacify the uncertainty) had a variety of extrinsic limitations.

Some of these I listed in my comment to Dalrock; guilt, cultural stigma, shame, moral and religious conviction, obligations to family, arranged marriages, polygamy, and yes, rape, were all a means to limiting a woman's decision making capacity to optimize her innate hypergamy.

Before I continue, let me state in no unclear terms, rape, in its most visceral definition, is bad. I don't believe the general population of men need a lesson in yet more feminine shaming efforts to understand this simple idea. As most readers know, it's generally my practice to describe things – not to prescribe things – and allow readers to make their own moral conclusions, but I'll break form in this case.

Any given reader may see a positive or a negative argument for limiting feminine hypergamy via cultural or religious doctrines, but I am not now, nor will I ever, endorse forced sexual penetration on women (or men) as anything but a negative. However, in light of its undeniable limiting of feminine hypergamous choice, throughout human history, rape is the most direct way men have most decisively removed a woman's hypergamic decision making capacity. To ignore this truth, or to be cowed by even the thought of considering it, is to deny the obvious.

In a post-sexual revolution social order, women's control over their hypergamy is only limited by their capacity to attract the best prospective mate their sexuality, personality and physicality will afford them. Whether provided for by the state, personal independence or other means women in a post-sexual revolution era, to a larger degree than any other time in western history, have the security side of their hypergamic optimization virtually guaranteed.

Even with women for whom this security isn't fully realized, the greater social undercurrent for the past 60 years has been one which presents women with a social responsibility to break away from provisional dependency on men, thus granting women unilateral control over their hypergamous decision making.

Whether this security-side assurance comes from legal institutions, abortion laws, paternity laws, the advent of no fault divorce, child custody and support distribution, or, the security guarantee comes in the form of social conventions which foster the expectation of men to be bound to a one-sided provisioning contract, the modern message is clear for women; Independence from the necessity of men's provisioning largely reduces or eliminates the uncertainty of long-term security.

Or in other words, unilateral control of a woman's hypergamy means Beta Bucks now takes a backseat to Alpha Fucks.

The Old-Order

The provisioning and personal investment in character, masculine virtue and ambition that made the, pre-sexual revolution, old order man an attractive prospect for a woman's security-side hypergamy no longer carry the necessary appeal they did to ensure he would attract a marriageable woman. For women, the old order of attraction was based primarily on the security side of her hypergamous need because this *was* the most uncertain aspect she could secure in a social climate where her

hypergamous decision making was more constrained.

Not unsurprisingly, women's prioritizing long-term security inspired men to accommodate it by cultivating provider characteristics in themselves in order to be attractive. This isn't to say the same Alpha side arousal we see in women's sexual prioritization today wasn't important, or tingle generating. Rather, the old social order prioritized women's security needs since the Alpha Fucks side of her hypergamy was buffered by women's general dependence on a man's long-term provisioning.

The problem now is that, since the sexual revolution, the majority of (Beta) men are still raised and conditioned in this old-order context, based on an outmoded social contract that they were taught to ego-invest themselves into in order to best effect their own sexual strategy.

Although it's the easiest dismissal fem-centric society would have anyone believe, only the most ignorant and self-important of men would ever come to the conclusion that they were *owed* (in the most transactional sense) the sexual and intimate affections of a woman in exchange for his personal investment, resources, dedication and acts of kindness. Certainly not men raised and conditioned to defer to a woman's honor and respect, by default, above his own.

However, due to the old order social conditioning that taught them that a man in the unquestioning service of a woman's security-side hypergamy *should* be the pinnacle of attraction, their conflict comes not in being denied an *owed* reward, but rather that rewards of sex, love, adoration, affection, respect, etc. the old-order convinced them they can and should *earn* is observably being offered to men who embody the exact opposite of his old order conditioning.

Relational Equity vs. Alpha Fucks

Deti picked up on this conflict in the comments of last week's post:

We as human beings need to eliminate the words "deserve" and "entitled" from our vocabularies. Women are not entitled to anything from men; just as men are not entitled to anything from women. This entire "male sexual entitlement" strawman that our opponents have erected is just bull, plain and simple. Men do not go around claiming "entitlement" to sex; only psychopaths and mental defectives do that.

For anyone unacquainted with the fallacy of Relational Equity, I'd suggest reading that post to get some familiarity. Relational Equity is the idea that the more a man invests himself into his relationship, all of the investment, emotional, physical, financial, familial, etc. equity he accrues for that dedication and commitment *should* be rationally appreciated by a woman and thus a buffer against the Alpha Fucks side of feminine hypergamy.

In essence this fallacy is rooted in the old order, security-side dependence of women's hypergamy – the trust is that Beta Bucks will trump Alpha Fucks.

A man's ego-investment into this fallacy is often the cause of his want to define Alpha in his own image, rather than remove his ego from the process and observe how women react and behave around men *they* actually have an Alpha arousal for. An example of this old order Beta disconnect is embodied in the person of Corey Worthington (a.k.a. the Alpha Buddah):

Guy's like Corey infuriate men who have invested their self-worth in the accomplishments of what they think ought to be universally appreciated and rewarded. So when they're confronted with a natural Alpha being undeservedly rewarded for brazenly acting out of

accord with what they think the rules ought to be, they seethe with resentment. The natural response in the face of such an inconsistency is to redefine the term ‘Alpha’ to cater to themselves and their accomplishments as “real men” and exclude the perpetrator. The conflict then comes from seeing his new definition of Alpha not being rewarded or even appreciated as well as a natural Alpha attitude and the cycle continues. Your respect (or anyone else’s) for an Alpha has nothing to do with whether or not he possess an Alpha mindset. 3 failed marriages and 100+ lays has nothing to do with his having or not having an Alpha mindset. There are many well respected betas who’ve never had a passing thought of infidelity, or may have 300 lays either with prostitutes or because they possess fame or stunning good looks and women come to him by matter of course.

I wrote this almost three years ago, but the parallels of this ‘Alpha in his own image’ dynamic that Eliot Rodger shared with men conditioned in the old order of *earning* or *meriting* women’s intimacy are undeniable. Despite Arthur Chu’s male-apologetic mewling, it’s not that men like this feel ‘entitled’ to or ‘owed’ sex with their idealized women, but they do feel their investments in a relational equity, and what they’ve been conditioned to believe *should* qualify them for women’s attentions have been betrayed to men who gratify the Alpha Fucks side of women’s hypergamous natures.

Feminine-Primary Assortive Mating

“When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is sexier.”

— Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

Ironically the best spokeswoman to illustrate the dichotomy between both sides of women’s hypergamy should be Sheryl Sandberg – the voice and embodiment of several generations of women raised on the Feminine Imperative and unilaterally unrestrained hypergamy. So oblivious is Sandberg to her feminine-primary, solipsistic confirmation of hypergamy that it never occurs to her that men would be anything *but* accommodating of her life-plan advice for younger generations of women. It never occurs to her that a “man who values fairness” would ever reject her (much less despise her) for the duplicity that women’s dualistic sexual strategy disenfranchises men of.

So you see, it’s not a red pill awakening that predisposes men to believing they’re ‘owed’, ‘entitled to’ or ‘deserving’ of sex, love, adoration, affection or anything else from women – it’s the generations of women like Sandberg who unabashedly exploit the old order conditioning of Beta Bucks men, while expecting them to dutifully accept their open or discrete cuckoldry with Alpha Fucks men – and then tell them that “nothing’s sexier” than their complacency in it with a wriggle of their nose.

Controlling Interests

June 19, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I realize I dropped this quote last week, but it provides us with a unique illustration of the prevailing feminine psychology that's been evolving since the sexual revolution.

“When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle

down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is sexier.”

— Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

In last week’s post I made note that Sheryl Sandberg was blissfully ignorant of her blatant admission of feminine hypergamy, but I felt her ‘advice’ to women here represented so much more than just a display of her solipsistic ignorance.

For as long as I’ve butted heads with many obstinate deniers of hypergamy’s influences, on women personally and society on whole, I’m not sure I’ve read a more damning indictment of hypergamy from a more influential woman. Sandberg’s advice to the next generation of women essentially puts the lie to, and exposes the uncomfortable truth about, women’s efforts deny the fundamental dynamic of female sexual strategy – Alpha Fucks / Beta Bucks.

Even if you *want* to argue the evolutionary (psychology) and biological origins of women’s pluralistic sexual strategy, the fact is now socially evident; women have come to a point where they’re comfortable in openly admitting the truth that Red Pill awareness has been drawing attention to for over a decade now.

Courtesy of Sheryl Sandberg, the Alpha Fucks / Beta Bucks basis of women’s sexual pluralism is now publicly recognized. It’s kind of ironic considering that what the manosphere has been trying to make men aware of for years is now being co-opted, embraced and owned as if women had *always* practiced an open sexual pluralism – incredulous to any man’s shock over it.

However, the truth is that a feminine-centric social order can no longer hide the increasingly obvious fallout and consequences of a society restructured to accommodate women as the predominant sexual interest.

Last week I speculated that Sandberg was ignorant of the feminine-primary implications that her statements draw attention to – and I’m still of the opinion that an innate feminine solipsism motivates more and more women to this admission – but it’s impossible to ignore the new degree of comfort in which women feel in laying bare their dualistic sexual strategy.

To some significant extent the Feminine Imperative no longer needs to keep the ‘Good Genes’ / ‘Good Dad’ dichotomy ugliness a secret from men.

In last week’s post I mentioned that a new ambient sense of an assured long-term security in the feminine mind was predisposing women to prioritize the ‘Best Genes’ (Alpha Fucks) side of feminine hypergamy. Sandberg’s ‘advice’ is a vital confirmation of this, however, she tacitly acknowledges a window of opportunity during which women possess a better capacity to pursue this side of hypergamy:

The things that make the bad boys sexy do not make them good husbands. **When it comes time to settle down**, find someone who wants an equal partner.

In these two sentences Sheryl (and by extensions the Feminine Imperative) essentially confirms women’s pluralistic sexual strategy, my (now infamous) sexual market value graph depicting women’s peak SMV and decay, and the first half of the time line of women’s phases of maturity I laid forth in the first two installments of the Preventative Medicine series.

Selling the Beta

With regards to men, I believe the most salient part of Sandberg's admission is found at the end:

| These men exist and, trust me, over time, nothing is sexier.

For the better half of the time since the sexual revolution it was necessary for the Feminine Imperative to convince a majority of men that their eventual Beta providership for women was not only their duty, but also a prime aspect of feminine attraction. As I mentioned last week, under the (pre-sexual revolution) old-order attraction model this may have been the case to a large degree. However after the revolution, and as women's hypergamy prioritized towards 'Good Genes' short-term sexual partners, the 'Good Dad' (Beta Bucks) men needed an ever increasing 'sell' of their own attractiveness by women.

This persistent *sell* was a necessary element of ensuring a future long-term security for women while pursuing increasingly more short-term breeding opportunities as feminine-primacy expanded into society. The future 'Good Dads' would need to be patiently waiting out women's "indiscretion years" during their SMV peak, so the *sell* became an ever-evolving definition of what women found attractive in men based on that old-order model of dependability, patience, industriousness, and every other characteristic that defined a good provider.

Quoted from *Why Muscularity is Sexy*:

| According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

| From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000). The most straightforward prediction that follows is that women seeking short-term mates, when the man's only contribution to offspring is genetic, should prefer muscularity more than women seeking long-term mates.

Strategic pluralism theory is a pretty good definition of feminine hypergamy, but what this theory hadn't yet accounted for (at the time it was published) was the necessitousness of women with regards to short-term mating strategies and long-term parental investment opportunities over the course of the various phases of maturity as they aged.

The Beta investment *sell* was necessary because it ensured male parental investment at a later (usually just-pre-Wall) time in a woman's life. Thus, Sandberg's praise of men "who think women should be smart, opinionated and ambitious. [Men] who value fairness and expect or, even better, want to do his share in the home" will *eventually* be sexier than the Alpha "bad boys, the cool boys, the commitment-phobic boys, the crazy boys" she encourages women to fuck earlier in life is an

excellent example of this *sell*.

Ironically it's exactly with this *sell* that women encourage the very transactional nature of sexual relations with men they're screeching about recently. It's the Choreplay fallacy on a meta scale – do more around the house, play into the equalitarian schema women think they need in a provider, support her ambitiousness and opinionatedness and you'll be considered “sexier” and get her Best Sex she's been saving just for a guy like this.

Building the Beta

The problem the Feminine Imperative runs into with *selling* the Beta is that as women's “independence” expands this *sell* becomes less necessary and less effective. Less necessary because women's personal, social and legal long-term security insurances have become almost entirely disconnected from men's direct (not indirect) provisioning. Less effective because men have become increasingly aware of their disenfranchisement of the old-order provisioning model as being something they *might* equitably be rewarded for.

As the consequences and repercussions of women's hypergamous priority shift to Alpha Fucks become more evident and real for men; and as their capacity and comfort with connecting and relating these experiences with other men becomes more widespread, the less effective the *sell* is for Beta men awaiting their turn to enter into a pre or post Wall monogamy with the women attempting the *sell*.

Throughout the 70's, 80's and most of the 90's, the *sell* was effective because men were isolated socially and technologically from each other's relative experiences. From the late 90's onward that isolation has diminished while the societal results of feminine-primacy have become more glaringly, and painfully, evident to men.

In its ever-reinventive fluidity, the Feminine Imperative found it necessary to transition from *selling* men on being later and later life long-term providers for women into *building* a generation of men who would expect of themselves to fulfill that role when the time came. These men would be raised and conditioned to be the patient Beta providers women would need once they had followed the Sandberg model of hypergamy.

These would be the boys / men who would be taught to “naturally” defer to the authority of women under the auspices of a desire to be an equal partner.

These are the men raised privately and created socially to be ready for women, “when it comes time to settle down, and find someone who wants an equal partner.”

These would be the men ready to expect and accept a woman's proactive cuckoldry of him in the name of being a pro-feminine equal.

These are the men raised to accept an open form of hypergamy in place of the *selling* to an old-order Beta provisioning model.

The Hypergamy Schism

The problem this creates for women becomes one of dealing with the men they need to *sell* a secretive hypergamy to and the men they *build* to accept an open form of hypergamy to. The increasing comfort with an open admission of hypergamy is relative to a woman's capacity to get away with it.

A woman like Sheryl Sandberg has the means to decisively ensure her future independence and long-term security (at least in the financial sense) whether she's married or not. She could very well return

to the Bad Boys she found so arousing and advises women ‘date’ and never rely on a man’s direct provisioning. As such she’s very comfortable in publicly revealing the ins and outs of post-sexual revolution hypergamy without so much as an afterthought.

While she publicly affirms the *build* model of Beta provisioning (under the guise of equalism) and expects “those guys will be awaiting you” this doesn’t hold true for a majority of women. Women with affluence enough, or a physical attractiveness sufficient to virtually ensure their future provisioning are much more comfortable with the *build* a better Beta model than women who find themselves more lacking in this assurance.

The more necessitous a woman finds herself in the sexual marketplace, the more likely she is to deny the mechanics of her own hypergamy.

A woman less confident in consolidating on her future long-term security (and / or cooperative parental investment) has a much more personal investment in keeping the truths of hypergamy a secret from men. As such, these women will be more predisposed to misdirecting the men becoming more aware of this truth and relying more on the *selling* model of Beta provisioning.

Needless to say this split between women comfortable in open hypergamy and women reliant upon secretive hypergamy is a point of conflict between the have’s and have not women in the sexual marketplace. The more men become aware of women’s hypergamy and strategic sexual pluralism, through women’s open embrace of it or the manosphere, the more pressure the ‘have not’ women will feel to also embrace that openness.

Balancing Act

June 25, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Donal Graeme had some very relevant 'musings' about last week's post that summed things up and provides me with a great prelude into this week's post. I hadn't intended these last couple of posts (and now this one) to become another series (again). I suppose they are now, but I don't think I've quite hit this from all angles just yet. In the interests of full disclosure I should point out that these last three posts were inspired by the first section of the Preventive Medicine book I'm presently working on so it helps organize my thoughts.

From Donal Graeme's *Removing the Mask*:

Many, if not most, men would not be content to marry a woman whom they realize is choosing to marry them solely as a meal ticket, and effectively a sperm donor as well. It should surprise no one that men don't like to be used in that way, and will balk at it if they realize that is what is happening. Hence the importance of hiding what is going on from them.

On the other hand, this repulsion at being used is mitigated/countered by a sense of desperation in many men in the West. Owing to the nature of the SMP, they have limited options when it comes to female companionship. Naturally, this makes them desperate, and they are willing to take on women they wouldn't otherwise if it gets them at least some measure of opportunity with them.

What seems to be happening is that many women are now certain that male desperation in the future will be greater than any sense of male self-respect, and so they can do whatever they want and not have to hide it. Part of me wonders if women see the ability to be open about their intentions/strategy as a status symbol- a woman who can act that way is a woman of value, and therefore a woman to be envied. The problem with this strategy, though, is that it relies on male desperation not having any limits. I suspect this to be a grave mistake. This is because the average quality of women in the West has been dropping fast, perhaps even faster than male desperation has been rising. If that is the case, we will soon reach a point where most men will simply not accept the (Western) women who are available, no matter how desperate they might have become.

All of this plays into part of this subject- the looming fight between women. Women at the margins of "value" will start to feel the pinch first. The "where have all the good men gone?" articles out there seem to indicate that this has already begun. It will only increase in tempo over time as more and more women drop below the acceptable rate for most men. Combine this with many men being burned or realizing what a danger most Western women are, and you get a huge disparity in outcome between the female "haves" and "have-nots".

This may seem optimistic coming from me, but I think it will be 'educated' men who are the 3rd rail in this equation.

Men at the top end of the SMV curve will always be the commodity over which women will feel entitled to. Feminine hypergamy does not seek its own level, it looks for a better-than-market optimization. Thus the ideal 'balance' is one where there is a greater than 1-2 SMV degree difference between that of a man and the women he spins as plates or considers to become intimate with in the long term.

The Cardinal Rule of Sexual Strategies

For one sex's sexual strategy to become realized, the other sex's strategy must be compromised or abandoned entirely.

One of the greatest misdirections of gender understanding over the past 60 years has been the idea that both men and women should share the *same* sexual strategy. A naive equalitarian ideology dictates the need for both genders to have *equally* similar, cooperative gender life goals, and equally similar methods to realize them. But as with most feminine-primary social engineering, Mother Nature and men and women's biological imperatives are always at odds with this.

Generally this assimilation of a commonized sexual strategy is ingrained early on in men's feminization conditioning. I use the term 'assimilation' because men are taught and conditioned to presume that the feminine sexual strategy (however most women subjectively choose to define it) is universally the *correct* strategy – and any deviation from what ultimately serves feminine hypergamy is met with ridicule at best, accusations of misogyny and ostracization at worst.

The goal of feminism is to remove all constraints on female sexuality while maximally

| restricting male sexuality.

Roissy dropped this maxim years ago, but in its simplicity it defines the Cardinal Rule of Sexual Strategies as they apply to a post-sexual revolution, feminine-primary society. Remove all constraints on hypergamy, maximally forcing men to compromise or abandon the male sexual strategy.

As I outlined in the last post, feminine hypergamy essentially revolves around optimizing (and maximally protracting) women's unilateral sexual selection from Good Genes men and Good Dad's men. Alpha Fucks / Beta Bucks.

From a biological perspective men's sexual imperative is one of unlimited access to unlimited sexual availability. This isn't to discount the very strong impulse in men to seek assurances of paternity in the children they ultimately sire, however, prior to his parental investment, the male impetus is to seek unlimited access to unlimited sexuality.

When we consider a male sexual imperative in the biological respect, and the strategies men use to effect it, it becomes easier to understand the social conventions and engineering the Feminine Imperative uses to control and maximally restrict men as sexual selectors.

Widespread ubiquitous pornography and then the social pathologizing of the male sexual response (while empowering and encouraging the female sexual response) are two very easy observations of this control. However, when we consider paternity laws, legal bans on genetic paternity testing, outlawing testosterone while making female hormones readily available and many other legal and social trends that restrict the male control not just of women's hypergamous priority, but any degree of a man's shadow of his own sexual strategy's control, Roissy's maxim becomes all the more clear.

Is Game Adversarial?

Almost three years ago I considered this question in a post. My critic at the time posed this to me:

"My biggest problem with the Ro writers is that Game is by definition adversarial. It's us against them, don't let the bitch win. That is most definitely Rollo's approach, yet he commands respect from men here. I can only assume that good men read a lot of Roissy, Roosh or Rollo, incorporate some small fraction of it, and use it to improve their relationships, rather than for nefarious means."

It took time for me to come into an understanding of the real nature of this ~~distortion~~ concern until May's tragic events and the deliberate misdirections that followed it in the media and the blogosphere proper.

Game is adversarial because it has to be. I've gone on record stating that Game is the logical response to the changes feminism has wrought in society and gender relations over the course of the last 60 or so years, but it's really more than that.

Game is a threat to feminine-primacy because it returns a degree of control of sexual strategy prioritization back into the hands of men. Game challenges that maximal restriction of male sexuality and leverages (however marginally) some of women's hypergamous choice to his own purpose.

The Feminine Imperative hates Game because it's an effective tool against its control – so anyone steeped in the conditioning of the imperative will naturally perceive that challenge as being adversarial. You'll notice this (female) critic's first concern was to presume men would use Game and a red pill awareness for 'nefarious' ends. This is a prime illustration of that terror of losing hypergamous control.

Tricks and Traps

As I mentioned at the beginning, hypergamy does not seek it's own level. An ever pragmatic evolution drives hypergamy to seek a better-than-equal pairing. This is the evolutionary jackpot: to combine and send one's genes into future generations with a (at least perceptually) better than equitable genetic match – and ensure one's progeny with a better than SMV equitable provisioning. For all of the handwringing about assortive mating recently, evolution's capacity to adapt stagnates and stunts under conditions of homogeny. It may occur under less than ideal circumstance from a moral perspective, but assortive mating is regularly thwarted by the (usually hypergamous) drive to mate with a better than equitable sexual market value than the lesser partner.

The problem with the assortive mating equation is that hypergamy has two sides and two (often conflicting) aspects to optimizing it – Good Genes / Good Dad (Alpha Fucks / Beta Bucks). Assortive mating is not the same order as assortive *pairing*.

Nature has selected-for women with an instinctual capacity to satisfy and optimize the visceral needs of short-term breeding and optimizing on the genetic aspects of hypergamy. However the better-than-SMV assortive pairing aspect relies on men adhering to and behaving within defined roles in order to optimize it.

The Feminine Imperative needs honest provider males to behave predictably in order for women to select a better than equitable provider.

The Feminine Imperative demands assurances of both better than equitable breeding *and* better than equitable provisioning – and it's got a very brief window of sexual peak SMV competitiveness in which to assure them.

The imperative needs men to fulfill these roles according to calculated and defined sexual stations of each man. So any duplicity or challenge on the part of men to this defined order is a threat to the assurances that women need to optimize hypergamy. Hypergamy's optimal window of peak SMV for women can't afford to be tricked into presuming men are anything less or more than their feminine sexual strategies define those men's roles as.

Hypergamy can't afford tricks, the 'tricks' that Game's breaking of their sexual strategy's code represents to women expecting to have their sexual strategy remain unilaterally dominant. As women's comfort level has increased with the confidence that their strategy will contain that of men's, they are that much more offended when their strategy is figured out and read back to them by red pill aware men.

It's an uncomfortable reminder that they've traded their believed capacity to intuitively filter for themselves the men who best fill their hypergamous roles; traded that is for the comfort of having men socially controlled to expect to fulfill those roles as a default.

This outrage isn't just limited to women's hypergamous 'exploratory' years in her SMV peak. Whenever you read an article or hear some 33 year old woman lament the lack of marriageable men of 'equal' pairing to themselves (intellectually, professionally or otherwise) know that every cry of 'Man Up' is really a frustrated cry over men not playing by the conditioning the Feminine Imperative assured them men would play by, before or once they got to the point of losing the capacity to attract those men.

That's the trap.

Trophies

July 1, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Hypergamy is seen 90+% in men while “upgrading” their wives; and only <10% in women for “upgrading” their men. Yet it gets called out disproportionately as a thing women do... Geese and ganders. Geese and ganders.

I got this [comment on *Hypergamy Doesn't Care*](#) a little while ago. It's about what I've come to

expect from women who find revealing the *secret* of hypergamy offensive. These of course are the women who's sexual strategy relies on men's unawareness about hypergamy in order to consolidate on long-term security, but I find it entertaining that when a Man exposes that truth there is a ready social convention to shame him with, rather than the prideful embrace of an 'empowered' woman revealing exactly the same truth.

What commenter CV's proffering here is the Trophy Wives convention. A lot has been made of this recently and it's brought to my attention that this is a feminine operative social convention that I haven't covered as of yet.

There was a time when this social convention was a very functional shaming device for women. Right around the mid 1980's to the late 1990's the notion of men becoming *bored* with their wives and "upgrading" them for a newer (younger, hotter) model was a very popular trope. There were romantic comedies based on the convention as well as an underlying presumption that men would just be biologically predisposed to this upgrading.

In the popular media, movies and sit-coms of the period, we could tell the measure of a man's character by the way he would or would not fall to the temptation to ditch his ubiquitously loving and devoted, but SMV declined, wife in favor of a hot young (usually mid 20s) woman who was stereotypically vapid, immature and shallow. It was fun to ridicule (and pathologize) men's sexual response while fostering an endearing sympathy for the poor, unjustly served wives who, through no fault of their own, fell victim to *so many* men's base urges to wantonly discard her for a hotter, tighter blonde with fake tits.

Naturally the caricature wouldn't be complete without accounting for a Trophy Wife's character – always vapid, usually gold digging, and uniquely incapable of relating to him on the same level of intellectual and emotional maturity his discarded wife had so selflessly devoted herself to.

To further the mythology this want for a young 'Chippy' was almost always paired with the 'infantile and ego-bruised' man's mid-life crisis, selfishly attempting to recapture his youth in a sports car and a new 'bimbo' wife.

This was an effective convention then because it played on women's fear of the Wall and built upon their, feminine-as-correct, moral / intellectual superiority of men, who could only be counted on to reason with their penises rather than consider the relational equity women would necessarily invest into a marriage with only the best of intentions. In a sense it was the female flip side of the Relational Equity fallacy found predominantly in men today.

As with most of its social conventions, the Feminine Imperative got a lot of mileage out of the Trophy Wife fear – not the least of which was due to the perception of men's more prominent role as financial providers. But with time and a new global degree of connectivity this trope is no longer as tenable as it was.

Dead Conventions

From about the turn of the millennia, the concept of "Trophy Wives" has been a dead feminine social convention.

Whereas most long held feminine social conventions can be socially rejiggered to accommodate new circumstances or even directly proven contradiction as time and society progresses, the Trophy Wife canard simply doesn't hold water the way it used to. In fact, for men aware enough of it, it's really a cruel reminder of its original intent now.

You see, when it's statistically 70+% women initiating divorce, detonating marriages because of an Eat Pray Love script and a "I coulda done better than this Beta" commercialization effort of women's innate hypergamy, it's kind of hard to float the male-shame of "men divorce their wives because they want a newer model" trope. At present, there's enough connectivity and enough shared male experience, even from the female side, to make the Trophy Wives convention an embarrassing holdover from when it was useful.

Oh I still get it occasionally in my comment sections, but now it's just the "ooh ooh men do it too" script that falls flat, and I think even the hard-sell women are realizing this with such readily available divorce stats online now.

The Trophy Wife convention worked in stupid 80's movies plots as a vehicle to infantilize men's commitment to women's long-term security, but when Stella heads off to Jamaica to 'get her groove on' it's called female empowerment.

Trophy Wife may not be a functional convention anymore, but it's certainly a good illustration of the Feminine Imperative at work.

Smoking Guns

About a month ago Dalrock did some yeoman's work in comparing divorce statistics with women's rate of remarriage. From the Smoking Gun:

I've focused on the stats for women because it is women who are driving the divorce rates.

As you can see, divorce rates track very closely with women's opportunity to remarry.

Note also that the old canard that as women age their desire to be married goes away; if this were true the divorce curve would slope upward, not downward.

Rather than lift Dal's charts I'll refer readers to have a look at his original post. For the purposes of comparing these stats to the old model of the Trophy Wives convention, it's fairly obvious that the *actual* trend was never a mythology of discontented men jettisoning their wives for younger ones, but rather common, average women discontent in their hypergamous "Assortive Mating" detonating their marriages for the promises of a guaranteed security and a second chance at optimizing hypergamy "before their looks run out."

From a legal and social perspective, a feminine-primary society has undeniably made the *cash & prizes* incentive for women to Cash Out of their marriage a realizable and socially acceptable option.

I may ruffle some feathers with this proposition, but I can't ignore the prospect that, for some women, this 'detonation' may have been part of, or became, their long-term security strategy once she'd 'settled' on her post-Wall Beta male provider. Even for women with whom this wasn't a conscious *plan* the failsafe of post-divorce social and financial support represents is always present.

Whereas the Trophy Wife convention primarily revolved around elite men with the capacity, status and affluence (if not the intent) to discard their wives depended on suppressing the Apex Fallacy (only men of extraordinary means could entertain it), for women the Eat Pray Love schema can be realized by virtually *any* western woman – and statistically we see this played out in reality.

High profile men, who took up with a stereotypical Trophy Wife are statistically insignificant compared to women's divorcing their Beta providers, assured of his support in the long term, and either return to their 'party years' model of short term fulfillment, or take up with another provider. The old male-shame Trophy Wife social convention has been replaced by a feminine-primary,

feminine acceptable, form of hypergamous optimization.

Assortive Mates

This reality is a fairly ugly one to confront for women and a feminine based society at large. For the most part Beta men are more prone to get along than make waves in a marriage or LTR. So conditioned and prepared for this self-sacrificial monogamy and support, few will consider women's sexual strategies, much less question their sincerity of their reasoning for wanting out of their marriages later.

Still, that ugly truth is becoming increasingly more unavoidable as men share their experiences with each other. What to do?

As I mentioned there's a lot of talk about debunking the old Trophy Wives convention. I imagine my readership is already aware of a recent "study" *'proving'* that men and women tend to pair off according to like interests and attraction – rather than the notion that women would in any way be opportunists and motivated by hypergamy:

Here's some bad news for men with highly successful careers and fat wallets: You probably will not end up with a "trophy wife," a new study suggests.

When researchers compared qualities such as level of attractiveness and socioeconomic status within couples, they found almost no evidence of the trophy wife stereotype, which suggests attractive, young women tend to marry rich and successful men.

Instead, couples are far more likely to end up together because they share similar traits. For example, attractive, wealthy or highly educated people are more likely to choose a partner with the same qualities. The same is true for less attractive, low-earning or less educated people. Trophy wife marriages still happen, but not nearly as often as expected, the study revealed.

Obsidian over at JustFourGuys has done an admirable job of picking this study apart. Needless to say the study begins from a point of error, relying on a sample group of early 20s couples to determine the overall social "trend" of assortive mating. Commenter John Albertsen makes the old model Trophy Wife observation:

Trophy wives are, according to the generally accepted definition, not only attractive, but considerably younger than their husbands. Limiting the study to "couples in their twenties", eliminated the older guys with younger wives, as the difference in the ages of the pair would be a maximum of 9 years. Further, very few highly successful men reach those heights by 29 and of those that do, how many would be married at all?

The sample used in this study seems to eliminate the very people who would need to be included to accomplish it's stated goal. Studying married couples in their 50s would be just as invalid as it would still not include a fitting age difference.

It would be better to study couples where the MEN were in their 50s to see how their attractiveness and financial success compared to the age and attractiveness of their wives. I suspect that you will find very few such 'elderly' gents paired up with young cuties unless they were loaded. In other words, what the young women find attractive about the guy is what's in his wallet.

After considering this, an astute Red Pill Man needs to question the true underlying motive, not just

for the study itself, but the reason for it being popularly reposted and relinked in a feminine-primary cultural bubble.

In western society it's a statistical rarity for early 20s men and women to be married (or seriously monogamous enough to consider it) at all. Feminine-primary culture can't seem to make up its mind; why would men need to Man-Up, stop being 'kidults' and accept mature marriage responsibilities at 29 if so many early 20s men (like those in the study) are pairing with their equalist approved fiancés?

Any number of studies and polls empirically show that women not only want their husbands to be older (5-7 years), but also wish to marry at or around 28-30 years of age. Furthermore, there's no shortage of articles and blog posts relating how women are postponing marriage to pursue professional goals or are frustrated in being forced to 'settle' for monogamy with men they consider beneath their status, financial and educational levels later and later in life.

What the McClintock study was trying to prove had nothing to do with Trophy Wives, but rather the intent was to disprove and distract from the realities of feminine hypergamy – while conveniently shaming older men that feminine-primary culture largely still believe harbor plans to marry younger women once they consolidate their fortunes.

The intent isn't to disprove the Trophy Wives social convention (created by the same influence attempting to disprove it), but rather to prove that women aren't actually the opportunists an innate hypergamy would have them, by necessity, be. The intent is to distract men's increasing awareness of women's opportunistic, strategic sexual pluralism.

As I illustrated last week:

...hypergamy does not seek it's own level. An ever pragmatic evolution drives hypergamy to seek a better-than-equal pairing. This is the evolutionary jackpot: to combine and send one's genes into future generations with a (at least perceptually) better than equitable genetic match – and ensure one's progeny with a better than SMV equitable provisioning.

Assortive mating (Alpha Fucks) is not the same as Assortive pairing (Beta Bucks). The conflicting sides of feminine hypergamy ensures that the prerequisites of satisfying both are met with different qualifiers. McClintock's efforts here (besides her own professional aggrandizement) are yet one more attempt to sweep the unpalatable truth of hypergamy under a rug she'd rather men not have the curiosity to look under. This is simply an obvious effort in keeping hypergamy a secret, and to inspire men to shame for even being curious about it.

The Proposal

July 3, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

The above scene is from the Netflix Original Series, House of Cards (season 1, episode 6). I had a friend recently suggest the series to me because, as he said, “he knew I’d get into it.”

My professional life generally doesn’t leave me the time get into anything on TV, but I’ll admit to picking up the first six episodes of House of Cards and wanting to watch more of it. I’m not going to get into the details as to why I like it (you can probably guess), but I have thus far been impressed with the 48 Laws of Power aspect of it. I apologize for the quality of the clip, but it was the best I could dig up on youtube.

However, I watched this scene a day ago and I knew I’d have to drop a quick post about it. For those unfamiliar with the story I’ll give you an outline; Steve, the man in the hospital bed, is the former security detail for Frank Underwood, a U.S. congressman and an archetypal Alpha power broker on Capital Hill. After 8 years as the personal security guard of the Underwoods he was diagnosed with pancreatic cancer and is now on his death bed.

The woman, Claire, is Frank Underwood’s wife and an equally influential lobbyist (yes, I realize her story changes) and political figure. Steve texts Claire to come to his bedside (after sending his dutiful wife away) for what amounts to one of the most pathetic Beta male – ONEitis (death bed) confessions I’ve witnessed in a long time.

I won’t spoil the rest of the scene by relating Claire’s response, but I thought this was one of the most honest portrayals of not just the ugly reality of hypergamy and women’s underlying motives in optimizing it, but also the (in some cases life-long) idealism, to the point of pathology, Betas will endure ONEitis and to the point of death, fail to ever grasp the truth of that idealism. Women love opportunistically, men love idealistically and this scene is a harsh reminder of that.

Be warned, this is a brutal and cruel scene, but the truth often is. Sometimes cruelty is what’s necessary to wake men up to the truth, and hopefully before they’re on their death bed.

Game and Circumstance

July 9, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Don’t be mad E. It’s not our fault you were born without the sport fucking gene, come on.”

At the start of July, 2011 (a month before I began this blog in earnest) I took a backpacking trip through the Great Smokey Mountains in Tennessee and North Carolina. This was due to my desire to unplug, go off the grid and get back into the real face-to-face world. It was only for 10 days but well worth burning 10 days of PTO for.

It was an educational experience meeting people, most of whom have very little online presence beyond using Twitter or FaceBook occasionally. I didn’t have cell service for most of the hike. The people I met along the way, and I’ll put this politely, were “salt of the earth” people. Some were other hikers, others were people who lived and worked in the few surrounding communities. It was good to reaffirm my ability to survive on my own and realize that there is a whole world of Men out there who live well, far beyond the influence of “men” who’ve never mowed their own lawns, much less lived by their own wit in the country. Guys who build muscle by working outdoors, not in a gym. I

met beautiful women who worked in small diners you'll never hear of. I fished rivers and streams, for dinner some nights, and I saw fireflies for the first time (I grew up in southern California, it's a novelty).

At some point I think Men *need* to get back to their primal natures, they need to embrace it fearlessly and without shame. We're far too insulated by the Buffers of technology. Even the more belligerent rednecks I encountered still preferred to text their girlfriends and came off as pussified for doing so.

I guess what I've come to realize is that we tend to view what we 'know' about men and women from the experiences we have reported to us from all over the world on blogs, forums, the manosphere – and I still endorse the purpose of it's unwritten mission – however, this trip reaffirmed for me that there is no substitute for *real* interaction. Game will work equally well with the cute blonde serving coffee in a rural diner as it would with the club girl in NYC. Both are equally given to the same feminine fundamentals we've untangled about women in the 'sphere for over a decade, but the one we tend to use as a female archetype is the typical club girl for our examples. Daisy Duke is still subject to hypergamy, she just applies it differently.

I'm not turning into Roosh, but I'm considering burning a couple months doing the entire Appalachian trail all the way to Maine.

In my day to day life I deal with a lot of rich men. Every patron or boss, every general manager I've dealt with for the past 15 years has been a millionaire. The primary owner of one of my liquor brand is that many times over. None of the "business friends" I shoot golf with have weeded their own lawns or installed a radiator in 20+ years. When I was on the trail I thought about how ridiculous it would be to see a guy like that or some PUA guru having to dig his own toilet and take a dump in the woods, or hoist his pack in a tree so the damn bears don't eat the only food he's got for the next 3 days. These guys are insulated.

I want to run, and fight, and fuck, as well as I deal with the 'civilized' things I do. Imagine a guy like Mystery wringing out the sweat and filth of his clothes in a stream somewhere. Now, that's some funny shit.

Game and Circumstance

I start off with this today because this experience wasn't just humbling, but it also taught me that what I experience day to day isn't at all what a majority of men experience. My past, my N count, my 18 year marriage, and what I do professionally sets me apart in a way that I sometimes don't appreciate or take into consideration when I'm advising men.

It's also very humbling and affirming when I receive emails or comments from men living in countries I've only seen in pictures who nevertheless share a common male experience that reinforces many of the things I write about – but even within that commonality, I have to remember, my circumstance is not theirs.

I walk through a casino almost every day now and I see the same people. Not the fun glamour you see in commercials or ads about Las Vegas (that's usually night promos), but the *real* people, the overweight, housekeeping and table crew, the geriatric spending their savings and social security on a hope they'll win something significant, the desperate and the people just looking for distraction.

I walk by some of these men and think "how is Game going to help a guy like that?" While I do believe that Game is universally beneficial on many levels (primarily between the sexes, but not

exclusively) there's a point where that improvement is going to be limited by a guy's circumstance, where he is in life and what he's made of it so far. It's a manosphere cliché now, but most men aren't ready for the red pill. The red pill awareness is simply too much for them to accept within the context of their circumstances.

That circumstance isn't based on age or a particular demographic, but Game is only going to be as liberating for a man in as far as he's willing to accept it in terms of his own circumstance.

Not *Just* Sex

Game gets a lot of misconstrued criticism in that ignorant critics presume Game only ever equals PUA and that "those guys are only interested in fucking as many low self-esteem sluts as humanly possible." It's much more difficult for them to confront that Game is far more than this, and applicable within relationships, in the workplace (with women and men) and even in their family dealings.

That's kind of a scary prospect for men comfortable in living within their own contexts and circumstance. Sport fucking isn't what most men think it is because they've never experienced anything beyond serial monogamy, nor is it what most (80%+ Beta) men even have the capacity to actualize for themselves. But, as Game has evolved, it isn't *just* about Spinning Plates, or sport fucking, it's more encompassing than this.

Game *is*, or should be, for the everyman.

"He only wants me for sex" or "I need to be sure he's interested in *me* and not just sex" are the admonishments of women who really have no introspective interest in how a majority of men really approach becoming intimate with women. Oh it makes for a good rationale when women finally "want to get things right" with a provider, but even the excuse belies a lack of how most men organize their lives to accommodate women's schedules of mating.

Mostly to their detriment, the vast majority of men follow a deductive, but anti-seductive, Beta Game plan of comfort, identification, familiarity and patience with women in the hopes that what they hear women tell them is the way to their intimacy will eventually pan out for them. Their Beta Game plan *is* in fact to prove they "aren't just in it for the sex" in order to get to a point of having sex with a particular woman.

I always find it ironic when men tell me that their deductive plan for getting after it with a woman is to prove he's *not* actually trying to get after it with her. However, this is what most men's Game amounts to; deductively attempting to move into a long term monogamy based on what women, saturated in a presumption of gender equalism, tell him he ought to expect from himself in order to align himself with her intimate interest.

I could use the term "appeasement", but that's not what most men *want* to call it. Most men call it being a better man (for her), better than "other guys" who won't align themselves accordingly. It becomes their point of pride in fact.

Male Long Term Security

Most men, average men – and I don't mean that in a derogatory sense – want a form of security.

Most men are designed, perhaps bred, to be necessitous. To be sure, men need to be constant performers, constant qualifiers, in order to mitigate hypergamy. In the past, and to an extent now, this performance simply became a part of who he was as a man and didn't require a constant effort, but increasingly, as male feminization has spread, men have been made to be necessitous of security.

I would say that desire for long term security differs significantly from women's Beta Bucks side of hypergamy need since the drive to secure provisioning is an innate part of women's firmware. The security average men need is rooted in a need for certainty in his ability to meet with a woman's performance standards – and ultimately avoid feminine rejection.

In today's feminine-centric social order, men are ceaselessly bombarded with masculine ridicule, ceaselessly reminded of their inadequacies, and endlessly conditioned to question and doubt any notion of how masculinity should be defined – in fact ridicule is the first response for any man attempting to objectively define it.

It's this doubt, this constant consideration of his own adequacy to meet the shifting nature of women's hypergamic drive, from which stems this need for security. The average man needs the certainty of knowing that he meets and exceeds a woman's prerequisites in a social circumstance that constantly tells him he never will – and his just asking himself the question if he ever will makes him that much less of a man.

The average man will look for, or create his own rationales to salve this necessitousness. He'll create his own ego in the image of what he thinks he embodies best as being "Alpha" or he'll adopt the easy doctrines of equalism which tell him women and men are fundamentally the same rational actors and convince himself he's not subject to the capricious whims of feminine hypergamy because men and women are more 'evolved' than that– but that nagging doubt will manifest when the right circumstances and right opportunities present themselves.

Changing Your Programming

I mention in the book that I am not a motivational speaker, I'm not anyone's savior and I would rather men be the self-sustaining solutions to becoming the men they want and need to be – not Rollo Tomassi's success stories, but their own success stories.

That said, let me add that I would not be writing what I do if I thought that biological determinism, circumstance and social conditioning were insurmountable factors in any Man's life. Men can accomplish great things through acts of will, they can be masters of their circumstances and most importantly masters of themselves.

With a healthy understanding, respect and awareness of what influences his own condition, a Man can overcome and thrive within the context of them – but he must first be aware of, and accepting of, the conditions under which he operates and maneuvers.

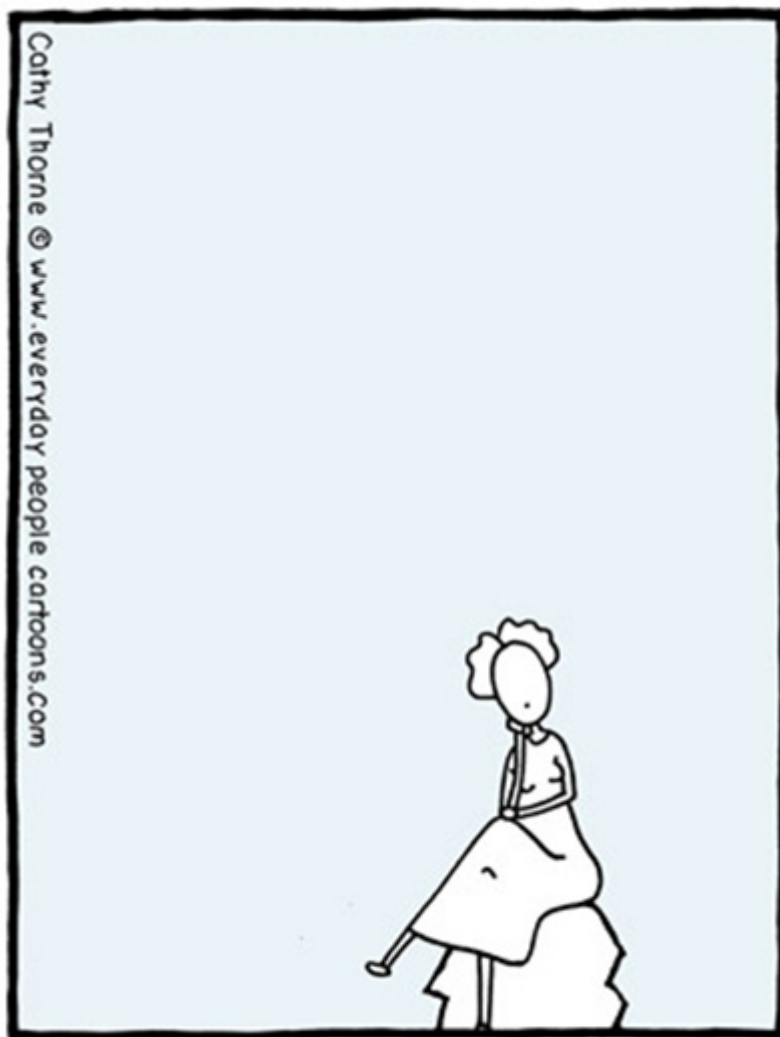
You may not be able to control the actions of others, you may not be able to account for women's hypergamy, but you can be prepared for them, you can protect yourself from the consequences of them and you can be ready to make educated decisions of your own based upon that knowledge.

You can unplug.

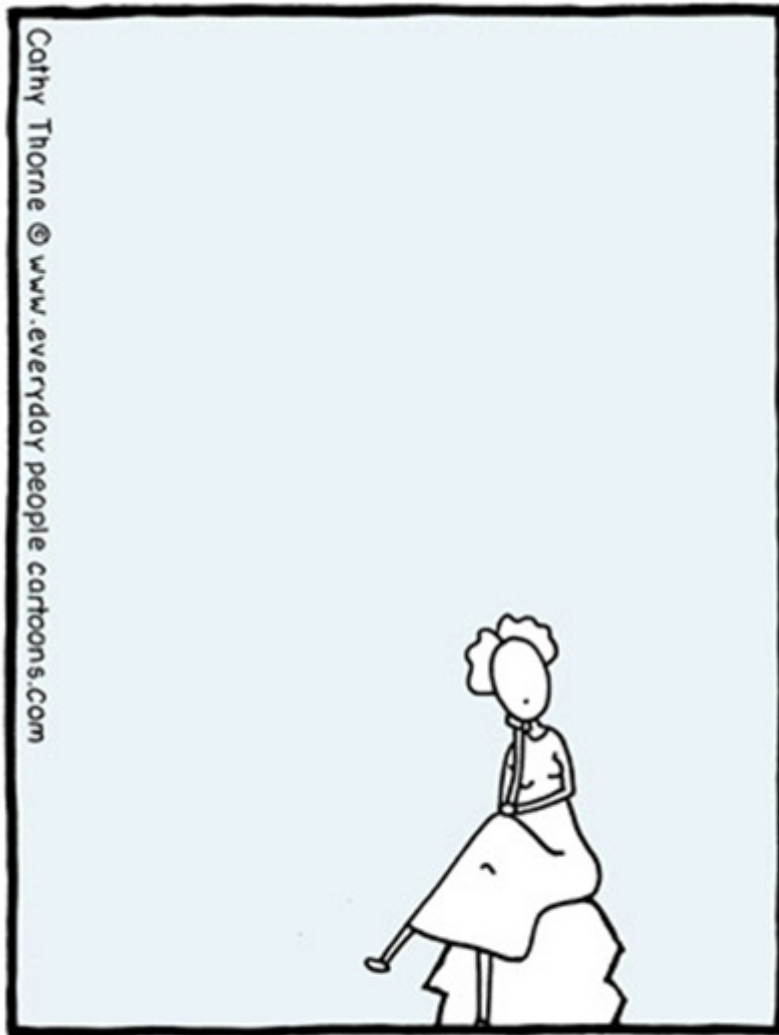
You can change your programming, and you can live a better life no matter your demographic, age, past regrets or present circumstances.

Separating Values

July 16, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I FEEL,
THEREFORE I DON'T HAVE TO THINK.



I FEEL,
THEREFORE I DON'T HAVE TO THINK.

Every so often I'm in the midst of considering an idea, sometimes even typing away at a draft, when the internet gods hand me the divine gift of an example of exactly the concept I'm attempting to make a bit more concrete. Today was one of those days.

59 year old Robin Korth made an effort in feigned indignation on the Huffington Post last Saturday. I can't imagine most of my readers haven't been made aware of it already since this story is making the rounds in the manosphere; Return of Kings and Chateau Heartiste were predictably first to the punch. Please do, at the very least, skim through these posts (they're not long); they provide many more examples of red pill wisdom than just the points I'll make today.

These blogs have already done an admirable job in dissecting Ms. Korth's feminist boilerplate, male-shaming efforts so I don't really feel the need to toss another log on that fire. Briefly though, Robin was upset that a 55 year old man she met online found her body beyond his threshold of physical arousal – in other words, she didn't pass the boner test for him.

For all her self-induced self-perceptions of what she believed men *should* find attractive arousing about her, the man, Dave, was completely honest with her about his evaluation of her sexual market value. But as I've stated in prior threads, women say they want honesty, but they never want full disclosure.

Dave went so far as to make a counter offer, by making suggestions she might better present herself

in a more sexy context for him to increase her arousal potential:

We talked for some time more, my head reeling at the content of the conversation. He spoke of special stockings and clothing that would “hide” my years. He blithely told me he loved “little black dresses” and strappy shoes. He said my hair was not long and flowing as he preferred, but that was okay because it was “cool looking.” I felt like a Barbie Doll on acid as I listened to this man. He was totally oblivious to the viciousness of his words. He had turned me into an object to be dressed and positioned to provide satisfaction for his ideas of what female sexual perfection should be.

He explained that now that I knew what was required, we could have a great time in the bedroom. I told him no. I would not hide from my own body. I would not wear outfits to make my body more “tolerable.” I would not undress in the dark or shower with the bathroom door closed. I would not diminish myself for him — or for anyone. My body is beautiful and it goes along with my mind and my heart.

I’m just going to take a moment here to point out a few notable observations.

Initially I assumed Dave was attempting to establish Frame, and maybe in a Beta way he was, but in doing so Dave is negotiating desire – his own desire, and this is equally ineffective when men do it from an advantage because eventually a man will realize he’s compromised his genuine passion and the woman will grow resentful.

Also, Dave makes the mistake of appealing to Robin’s reason – an obvious Beta tell. Like a properly conditioned Beta, Dave lays everything on the table in full disclosure. Most feminized men internalize the popular notion that women want to know and discuss the sexual things “they like” in order to pragmatically and rationally fulfill each other’s “needs.”

It’s counterintuitive for men to express what they like sexually, especially when this trope is taught to them as part of their ‘open communication’ (i.e. “the key to a great relationship”®) sensitivity training. What Robin was really upset with was less about his words and more about her hypergamous filters being tricked by a guy who ‘just doesn’t get it’ that a woman has to *want* to please a man.

Genuine, unnegotiated desire doesn’t work rationally or pragmatically.

If Dave had read The Gift he would know that buying for, or requesting that a woman wear lingerie is a Beta push. A woman buys and wears lingerie to please a Man for whom she has a desire to please – anything else is a form of negotiating desire.

However, Ms. Korth’s example is one of a commonly solipsistic woman who’s default presumption is that pleasing *anyone* but herself is self-diminishing servitude.

I can’t say as this comes as a shock – most properly conditioned women now feel that just cooking for a man is a form of submitting to, and appreciating him for, his authority (cooking has become the expectation of men to prove their worth in a fem-centric role reversal). Under the doctrine of egalitarian equalism any act of anything less than mutually autonomous independence has the potential to be turned into (the perception of) patriarchal domineering.

Conflating Values

One of the major problems women have, and more than even some red pill men have, is the conflation of sexual market value with their intrinsic personal value as a human being.

It needs to be emphasized that while personal value is influential in sexual market value, SMV is distinct from your value as a human being. I'm stressing this because, in the age Disney Princess empowerment, this conflation of the two has become a go-to social convention; and not just for women.

What Korth suffers from is presuming her personal value *is* her sexual market value.

It's disruptive to her self-perceptions and ego-investments when that presumption is challenged by a man who doesn't want to fuck her for reasons based on the intrinsic value she believes she's entitled to by virtue of maturity and imaginings of self-sufficiency. Just as women aren't aroused by men's own self-concepts of virtuousness and aspirations of higher purpose, men aren't aroused by whatever ephemeral self-perceptions a woman may have.

From the Timeline of the Professional Woman:

This is the overreach of the feminine imperative – to attempt to thwart men's biological predispositions by convincing them what they *should* find attractive and arousing in women. This becomes all the more ironic when you consider that the women the imperative would have men be attracted to are masculinized versions of women.

Feminist 'equalism' is always shocked that evolved human biology and its feral predispositions won't cooperate with it, but such is the frustration with any social order or ideology which fails to account for the realities of human being's natural states and biological imperatives. There is a conceived, higher-order expectation that, through freewill, conviction or some other learned, reasoned means, people will rise above the influence of their base nature and comply with what they *believe* will make for an idealized existence.

What egalitarian equalism, struggles against is basic human instinct, nature and impulse.

Sexual Market Value vs. Personal Value

After two years since publishing it, my SMV chart continues to be a benchmark for manosphere / red pill theory and it's extended beyond whatever humble hopes I had for it. However, it's always been very contentious because it places a valuation on men and women according to the dictates of the sexual marketplace:

[...] however for our purposes today it is important to note that these valuations are meant to encompass an overall sexual value based on both long and short term breeding prospects, relational desirability, male provisioning capacity, female fertility, sexual desirability and availability, etc. et. al.. Your mileage may vary, but suffice it to say the ten scale is meant to reflect an overall value as individuated for one sex by the *other*. Outliers will always be an element of any study, but the intent is to represent general averages here.

When you attempt to quantify any aspect of human 'value' you can expect to have your interpretations of it to be offensive to various people on the up or down side of that estimate. There is simply no escaping personal bias and the offense that comes from having one's self-worth attacked, or even confirmed for them.

The first criticism I've come to expect is usually some variation about how evaluating a person's SMV is "dehumanizing", people are people, and have intrinsic worth beyond just the sexual. To which I'll emphatically agree, however, this dismissal only conveniently sidesteps the realities of the

sexual marketplace.

Again, sexual market value is not personal value. Personal value, your value as a human being however one subjectively defines that, is a definite component to sexual market value, but separating the two requires an often uncomfortable amount of self-analysis. And, as in Ms. Korth's experience here, this often results in denial of very real circumstances, as well as a necessary, ego-preserving, cognitive dissonance from that reality.

Denial of sexual market valuation is a psychological insurance against women losing their controlling, sexual agency in their hypergamous choices.

You Shouldn't Know This Stuff!

I recently read a story on the Red Pill Reddit forum about a guy who's girlfriend discovered my book he'd been reading. She began picking through various sections and, expectedly, got really pissed off at the chapters on SMV (the chart in particular). They both discussed the parts she'd read and she admitted she wanted to read the whole thing, but from what they talked about she confessed that there wasn't really anything she disagreed with.

Her words were, "You men shouldn't know this stuff!"

It wasn't that she was irritated by the sections of the book, but rather the fact that men might become aware of women's sexual strategies as laid bare by the SMV sections and chart.

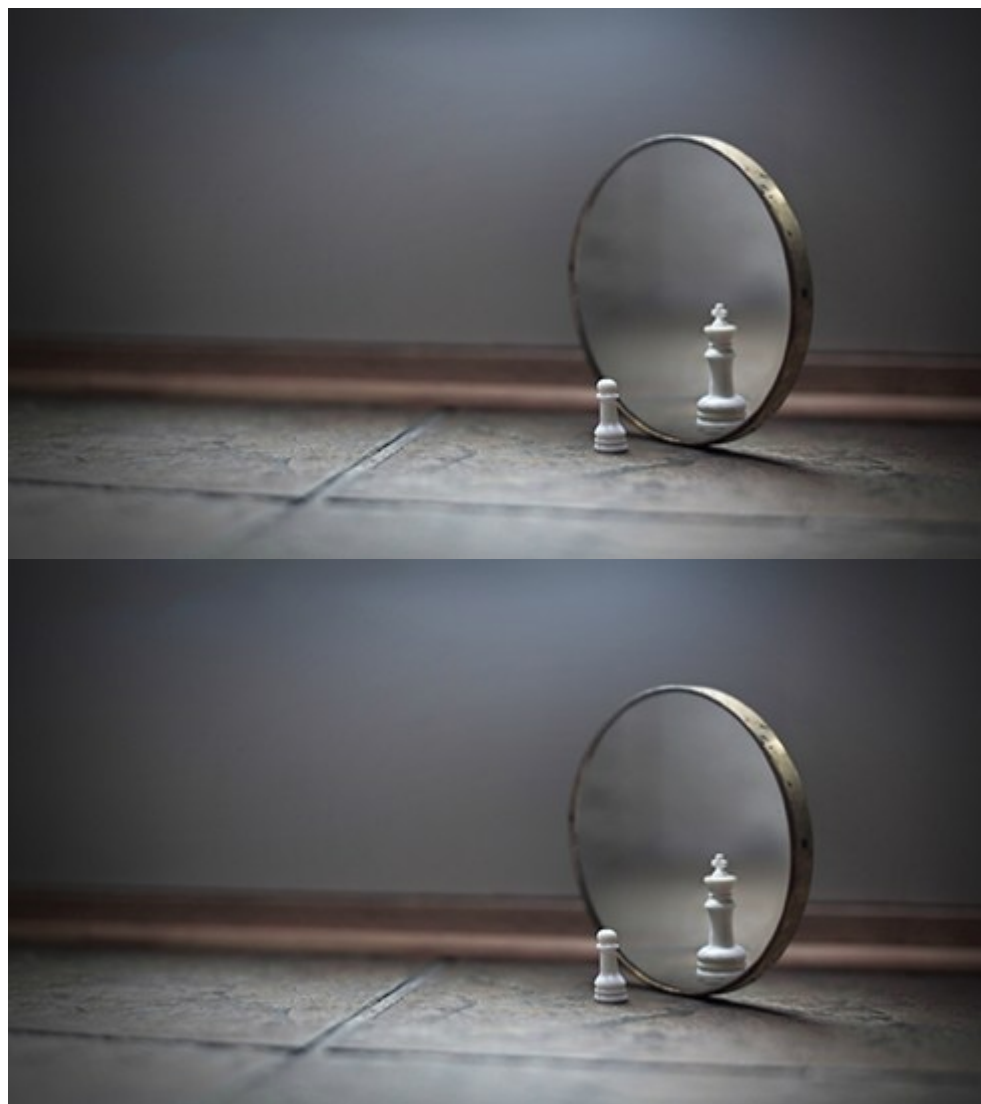
In the most visceral, biological sense, the primary value of women to men is sex. Almost a year ago I was involved in a lively blog discussion about how men sexually size up women within the space of a glance. Either a woman has sexual potential or she doesn't. Women like to complain that this is sexual objectification, but men's brains are literally wired to do exactly this. When we see an arousing woman it triggers the parts of our brains involved with tool manipulation – that's a feature, not a bug, of the male sexual response.

That may seem shallow or dehumanizing, but just because sexual valuation is a prime value for women it doesn't mean it's their *only* value – in fact far from it. However, there is a distinction between the two, but there's is a definite utility to women's interest in maintaining their hypergamous selectivity when they conflate the two together, or deny / reject the validity of sexual market value altogether.

This is what Ms. Korth, and countless other women who share her mindset, has illustrated here. The reality is that a man, Dave, is separating her sexual market value from her estimation of her personal self-worth (inflated and exaggerated as it may be). Robin mistakenly believes her self-impression *should* be her sexual market value, but this simply isn't, and never will be, the case.

Case Study â◻◻ Low Expectations

July 24, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've often been quoted of the following – “Marriage is no insulation from the sexual marketplace” – and at the risk of piling on to what I initially knew would be the click-bait du jour of the blogosphere this week, I was reminded of this quote as I read through the now infamous spreadsheet of sexual excuses as compiled by a 26 year old husband for a 26 year old wife.

You'll have to excuse my tardiness in posting this week, but I wanted to allow this story some time to develop before I threw my hat in the ring. My expectation was that most takes on this sex denial log would be from a unilaterally feminine-primary perspective and predictably ridicule the husband for his efforts while absolving his wife of any culpability for her ‘reasons’ for not wanting to get after it with him.

Needless to say I wasn't disappointed, but as an added bonus we got an indignant insight into what a feminine-primary culture expects men *not* to expect in marriage (spoiler alert, PUAs called this long before Feministing did).

There's a lot to unpack here, so I'll begin with the most obvious issues first.

The most glaring omission I've read in most of the posts regarding this couple so far is that, in a blatant effort to lessen the negative impact on the wife, very few bloggers have included the entire

Reddit post to draw conclusions from:

Use the FAQ link at top to familiarize yourself about community. Please review the posting guidelines in the sidebar at right before submitting.

▲ My husband [M26] sent me [F26] an immature, inflammatory email as I was driving to the airport for a 10-day work trip. Now he has cut contact.
submitted 30 minutes ago by throwaway209

TL;DR - My husband [M26] sent a rude, argumentative email as I [F26] was on the way to the airport for a 10-day work trip. It's been 24hrs and he has responded to any of my texts or calls.

My husband [M26] and I [F26] have been together for 5 years, married for 2 of those years. We just bought a house 5 months ago. No kids yet. Our lives have been crazy busy though. We spent all spring renovating our new house. At my job I was given nearly double my usual workload after some of my colleagues were laid off. I gained some weight in the winter and have been busting my ass at the gym to get rid of it.

Yesterday morning, while in a taxi on the way to the airport, Husband sends a message to my work email which is connected to my phone. He's never done this, we always communicate in person or by text. I open it up, and it's a sarcastic diatribe basically saying he won't miss me for the 10 days I'm gone. Attached is a **SPREADSHEET** of all the times he has tried to initiate sex since June 1st, with a column for my "excuses", using verbatim quotes of why I didn't feel like having sex at that very moment. According to his "document", we've only had sex 3 times in the last 7 weeks, out of 27 "attempts" on his part.

This is a side of him I have never seen before - bitter, immature, full of hatred. In person, he'd been acting normal the whole time, maybe a little standoff-ish in the last week. Completely out of left field. Our sex life HAS tapered in the last few months, but isn't that allowed? We are adults leading busy, stressful lives. I cook for him, I do his laundry, I keep our house clean and tidy. It's not like our sex life was going to be this way FOREVER, it was a temporary slow-down due to extenuating circumstances.

I immediately tried phoning him 3-4 times before getting on the plane - no answer. When I landed in my destination city, I tried calling 2 more times - no answer. I texted him saying we needed to talk, and he needed to call me at his earliest convenience. No response. He's never intentionally ignored my communications before. I pretty much stayed inside my hotel all evening waiting by the phone, then cried myself to sleep.

It's now morning and he still hasn't contacted me. I am supposed to be out visiting clients for the next 9 days on behalf of my company, and I am an emotional wreck. Why is he putting me through this? What the hell am I supposed to do?

11 comments

	A	B	C	D	E	F	G
1							
2	DATE	SEX?	EXCUSE				
3	2014-06-03	No	"I'm watching the show" (Friends re-run)				
4	2014-06-04	No	"I feel sweaty and gross, I need a shower" (didn't shower until next morning)				
5	2014-06-06	No	(non-verbal)				
6	2014-06-09	No	"I'm exhausted"				
7	2014-06-10	Yes					
8	2014-06-11	No	"I'm still a bit tender from yesterday"				
9	2014-06-12	No	(non-verbal)				
10	2014-06-13	No	"I'm trying to watch the movie" (fell asleep 15min later)				
11	2014-06-16	No	"I'm too drunk and I ate too much"				
12	2014-06-18	No	"I won't have time to get showered and ready for dinner" (we were 20min early)				
13	2014-06-19	No	"I just came back from the gym, I feel gross" (didn't shower until next morning)				
14	2014-06-20	No	(non-verbal)				
15	2014-06-21	No	"I have to be up early"				
16	2014-06-22	No	(non-verbal)				
17	2014-06-27	Yes					
18	2014-06-29	No	"You're too drunk"				
19	2014-06-30	No	"I feel gross"				
20	2014-07-01	No	"I'm not feeling good, I ate too much"				
21	2014-07-03	No	"I'm sweaty and gross, and I'm tired"				
22	2014-07-04	No	(non-verbal)				
23	2014-07-05	No	"I might be getting sick"				
24	2014-07-06	No	"I still don't feel 100%"				
25	2014-07-10	No	"I need a shower, I feel gross"				
26	2014-07-11	No	"I'm too tired"				
27	2014-07-12	Yes					
28	2014-07-13	No	"No"				
29	2014-07-14	No	(non-verbal)				
30	2014-07-16	No	"I'm watching my show, I don't want to miss anything"				
31							
32							

My husband [M26] sent me [F26] an immature, inflammatory email as I was driving to the airport for a 10-day work trip. Now he has cut contact.
submitted 30 minutes ago by [brownerewer29]

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The first thing we have to do is a bit of Red Pill math to understand the context in which this situation takes place. We have a couple that married young by modern standards. Both are 26 and have been married for 2 years (i.e. married at 24).

Furthermore they'd been monogamous for 3 years prior, thus they met and paired up at the age of 21.

This is as much as we know about their history, but in context we're looking at a guy who in all likelihood married a 24 year old girl for the same feminine conditioned, idealistic reasons he had for pairing up with her at 21.

I don't have any evidence to support the idea that this guy married his wife due to religious convictions, but I don't think it's too far a stretch to presume they had somewhat regular sex in the 3 years prior to marrying.

I also can't confirm that either party had sex with anyone else prior to their meeting at 21, but if we consider that both likely had average sexual experiences between 18-21 we're only talking about a window of around 4 years in which either had any opportunity to experience anyone else before they met.

I'm establishing this because if I had to speculate, both are the husband and wife are operating from Adolescent Social Skill Sets, and thus have no real frame of adult reference learned through dating (LTR or STR) with which they can base their expectations in marriage.

However, as we'll see in a moment, a fem-centric culture is only too willing to fill in the blanks of that lack of social reference for them.

Spreadsheet Guy

A woman's imagination is the single most useful tool in your Game arsenal.

Every technique, every casual response, every gesture, intimation and subcommunication hinges on stimulating her imagination. Competition anxiety relies on it. DHV (demonstrating higher value) relies on it. Sexual tension ('gina tingles) relies on it. Call it "Caffeinating the Hamster" if you will, but stimulating a woman's imaginings is the single most potent talent you can learn in any context of a relationship (LTR, STR, ONS, Plate Spinning.)

Spreadsheet Guy is learning this now no doubt. He's done what most men do: attempt to litigate with evidence and deductively solve his problem by appealing to his wife's reason with a token effort to enforce his 'being in the right' by exposing her to a marginal amount of dread.

What he fails to account for is that even if she responds with more frequent sex, any sex they do have will be the compromised result of her negotiated obligation, not her genuine, motivated desire.

The frame you enter into monogamy/marriage with sets the tone for your future relationship. Spreadsheet Guy is simply following the male deductive approach to problem solving and making appeals to his wife's reason by graphically showing her (and now all of the internet) the evidence of his *correctness*.

Why Women Can't 'Just Get It'

Appealing to women's logic and relying on deductive reasoning to sort it out is the calling card of a Beta mind. There is nothing more anti-sexuctive for women than appealing to her reason. Arousal, attraction, sexual tension, subcommunication of desire, all happen indirectly and below the social surface for women.

It's not that women are incapable of reasoning (hypergamy is one logical bitch) or are crippled by their emotion-based hindbrains, it's that if you're asking her how to be more attractive you don't Get It. It's in the doing, not the asking.

I can't fault the guy for his effort; he simply hasn't learned that women never want full disclosure of anything – and particularly anything that shines an unflattering light on them.

Nothing is more gratifying for a woman than to believe she's figured out a man using her mythical 'feminine intuition'. Spreadsheet Guy doesn't give her the option to use her imagination and solve the puzzle – just like most guys who believe the trope that 'open communication is the key to a good relationship®' he spells it out for her in no uncertain terms – and with a marginal amount of above-board Dread he expects (I presume) the problem with her sexual frequency will be solved for him.

From The Desire Dynamic:

From a male perspective, and particularly that of an uninitiated beta male, negotiation of desire seems a rational solution to the problem. Men tend to innately rely on deductive reasoning; otherwise known as an "if then" logic stream.

The code is often something like this: I need sex + women have the sex I want + query women about their conditions for sex + meet prerequisites for sex = the sex I want.

One very important element of Spreadsheet Guy's actions that needs to be understood is the convenient comparisons being made in regard to the transactional nature of sex, and the expectations men (and to a lesser degree women) place on their conditions for sex.

Of course the first feminist retort is that men should never have *any* expectation under *any* circumstance of receiving the gift of a woman's sexuality for *any* reason other than that she wants to fuck him.

Naturally this becomes problematic under the auspices of marriage wherein a man's default presumption is that he is, if not entitled to, then certainly can expect to some extent that his wife will have sex with him.

This situation represents an illustration of the great schism between the old order social contract of marriage, wherein a man had a reasonable expectation of sex with his wife, and the new feminine-primary order wherein a man has absolutely no right, expectation or privilege to his wife's sexuality. Unfortunately for men the great deception of this schism serves the Feminine Imperative in that it still conveniently convinces men that they can expect sex while simultaneously shaming them for the expectation that feminine-primacy tells them they should expect.

This double-speak is necessary to insuring the certainty of long-term security needs that women's dualistic sexual strategy demands.

Consider Choreplay: 5 years ago the same female author encourages men to do more dishes and help a woman out with her domestic chores because "nothing's sexier" than a man who 'shares' the housework.

Translation: Perform these tasks and you will be rewarded with the "unadulterated lust" your wife has been reluctant to deliver – i.e. negotiated desire.

5 years later... "Households with a more traditional gender division of labor report higher sexual frequency than households with less traditional gender divisions of labor,"

So the only conclusion we can really draw from this is that women encourage *exactly* the transactional mentality about sex that they now complain all men feel they are "owed".

Spreadsheet Guy was caught in this presumptive trap – prior to marriage he's sold the idea that he can expect his wife to be sexual with him on a regular basis, but only after he's taken measures to prove that his wife isn't upholding her end of the marriage bargain is he told that he in fact has absolutely no privilege to his wife's sexuality under any circumstance – and furthermore that she holds unilateral control over his own sexual fulfillment under penalty of breach of (marriage) contract.

Spreadsheet Wife

As I began earlier, an entire social support network is more than ready to fill in the blanks left by Spreadsheet Wife's lack of social reference.

The most obvious form of this comes from the comments and encouragement of women and feminized men affirming her prefabricated understanding of 'what sex should be after marriage'.

| Our sex life HAS tapered in the last few months, but isn't that allowed?

If you need confirmation of the double-speak about sexual entitlement I outlined above you'll find it in the words of the same woman before and after she's married.

This is yet one more ready-made social convention for women to default to after she's secured the provider-male her hypergamy demands in marriage. A woman's sexual appetites are *expected* to "taper" off and she should be "allowed" this tapering and have a man understand and accept this fact.

Once again, **The Cardinal Rule of Sexual Strategies:**

For one sex's sexual strategy to become realized, the other sex's strategy must be compromised or abandoned entirely.

And again, the Roissy / Heartist Prime Directive of Feminism:

The goal of feminism is to remove all constraints on female sexuality while maximally restricting male sexuality

After all the back and forth I've been reading about this spreadsheet I think it's time for men to come to terms with how the social contract that used to be marriage has fundamentally changed.

Marriage is no insulation from the sexual marketplace.

The advantages of being single and indefinitely dating non-exclusively (Spinning Plates) or stringing along a series of short term monogamous affairs far outweigh the risks of a lifetime of marriage in which no man should ever expect sex in terms of either genuine desire or even uninspired obligation sex.

In other words, men are entirely powerless to effect **any** degree of control over their sex lives under the auspices of a now feminine-primary definition of marriage. The only condition under which men have **any** degree of exercisable control over their sex life is remaining single and retaining the threat-point of exiting any relationship when that satisfaction declines.

In Appreciation I went into detail about how women fundamentally lack the capacity to appreciate the sacrifices men make to facilitate a feminine reality; this situation is a prime example of this.

Women fundamentally lack the capacity to appreciate the risks a man must assume in unilaterally relinquishing *any* degree of control he might've been able to realize over his own sex life – and never to expect he could ever even have that control.

Game Changers

July 30, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Whenever I consult teenage guys or young adult men I'm always reminded about how my 'Game' has changed over the course of my lifetime. The 17 year old Rollo Tomassi would be appalled at the mindset of the 46 year old Rollo Tomassi.

Granted, much of that shock would probably be attributed to the lack of experience my younger self had with regards to female nature, human nature and, if I'm honest, I suffered from the same naiveté most young men do when it comes to judging people's character. In fact, at the time, my belief was that I shouldn't ever *judge* anyone's character, nor did I, nor should anyone really, have the right to.

Part of that assumption was from an undeveloped religious learning, but more so it was due to a youthful idealism I held – I'd been conditioned to believe not only that you "can't judge a book by its cover", but also that you *shouldn't* do so, and ought to be ashamed for considering it.

I'm flattered that people might think I'm some phenomenal interpreter of psychology, the nature of women, intergender relations and a model upon which men should aspire to in order to get laid and still have a great (now 18 year) marriage. It has not always been so.

If I have any credibility now it's not due to my getting everything miraculously right, but because I had everything so horribly wrong more often than not.

One of the most valuable lessons I learned in my time studying psychology and personality studies is that personality is *always* in flux. Who you are today is not who you will be in another few years.

Hopefully that's for the better after learning something and applying it towards your own personal progress, but it could equally be a traumatic experience that changes you for the worse.

For better or worse, personality shifts – sometimes slowly, sometimes suddenly – and while you may retain aspects of your personality, mannerisms, talents, past experiences and beliefs into the next iteration of yourself in a new phase of your life, rest assured, you will not be who you are now at any other time.

Game Changes

I'm sorry if this sounds all fortune cookie to you at the moment, but it's a necessary preface to understanding how Game changes for men as their life situations and circumstances change during different phases of their lives and the shifts in their own personalities and learned perceptions change as they age.

It's an easy step for me to assume that, were I to find myself single tomorrow, I wouldn't approach Game in any degree as I would were I the 26 year old version of myself. Indeed, the primary reason I've involved myself in expanding the Preventative Medicine series into the next volume of The Rational Male is to help men at different phases of their own development understand what to expect from women (and themselves) during these periods of their life.

About two weeks ago I broached the subject of how Game should be a universal knowledge-tool for the *everyman*. My intent in Game and Circumstance was to shine some light on how Game and red pill awareness is (should be) a benefit for men regardless of their circumstance.

As I expected, the comparisons of Looks vs. Game was the inevitable discussion in the comment thread, because the presumption is that a man's most evident condition is how he looks and how women are or are not aroused / attracted to their perception of him. I've written more about this Alpha Fucks / Beta Bucks arousal dynamic than I care to review at the moment, but suffice it to say I do place a high importance on a man's physical bearing.

However, my intent wasn't to engage in a debate over the importance of looks, but rather that Game and red pill awareness is applicable for men of every social or personal condition – even the short, pudgy guy who empties the trash in your office. He may not have the potential to enjoy sex with a swimsuit model, but the tenets of Game can help him improve his life within his own circumstances.

Game Beyond PUA

When I was writing The Rational Male I specifically wrote and published a post on the Evolution of Game to be included in the book in order to demystify an impression of Game which I still think people (particularly the blue pill uninitiated), sometimes intentionally, misconstrue as some magical panacea to their 'girl problems'. My definition was thus:

For the unfamiliar, just the word 'Game' seems to infer deception or manipulation. You're not being real if you're *playing* a Game, so from the outset we're starting off from a

disadvantage of perception. This is further compounded when attempting to explain Game concepts to a guy who's only ever been conditioned to 'just be himself' with women and how women allegedly hate guys "who play games" with them. As bad as that sounds, it's really in the explanation of how Game is more than the common perception that prompts the discussion for the new reader to have it explained for them.

At its root level Game is a series of behavioral modifications to life skills based on psychological and sociological principles to facilitate intersexual relations between genders.

Game has more applications than just in the realm of intergender relations, but this is my best estimation of Game for the uninitiated. Game is the practical application of a new knowledge and increasingly broader awareness of intergender relations – often referred to, for convenience, as Red Pill awareness, by myself and others in the broader manosphere. Game begins with red pill awareness and using that awareness to develop Game.

The body of infield evidence collected by 15 years of PUA is far more reliable and valid than anything social science has produced on seduction – Nick Krauser

As I've written in the past, everyone has Game. Every guy you know right now has some idea, methodology or system of belief by which he thinks he can best put himself into a position of relating to, and becoming intimate with, a woman.

From even the most rank Beta plug-in to the 14 year old high school freshmen boy has some notion about what he, and by extension all men, should do in order to become intimate with a girl. I described this a bit in Beta Game where I outlined the Beta plan of identifying with women's "needs" and adopting a feminine-primary mental point of origin in order to become more like the target(s) of his affection.

What 'formalized' Game comes down to is what genuinely works for the betterment of his life. Men don't seek out the manosphere because their Beta Game works so well for them.

I'll admit, this was my own Game when I was in my late teens. Like most properly conditioned young men, I subscribed to the idea that men needed to be more empathetic and sensitive to women's experience (rather than putting priority on his own) as the most deductive means to getting a girlfriend who'd appreciate my uniqueness for being so 'in tune' with the feminine.

If you'd have asked me at the time (the mid 80's), my belief was that the best way to 'get the girl' was to take women at their word, use their "advice", be their friend, make her comfortable, sacrifice your own (chauvinist) self-importance and support her importance, and mold your incorrect male self into a more perfect feminine ideal. The idea was that the lesser you made yourself, the more you made of her, and the more likely she was to reciprocate intimacy in appreciation.

That was my Game up until I learned through trial and painful error that women loath a man who needs to be instructed on how to *actually* be more attractive to women. I didn't understand that by my subscribing to this spoon-fed feminization Game and overtly advocating for it I was only advertising to the very girls I wanted that I Just Didn't Get It.

This was simply the first stage of Game changing for me, and I'm fairly certain that you'd read a similar story from most of the manosphere's heaviest hitters. I'm peripherally familiar with the early

histories of the likes of Roosh, Nick Krauser and even Mystery, so I don't think it's too much of a stretch to say that the Game they practice today would be foreign to their younger selves.

When I moved into my rock star 20's I began practicing a new form of Game, one based on social proof and demonstrating higher value (DHV).

Of course I had no idea I was practicing any Game at the time. I had reinvented myself and my identity shifted into that of a guy who was Spinning Plates, being more self-concerned and enjoying the benefits of that social proof and DHV; but if you'd asked me what I'd done to effect that change, or how my Game was affected by it, I wouldn't have been able to give you an answer then – Game was just instinctual for me.

Now in my married years, as a husband and the father of a teenage daughter, and my professional life in the liquor and casino world where I interact with beautiful women on a weekly basis, I still employ Game when I don't realize I am.

However, that Game is the compounded, internalized result of what I've learned and used since the days I believed in the "be nice for girls to like you" teenage Game. Amused Mastery, Command Presence and a few other principles became much easier to employ as a mature man, but also a new grasp of how women's lives have a more or less predictable pattern to them.

Thanks to my time studying behavioral psychology I understand the methods women use to prompt and provoke men (shit tests). Thanks to my red pill awareness and simple understand of how women's biology influences hypergamy I now understand why they do so – and more importantly, how to avoid the traps of falling into the worst aspects of women's dualistic sexual strategy.

All of this influences my 'Game' in the now. As before, I don't play a constant, conscious game of mental chess in my dealings with women (and even the men in my social and professional life), I just live it.

So, in closing, it's important to consider that the concept of Game you might be struggling with now was probably some other man's experience before you encountered it. What is Game for me at 46, will most likely not have the *exact* same utility for me at 56, but if I stay sharp and learn along the way I'll develop a new Game for that phase of life.

In Roosh's most recent book, he has a quote in it that struck me (I paraphrase): There are a lot of men who tell me they wish they knew back then what they know now, but in all likelihood that knowledge wouldn't serve them as well as they believe it would. They'd simply make new mistakes (and hopefully learn from them) based on the things they never had any experience of in the now.

There is always additional knowledge a man can know even when he possess the highest level of knowledge.

Open Hypergamy

August 8, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As I wrote in [Controlling Interests](#), the secrecy previously necessary for hypergamy and women's pluralistic sexual strategy is rapidly being replaced with not just a new, overt, social openness about it, but a flaunting, triumphalism about how men are expected to embrace this new openness about it.

These would be the boys / men who would be taught to “naturally” defer to the authority of women under the auspices of a desire to be an equal partner.

These are the men raised privately and created socially to be ready for women, “when it comes time to settle down, and find someone who wants an equal partner.”

These would be the men ready to expect and accept a woman's proactive cuckoldry of him in the name of being a pro-feminine equal.

These are the men raised to accept an open form of hypergamy in place of the *selling* to an old-order Beta provisioning model.

As in this Red Robin commercial, it's gotten to the point now that the Feminine Imperative is comfortable in ridiculing men for *not* already being aware of the Alpha Fucks / Beta Bucks dynamic of hypergamy, as well as ridiculing them for going along with it anyway.

The expectation that men should already know this dynamic and be ready to accept it, and commit himself to it, engenders genuine shock when a man deviates from that script. As we found with the story of the [Spreadsheet Guy](#) a couple weeks ago, the anger female commenters expressed over his logging his wife's excuses for turning him down sexually was not due to his actions, but rather what those actions represented for the greater whole of men.

Women's indignation over this was rooted in a Beta man *not* already being aware of the role he was expected to play. The new order [fem-groupthink](#) presumes that any guy who follows the old order socio-sexual contract should already *know* he's been cast as a dutiful, providing Beta — he follows the prepared script for the guy who responsibly proves he's a '*better man*' for having forgiven her sexual indiscretions with prior Alpha's and accepting the role of being relegated to being her emotional supporter and hand-holder. And all of this *after* she's had her “self-discovery” and know who “she really is.”

Genies and Bottles

This expectation of men being preconditioned to follow a feminine-primary social order is not just limited to women's expectations. We've progressed to the point that blue pill men are becoming vocal advocates for this same acceptance of open hypergamy.

Under the dubious pretense of concern for the general lack of gallant, chivalry and Beta Bucks-side provisioning women are entitled to – in spite of women's embrace of open hypergamy – these watered down ‘purple pill’ “[Dating Coaches](#)” suffer from the same shock and indignation that a woman, somewhere, might not be given her life's due of having a dutiful Beta awaiting to fulfill the provisioning side of her sexual strategy when her SMV begins to decay in earnest.

In a feminine centric social order, even men must be strong advocates for open hypergamy, and essentially their own proactive cuckoldry. That a woman may be better prepared than most Beta men to provide for her own security is never an afterthought – their sales pitch is the same old-order lie

that women will reciprocate intimately for a man's good nature and virtuous respect for the feminine if he'll only accept open hypergamy.

But Spreadsheet Guy went off the reservation, "how dare he keep track of his wife's sexual frequency!" The general anger is rooted in his 'not getting' the social convention that sex (for consummate Beta providers) "tapers off after marriage", but if he would just Man Up and fall back into his supportive, pre-established role, and learn to be a better, more attentive 'man' for his wife, she would (logically) reciprocate with more sex.

For what it's worth, the men women *want* to fuck wouldn't keep track of sexual frequency because the dread of missing out on a sexual opportunity with a desirable Alpha is usually enough to ensure frequency. Alpha Men wouldn't complain about sexual frequency, they simply move on to a new woman. Beta's complain about sexual frequency because they are expected to know and accept (now via open hypergamy) that they will never get the type of sex their women had with the Alphas before them, but are led to believe they would get (and better) if they commit to a woman's provisioning.

Nobody marries their 'best sex ever':

According to a recent study by iVillage, less than half of wedded women married the person who was the best sex of their lives (52 percent say that was an ex.) In fact, 66 percent would rather read a book, watch a movie or take a nap than sleep with a spouse.

Amanda Chatel, a 33-year-old writer from the East Village, says, "With the men I've loved, the sex has been good, sometimes great, but never 'best.' It's resulted in many orgasms and was fun but, comparatively speaking, it didn't have that intensity that comes with the 'best' sex.

"I knew [my best sex partner] was temporary, and so the great sex was the best because the sex *was* the relationship," she adds. "We didn't have to invest in anything else."

As you can see here, the incremental problem that advocates of the 'Man Up and accept your duty to open hypergamy' meme will find is that reconciling the old-order social contract they need to balance hypergamy will become increasingly more difficult as example after example like this become more evident and more commonplace.

These 'Dating Coaches' are hocking advice from the perspective of an old-order social contract for men, in order to reconcile the well earned, well deserved consequences women are now suffering as a result of a new-order, feminine-primary social contract that has embraced unrestrained hypergamy.

Getting the Best of Her

Another link had been making the rounds in the manosphere a few weeks ago, and at the risk of just adding my own voice to the chorus I thought I'd dissect it a bit. You can have a read of the original "advice column" here, but I think the quotes will pretty much tell the story. Emphasis my own:

Dear Carolyn:

*After multiple relationships not working out because **both parties were dishonest** in one way or another, I decided to use a new approach to my current relationship. I am 23, met my current boyfriend (also 23) online, and decided to be **COMPLETELY HONEST**.*

*This was meant to mostly cover my feelings, as **I tended to hold things in unhealthily, but I let it fold over to all aspects, including the disclosure of my sexual history**. I have now learned this was a mistake.*

Not to make any Beta leaning guy even more depressed, but I read this and couldn't help but see how the Sheryl Sandberg 'open hypergamy' model is only going to aggravate more and more unplugged / red pill aware Betas.

Think about how disenfranchised that dutiful Beta is going to be when he is flat out *told* to his face by a woman, he was conditioned to believe would appreciate his unique old order appeal, that he'll never be getting the 'sexual best' he believed his wife would have waiting for him in marriage. It's one thing to read article after article detailing the triumphant aspects of a new open hypergamy, and it's one thing to see it blatantly used in commercial advertising, but it's quite another to experience it firsthand, viscerally, in your face.

Besides the fact that she's had multiple "relationships" at age 23, I find it interesting that she's recognized this 'openness' as a mistake. Not a mistake with regards to her own choices, but rather a mistake in feeling comfortable enough to lay bear her sexual strategy for a guy who should expects *should already* be "accepting of who she is."

Compare the open hypergamy model with the guy from Saving the Best:

I am so fucking lucky. I got married to a whore, that fucks like a prude.

In feminine-primary society men are constantly and publicly demonized as the 'manipulator'. The default is to assume men are the one's to watch out for. Men are the sex with the most dishonest nature with the most to gain sexually by playing games to trick women into believing they're something they're not in order to fuck them and leave them.

This presumptions is really a generalized social convention that builds a foundation for more specific social conventions women need in order to exercise feminine-primary control with men and culture on whole. It's actually a rudimentary convention that's easy to accept for women since feminine hypergamy has evolved a subconscious 'vetting' mechanism into most women's psyches.

While it's giggly and entertaining for women to categorize men into Cads and Dads, the irony of their doing so is that this only highlights women's life-long patterns of deception and the manipulation efforts necessary to effecting their own dualistic sexual strategy.

That sexual selection 'firmware', the one which predisposes women on a limbic level to evaluating mating options of short term breeding opportunities (Alpha Fucks) with parental investment opportunities (Beta Bucks), is the same mechanism that made women the more deceptive sex when it comes to sexual strategies. The problem now is that this hypergamous deceptiveness is being replaced with 'complete honesty' from a macro-societal level down to an interpersonal one.

And ironically, it will be the most stubborn of blue pill Beta men, advocating for a return to an old-order social contract destroyed by the very women they hope will respond to it, who will be the last to finally accept and respond to the new-order of open hypergamy.

20 Questions

August 14, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Back in May of this year I was asked to do a second installment of the red pill [Reddit forum's AMA](#) ("ask me anything") and I'm not really sure too many of my core readers were aware of it. Unless you follow me on Twitter you probably didn't know I've done two now.

After I'd closed out that discussion thread it reminded me of another 'interview' I was asked to participate in at my home forum of SoSuave back in December of last year. I hate to say, but I never really got around to posting my replies back to the original thread, however I did save the questions

as a post draft so I could do the interview some justice later.

Well here we are. Next week will mark the three year anniversary of my launching Rational Male, and as always I'll be doing another year's retrospective post as well as another Best of Rational Male – Year Three links post.

I make it a policy not to go into too much personal detail on Rational Male unless the topic is something I can illustrate better with a personal story. I've never wanted the Rational Male to *about* me, but rather the experiences and input of my readers. However, after almost three years and one book later, I figure I'll open up once and publish these question I was asked back in December with the hope that maybe something I answer will give someone some new insight themselves.

1) What brought you to SoSuave and how did you find the site?

Unlike a lot of SoSuave guys I actually found the forum because someone suggested to me that I might be able to reach more guys who needed help there.

Most guys go searching for answers about how they can get back with an ex, or why their last LTR imploded on them because they went too Beta or didn't understand the basics of red pill awareness. I found SoSuave through the old Ladder Theory site as I was toying with the idea of psychology as a second major when I was at university. A lot of people don't know the SoSuave of today is actually the second version of the forum. My understanding is that Alan, the forum admin and owner, had to expand to a larger server and forum architecture due to the site being so overwhelmingly popular.

There really wasn't a manosphere or what we term Red Pill back then, just Mystery Method, PUArtistry, FastSeduction, RSD and the collected experiences of guys just posting their Field Reports and hitting upon commonalities of those experiences.

Mystery had made some conjectures with regards to the psychology involved in pickup and I just happened to come across it while I was studying behavioral psychology and personality studies. I also found that making the connection between the two, at least publicly amongst teachers and classmates, was a very contentious prospect. I got called a misogynist a lot back then just for proposing the germs of the ideas that have built the foundation of what the Rational Male and the red pill have become now.

2) Any special reason for your SoSuave username, why you chose it?

It was actually a hold-over from my old online persona from some other forums and it stuck. If you watch the movie *L.A. Confidential* you'll get the meaning of it. It actually seems more fitting now with the book's release. Rollo Tomassi was the generic name given to a nameless criminal who got away with his crime.

I also understand that Rollo was the name of an infamous viking. I found this interesting since we both descend from Danish heritage.

3) What's the best and or worst advice you've ever received in regards to chicks?

JB Y, Just Be Yourself is definitely *the* worst advice because it's so endemic of people who are ignorant of Game. It's such a passive, easy dismissal of a guy wanting to know why what he's been doing isn't getting him the results he wants, but at the same time it illustrates the belief and trust of the person saying 'just be yourself' in the conditioning that brought them to it.

It's a very uncomfortable revelation for anyone to embrace in thinking they should need to change and/or improve themselves in order to get the results that they want. The foundational mistruth of blue pill conditioning is that a nebulous 'being of oneself' should be enough for anyone (or 'the right ONE') to be attracted to, and discourages any real self-analysis or improvement. ONEitis and Just Be Yourself tend to be codependents and, in tandem, really fuck up a lot of guys lives.

Best advice is more difficult, but for me personally it was "believe what a woman does, not what she says." For most red pill guys this seems kind of remedial now because it's a foundation for really unplugging I covered almost 11 years ago, but it can't be stressed enough.

This basic truth is what inspired The Medium IS the Message and as stupid-simple a truism as it is, it's often the most difficult part of Game-awareness that blue pill guys first struggle with. They struggle because their earliest feminized conditioning has always taught them that women are fundamentally the equal, rational agents that men are and they will relate to boys / men in full confidence and reason (just as they would expect from men) if they themselves don't play games with them and communicate in full confidence and full disclosure.

It's believe what she says and ignore, forgive or get over your judgementalism for what she does because she's (supposed to be) being equitably honest, forthright, and knows exactly why she does what she does in spite of herself.

I don't believe men and women are equals of each other in an egalitarian sense – there are simply too many empirically provable differences in both sex's psychology and biology to draw any other conclusion; and as such each sex has it's own imperatives and strategies for achieving them.

I do however believe that the sexes evolved to be complementary to each other, one sex's strengths compensating for the other's weaknesses. It's this overreaching social impetus (idealistic humanism and feminine social primacy) that encourages us to believe we are independent, autonomous and self-sufficient entities (founded in feminine solipsism), equal in biology and psychological potential that imbalances that mutually beneficial complementariness.

4) Have you ever posted in or lurked in other seduction forums/blogs etc?

I occasionally post on Dalrock's, Just 4 Guys, Chateau Heartiste, Roosh's forum, The Red Pill reddit, Return of Kings and a few others. I sometimes track back to forums my articles get linked to, but I honestly don't have time to respond to everything I read.

5) How many chicks have you slept with?

My N count is public record; more than 40, less than 50. I'm not trying to be ambiguous, it's just that when I try to make an accurate count I just don't remember some names – mostly just places partners and experiences.

Just for some red pill perspective, most of that experience was between the ages of 17 and 28 in the late late 80's to mid 90's when there was no formal Game, manosphere, internet, cell phones, Tinder, etc. – getting laid was all analog and mostly instinctual.

It's kind of funny to think that my N count is well above average, but I expect in comparison to many of the single, active, members of the manosphere / PUA community, 40 individual sex partners might be so low as to disqualify me from being taken seriously with regards to Game.

By the time I was 21-22 I'd figured out *how* to get laid with some relative predictability. Mostly because I was a fairly good looking, semi-professional musician playing in Hollywood with a bit of social proof and a practiced ability to pick out women who'd be into me.

I should also mention that of those 40+, four were long term relationships, including my wife.

This'll sound facetious, but I've never thought of sex as being "validating" or ego-affirming. I honestly think a lot of that expectation comes from a feminized conditioning about "how sex *should* be" for men. I was, and still kind of am, more into sex as experience. It's always been something fun to enjoy with a woman for me, not some *meaningful* act of cosmic significance. I've had sex with women I loved and women I didn't, some were memorable, some were...meh. Even in my bluest of blue pill days my 'validation' came from other sources, not sex.

6) What was your worst and best experience with a chick? (wife, girlfriend or not)

The worst was the 4 years I spent with a BPD girlfriend. I did a post on it. I was in the pit of blue pill hell and pushed to the brink. I didn't know what borderline personality disorder was back then, in fact I don't think the DSM even recognized the complex as a psychological disorder in the early 90s.

My best experience is hard to put a finger on. It's interesting to think about definitively bad experiences, but hard to put a "best" title on a good one. All of my best experiences would have to be with Mrs. Tomassi, our wedding, our daughter's birth, the fact that even in her late 40s she's still in fitness caliber shape and we genuinely enjoy each other.

Pre-marriage, I had my share of rock-club women, and when it was on, it was really 'on'. I can think of at least 4 very memorable women, one was a fuck-buddy who was easily the most sexually hungry (and not just with me I came to find out).

I know the trope is that older women are supposed to be better in the sack than younger women – this was never my experience at all. In fact the younger the girl, the easier time I had bedding her, and the more adventurous a lover she usually was. I think even marginal social proof has a greater impression on younger women and they're more eager. The older women I've been with have always been much more self-conscious.

7) Have you ever gotten friendzoned by a chick and if so were you able to get out of it?

Of course, particularly in my teenage years. In my early 20s I had enough female interest that I'd simply blow off the women I learned weren't worth the investment. There was one exception though; a girl I knew from a community college who "didn't date rocker guys or guys in bands."

In hindsight I know she was leaning into her Epiphany Phase (maybe a bit early) and was trying to do things "the right way" after getting after it with various guys in her early 20s.

I was kind of surprised at getting a LJBF since it hadn't happened to me for years by then, but all it took was right place, right time, a little social proof and the competition anxiety of other interested women, and I got the lay – which, by comparison at the time was kind of underwhelming. Still, I went back to pursuing her afterwards, got re-LJBF'd and I moved on to other plates.

8) Have you ever had a chick or chicks offering their pussy to you on a platter and you blew them off for whatever reason? And why? (i.e. they offered the pussy on a platter to you at a bar in conversation or even at your or their place and you blew them off.)

Yes, but mostly due to logistics rather than from spite or wanting to up the urgency with a girl as most guys think denying women sex will do. Most often it was because I had a better offer somewhere else or I was just plain tired. When it's happened to me in the past the girl was a) on the cusp of my maximum weight limit, or b) there was something a bit off about her personally – as in she didn't seem right mentally.

I once left a DTF girl in a hot tub because I just couldn't bring myself to hitting that big of a girl (but,

in her defense, I have what I think are exceptionally high physical standards for women)

9) How did you handle chicks who've flaked?

It depends on what time of life we're talking about. In my younger, hungrier days, I tolerated flaking because I didn't know any better. I didn't know the medium was the message, and I thought it was caused by something I fucked up, which I guess it was. Later I simply didn't care because I had other plates going at the time, but I found that the more options I had going (or had the potential to get going) the less women were likely to flake.

I go into it in Plate Theory, but there are a lot of subliminal behavioral cues a guy gives off (mostly unknowingly) when he's seeing another (or more) woman that other women pick up on.

Mannerisms, attitude, vernacular, a guy with options just acts different than a guy with none. It's like women pick up on the subcommunication of a guy who's less invested in them and associate it with their sexual competition of women who *might* be interested in him.

10) Most plates you've spun at one time?

Actively (meaning I double shifted at the time) 4. Inactively 7 when I was about 23.

11) How did you handle a time of having no plates?

Again, that's really a question of which time.

Between the ages of 17 and 21, I wouldn't even consider seeing more than whatever girlfriend I had ONEitis for at the time. However, even before I met my wife, I had some irons in the fire, but when I didn't I don't think I worried too much about it since I knew I was probably just one party or gig or business event away from meeting some new talent.

I know a lot of guys get weird or depressed about a dry spell, but I was always kind of optimistic about having no plates because I enjoyed having the freedom to get with whomever, and I looked forward to meeting new women.

12) Dress style you use for going out on the town/ social functions?

I work in the liquor and casino industry so it depends on the event and what time of year it is.

Nowadays if I'm out it's usually because I'm at a promo, a new brand launch or some casino special event I'm involved with.

Lets just say that 'business casual' is neither. I either go loose or I go tight, but it really depends on the venue. Loose is jeans, some nice slip-ons, a stylish tailored button down, maybe a casual sport coat. If I'm tight it means I'm somewhere upscale or I'm with the people I work with, so I fall back on well tailored suits.

When you get older, style is much different than when you're younger. What you wear at 22 is not what you wear at 42; there's ways for men to capitalize on a maturity in style that women expect from men with the refinement that comes from maturity.

I'm probably not the best guy to hit up about style though – I think I spend way too much on what I could probably get cheaper. Christian McQueen is a better guy to ask about style.

13) Are you currently working out/exercising?

Always. I'm at the gym at 5-5:30am five days of the week, and I haven't gone more than taking one week off from that schedule for about 15 years now. That may seem like dedication, but it's really about convenience; early morning is the *only* time my schedule permits me to work out, and honestly I prefer working out in an empty gym.

For about the last 3 years I've been doing kind of a modified Max OT workout. I got into straight Max OT when I lived in Florida after a trainer friend suggested it to me.

I'm not overly huge to begin with, but once I started lifting heavier (and I mean heavy all the time) and my intensity went up, it helped me push past a plateau naturally. I put on a solid 8 lbs. of muscle inside of 4 months. Heh, I had to buy new pants because my thighs got bigger.

It's probably not for everyone, I just know my body responded well to it. You do have to be careful of injury though, and not just in the lifts. I fucked up my back twice in about 2 years just getting cocky pulling heavier dumbbells off the rack. Just because your focused muscle group can do the lift doesn't mean your other supporting muscles can. You gotta be careful.

14) For meeting chicks in the past which way was most successful in your point of view and have you tried all venues? Day, Social circle, Online social media/ Online dating, clubs, vacation, through family, work or whatever else.

Again, I'm probably not the best guy to ask about contemporary pickup Game. Back when I was inadvertently spinning plates, my Game at the time consisted of playing in various semi-pro bands and hooking up after a gig. I suppose that would amount to Night or Club Game now, but it was the environment I was in and familiar with. Most of my Game relied on social proof, DHV and looking the part. There was a definite 'character role' women liked that I played very well then.

It got to a point where I could get a girl to buy me a drink which I'd nurse for a bit while I talked her up. If I got the right IOIs from her I'd simply say something like "hey, our set's coming up, watch my drink till I get back will ya?" If she was still there at the bar with my glass after an hour the girl was always DTF.

I should add that, later in life I became very apt at social circle Game, but again, that's always going to be dependent on social proof, preselection and demonstrating higher value to get a third party endorsement of your SMV.

I know the popular presumption is that if a guy walks into a club/party/social gathering with a 'hot girl who's his friend' it sends some magic preselection vibe to all the other women at the gathering. I've never found that to be true. Not that I doubt it happens, but rather if I'm somewhere with a woman (friend) who's SMV is 1-2 points above the most attractive woman at the event, other women tend to get catty or figure if I can score her why would she bother with me?

There's a fine line between the benefits of preselection and women simple feeling outclassed by a sexual competitor.

15) Have you ever went full "No Contact"? (Not expecting "results" of getting a chick back but simply cutting all ties.)

Oh yes. I really had no choice but to go no contact with the BPD girl I'd been with in my 20's, but she's really the only woman I've ever made a conscious effort never to contact again.

For other's I think no contact really came down to my indifference to the women I really had no more interest in after some event. Though I didn't do it intentionally, I was spinning plates and had other options to exercise so I'd just become occupied with another woman making no contact just a matter of course.

As I put forth in Plate Theory, non-exclusivity and maintaining your options is your best insurance against ONEitis, which in turn makes for a healthier frame of monogamy for a man later if that's what you choose to do. No contact is easy when you're genuinely indifferent to the girl you're going

no contact on.

16) How is married life going for you so far?

18 years on July 20th. I've only ever written a couple of direct posts about my marriage, but that's mostly due to my not wanting men to view it as some model to aspire to. I understand my circumstance aren't what most guy's are, personally, family or career-wise, but I don't for a minute believe I married the elusive unicorn of a woman.

I love Mrs. Tomassi more than anything in this world, we're a very good match, and red pill awareness has only accented that good match. And for the record, yes, Mrs. Tomassi occasionally reads what I write here and has read my book.

17) Have you read the full DJ Bible? Or some of it/none of it/ participated in it?

The old version yes. The new version not entirely, but I have several of my old essays included in it. I still think it's a pretty valuable resource for guys new to the red pill.

18) Have you ever met up with or talked to any SoSuave posters offline?

Yes, when I lived in Florida there were about six guys from the forum I used to meet occasionally for sushi or at one of my vodka brands' promos. Beyond that I do email and (very rarely) phone consults with people who request them depending on my availability and ability to help at any given time.

For the record, I never charge money for a consult.

19) Favorite So Suave posters or posters on your site other blogs etc?

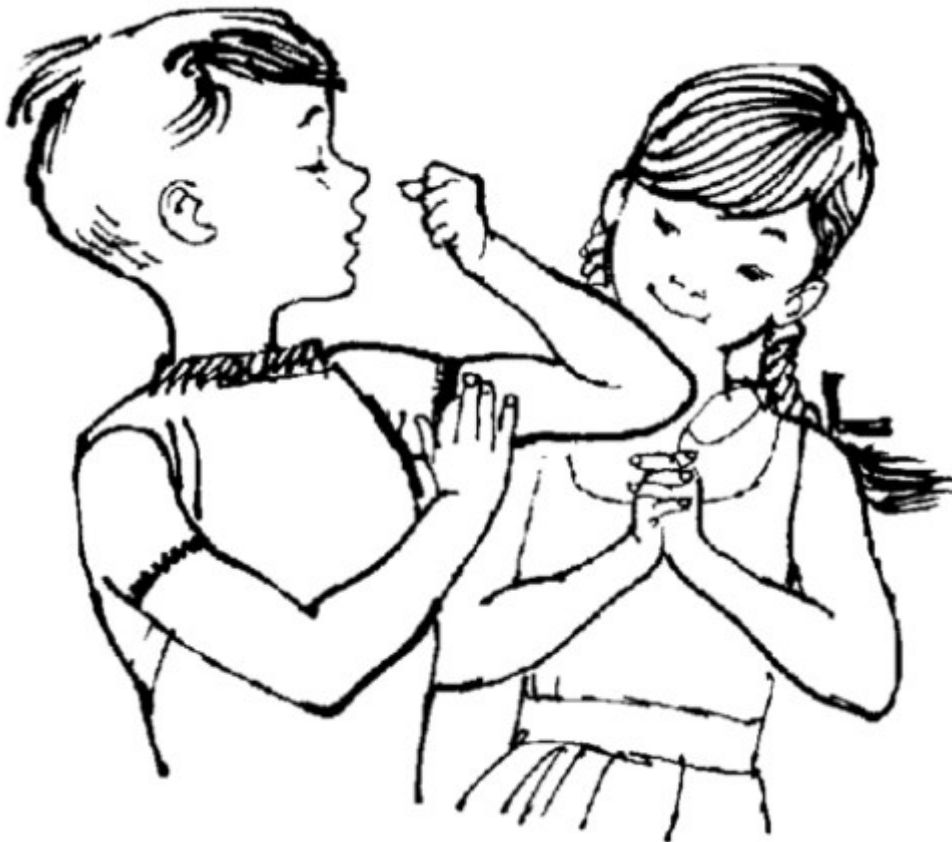
Gawd, I don't want to play favorites, but in no particular order off the top of my head I think Deti, Dalrock, Novaseeker, Donalgraeme, Good Luck Chuck, Deepdish, Stingray, Morpheus, Han Solo, Obsidian, Mark Minter, Yohami, YaReally, Jeremy, Earl (yes Earl), LiveFree and even the commenters I most emphatically disagree with, all give me something new to think about.

20) How's feedback coming along for your book, *The Rational Male*?

Better than I ever imagined. It's been a success in everything I hoped it would be in the regard that it's reaching men and helping change their minds and lives. My intent was never to make a load of cash from it, but rather to make it as accessible as possible to have the greatest reach possible and it's more than done this after only 9 months.

Equalism and Masculinity

August 20, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



What a lot of feminists hate about red pill theory is that it simply does a better job of predicting social behavior than feminism ever has. I'd like to think that red pill awareness has fundamentally altered (or enlightened if you'd like) intergender interpretations and understanding in a relatively short time,

but that would be a mistake.

There's a distinct group of self-evincing red pill guys who like to remind us in various comment threads that it hasn't always been thus. Their story is our forbearers "knew better" with regard to how men and women ought to interact with one another, and essentially spelled this out for future generations in the religious and philosophical texts of antiquity.

While I can't deny the merit of this, I also know that the men of those bygone eras didn't have anything approaching the mass of information and the connectivity men possess today. It's easy to get caught up in the romanticism of the idea that back in some Golden Age of manhood, men knew about the dangers of allowing women's hypergamous natures to run amok. I'm sure those men knew of the consequences of allowing women to control their fates. I'm sure there were Beta men and cuckolded men as well, but even the most wise Alpha among them could never, for instance, understand the impact that a unilaterally feminine-controlled form of birth control would effect upon a globalized society.

The sages of manhood-past may still have many relevant lessons for the men of today, but they simply lack the compounded experiences and understanding men possess now. Though they undoubtedly were keen observers of human behavior, the greatest thinkers of antiquity simply didn't have an inkling as to the evolved, biological motivators of the sexual strategies our psyches developed in our hunter-gatherer human past.

What frustrates the advocates of this bygone manhood wisdom is that for all of our collective experience and knowledge, for the past sixty or so years, men struggle to come to terms with what that masculinity *should* mean to them. For all of the accumulated male experience and relation of it that's led to red pill awareness, men still grapple with 'what being a man means to them'.

Undoing of a Man

When I do consults with men of all ages I have to begin from a presumption that what these men's concept of masculinity is usually is the result of a deliberate attempt by the Feminine Imperative to confuse men about what being a man *should* be for him.

Even the men who tell me they were raised by the most dominant, positively masculine fathers still suffer the internalized effects from this feminized effort to cast doubt on men's masculinity.

Recently NPR began a series of articles attempting to suss out what it means to be a man in the 21st century. I do listen to NPR, and while I know bias will always be an inevitable part of news stories, I couldn't help but assess what a morass attempting to define masculinity has become for contemporary men. Each story, each attempt to redefine masculinity, relied on the same tired tropes the Feminine Imperative has been using for men since the start of the sexual revolution.

Weakness, vulnerability, is sold as strength. Submissiveness and compromise to the feminine is sold as "support" and deserving of praise and a reciprocal appreciation (which never manifests in women). Beta is Alpha and Alpha is insecurity, bluster and compensation.

Those are the main premises, and, to a large degree, most red pill aware men realize that behavior is the only true determinant of motivation, and reject the feminized, egalitarian equalist messaging. However, what still surprises me is that this same, deliberate effort to cast doubt on what masculinity *should* be for a man hasn't changed its message or methods of conditioning men to accept this masculine confusion for almost 40 years now.

Through the late 80's and up to now, the idea of anything positively masculine is either ridiculed, cast

as misogynistic, or implies a man might be gay if he's too celebratory of his maleness. Since the start of the sexual revolution, any definition of what masculinity truly *should* mean has been subject to the approval of the Feminine Imperative.

In the absence of a clear definition of what masculinity is for men, the Feminine Imperative is free to create as grotesque a straw man of ugly masculinity, or as beatific a feminized model of masculinity as it needs to serve its purpose. With the aid of the Male Catch 22, blurring and distorting masculinity, raising and conditioning men to accept ambiguity and doubt about the security of a 'manhood' they're encouraged not to define for themselves, are all the methodologies employed to ensure a feminine-primary social order.

Equalism vs. Complementarity

Agreeableness and humility in men has been associated with a negative predictor of sex partners.

The problem inherent in applying reciprocal solutions to gender relations is the belief that those relations are in any way improved by an equilibrium between both sexes interests.

The Cardinal Rule of sexual strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

The mistake is applying a humanistic, egalitarian equalist ideal to human sexual strategies that evolved over millennia to be complementary to each other, not an equitable exchange of resources to be negotiated over. This is one reason genuine desire cannot be negotiated – this fundamental is rooted in our most primal, complementary understanding of sex.

The point at which egalitarian equalism (the religion of feminism) fundamentally fails is presuming that intergender relations should ideally exist in a goal-state of egalitarian equalism and / or a reciprocally equal state of mutually supportive interests.

Hypergamy doesn't care about equalism and reciprocity.

The sexes evolved to be complementary to each other for the betterment of the species. Why do you think women form the most secure emotional attachments to men 1-2 SMV steps above themselves? Why is masculine dominance such an attractive male aspect for even the most feminist of women who'd otherwise plead for equality among the sexes?

I have a bit of a weird relationship with "traditional masculinity". I've looked critically at it enough to know how much damage it does as a paradigm. I've seen the harm it can do to both men and women on an individual level. I've been subject to the violence it encourages. But despite all that, holy shit does it ever turn me on.

[...]

There's just something about assertiveness (let's be real, sometimes flat out arrogance) that does it for me. No matter how much I can be attracted to someone emotionally and intellectually, my swoons only happen when confronted by a powerful, competent man.

This has lead to some issues in my personal life. Who knew being attracted almost exclusively to men that inherently make bad partners wouldn't work out well for me?

What we're observing here is a rudimentary conflict between an internalized humanist idealism (the way equalism teaches thing's *should* be) versus evolved, impulsive realism (the way things *are*).

The doctrine of equalism presumes a socialized expectation of being turned-on or attracted to men

exemplifying a ‘gender equitable’, equalist-correct, mindset and the evolved, visceral arousal / attraction to a man exhibiting the dominant characteristic traits of masculine complementarity.

Another example of this conflict can be found in my essay on Choreplay.

In 2008 the transactional nature of sex-for-equitable-services was an over blown meme. The message then was that men needed to do more feminine-typical chores around the house, and the equitable exchange would be his wife reciprocating with more frequent and more intense sex as a result of his “equitable” participation in that negotiation.

Fast forward to 2013 and now (by the same author mind you):

Hey, fellas, put down those vacuum cleaners and pull out the lawn mowers.

Married men may think helping around the house may up their hotness quotient in the bedroom, but what really matters is the type of chore. Heterosexual married men who spend their time doing yard work, paying bills and changing the oil have more sex than husbands who spend their time cooking, cleaning and shopping, according to a new study on the subject of housework and sex.

“Households with a more traditional gender division of labor report higher sexual frequency than households with less traditional gender divisions of labor,”...

So what you see illustrated here, in just the space of 5 years, is the frustration and conflict between an equalist idealized model vs. the evolved complementary model of gender relations. It’s not about the equitability of like for like exchanges or like for like reward/benefit, but rather the way that equitability is expressed and how it grates against instinctually human expectations of behavior.

Sex differences, biologically and psychologically, didn’t evolve for hundreds of thousands of years to be co-equal partnerships based on humanistic (or moralistic) idealism. They evolved into a complementary form of support where the aspects of one sex’s strengths compensated for the other’s weaknesses and vice versa.

For every behavioral manifestation of one sex’s sexual strategy (hypergamy in females), the other sex evolves psychological, sociological and behavioral contingencies to counter it (mate guarding in males). The ideal state of gender parity isn’t a negotiation of acceptable terms for some Pollyanna ideal of gender equilibrium, it’s a state of complementarity between the sexes that accepts our evolved differences – and by each individual gender’s conditions, sometimes that’s going to mean accepting unequal circumstances.

Feminists (and anti-feminist women), humanists, moral absolutists, and even red pill men still obviously clinging to the vestiges of their egalitarian blue pill conditioning, will all end up having their ideologies challenged, frustrated and confounded by the root presumption that egalitarian equalism can ever, or *should* ever, trump an innate and evolved operative state of gender complementarity.

And thus we come full circle, back to a new model of masculinity that is found upon the evolved complementary order and aided by red pill awareness. I have no doubt that it will be an arduous process of acceptance for blue pill, masculine-confused men vainly attempting to define their own masculinity under the deliberately ambiguous contexts laid out for them by the Feminine Imperative, but I do (hopefully) believe that red pill awareness is already making a positive impact on countering a presumption of equalism that only truly serves feminine primacy.

It'll take time, but with every aware man utilizing red pill awareness to realign his masculine identity and benefit from it, other men will begin to come to the same awareness or else fall off into their own ambiguity.

Back to Basics

August 25, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In last week's post my intent was to shed some light on how an idealized state of egalitarian equalism and gender parity is always at odds with our 'feral' natures which evolved not due to co-equal partnership between the sexes, but from a complementarity between the sexes that fostered the then mutually beneficial imperatives of both.

Any time I suggest the 'nature' of how human beings' evolved psyches influence our personal and social interaction in the now, I'm always going to get resistance from the "rise above our natures" faction of humanistic (and moralistic) hopefuls that insist the instinctual natures which made us such a successful species can (or should) be sublimated by our higher rational (or spiritual) selves.

I can fully relate with those who see the red pill as cynical or pessimistic.

When egalitarian equalism has been the model you've been conditioned to believe from birth is

the *only* viable model to base a society and personal relation on, anything different, especially brutal observable realities, is going to smack of cynicism and defeatism.

One reason I believe most guys, either reject the concept of Alpha or want Alpha to fit into a super-heroic ‘leader-of-men’ archetypal definition is because it agrees better with an egalitarian mindset. Most women like to cast Alpha in this way because it serves the public relations aspect of their hypergamy better – Beta men make better, more dedicated resource providers when the only message they hear is what they’re doing is ‘the real Alpha’.

It’s not until men are confronted with the cruel realities in real time that they have an opportunity to learn from experience that, for as much as they want to cling to the ‘open communication / rise above our programming’ memes of egalitarianism, the observable (often painful) reality is one where women’s instinctual natures dictate their behaviors. And, as might be expected of an equalist mindset, those behaviors are then excused and rationalized as forgivable “human vulnerabilities” – and if you don’t forgive them, you risk being judgmental and further fail to live up to the egalitarian equalist/humanist ideal.

The Feral Woman

As loathe as I am to give the HuffPo any link love, I read with interest [Why Great Husbands Are Being Abandoned](#). I’m going to quote some of it here, but I do so because it seems to me that even the bastions of equalist thought are finally, begrudgingly, coming to terms with the inherent failings of reconciling equalism with evolved, conventional, complementarity among the sexes.

In the last few decades women have slowly driven their point home. The millennial men, who are their current counterparts, are freer thinkers and they have responded in kind in their relationships as well. These men like their women strong and feisty, and have willingly accepted the responsibility to connect in a more vulnerable way. They get it that it’s sexy to help make a meal or take the kids away on a Sunday morning so their wives can sleep in. They are the androgynous guys that their women have asked them to become.

You would think that the women in these new relationships would be ecstatic. They’ve got a guy who wants to work out together, share parenting, support their parallel dreams, and make their family collective central to both of their lives. They’ve established an equal relationship of coordinated teamwork, and the guys don’t seem to miss their old need to posture for power over intimate connections.

Well, guess again. Fifty percent of marriages are still ending in divorce, and women continue to be the gender that initiates those endings. In the past, their reasons for leaving most often had to do with infidelity, neglect, or abuse. Now they’re dumping men who are faithful, attentive, and respectful, the very men they said they have always wanted. Why would women who have accomplished the female dream suddenly not be satisfied with it? Why are they leaving these ideal guys, and for what reasons?

I am currently dealing with several of these great husbands. They are, across the board, respectful, quality, caring, devoted, cherishing, authentic, and supportive guys whose wives have left them for a different kind of man. These once-beloved men make a living, love their kids, help with chores, support aging parents, and support their mate’s desires and interests. They believe they’ve done everything right. They are devastated, confused, disoriented, and heartsick. In a tragic way, they startlingly resemble the disheartened

women of the past who were left behind by men who “just wanted something new.”

You may think that these women are ruthless and inconsiderate. Those I know are far from that. More often, they still love their husbands as much as they ever did, **but in a different way**. They tell me how wonderful their men are and how much they respect them. **They just don’t want to be married to them anymore.**

I read this article after I’d read the plea for Traditional Masculinity in the Jezebel *groupthink* article I linked in last week’s post and it struck me that along with the societal emphasis on a more overt and open hypergamy comes a need to reconcile it with equalism. This is proving to be a tall order as articles of this nature illustrate.

It’s important to understand that this internal conflict isn’t coming from men trying to square their sexual impulses with their higher-self aspiration of honor, duty and integrity. This conflict is coming from women who’ve been raised with expectations of gender parity, equalism and ‘open communication’ to resolve differences.

These women are now observing their own behavior and trying to reconcile the base feral motivators (hypergamy) with “how things ought to be” in an idealized state of egalitarian equalism.

These women cannot help but see the very observable consequences of open hypergamy now. I don’t necessarily disagree with the conclusions Randi Gunther comes to at the end of this article, I just disagree with how he comes to them.

Then things started to go awry. Perhaps these androgynous couples over-valued adopting the same behaviors in their relationship. Maybe the men got too nice and the women a little too challenging. Oddly, the androgynous men seemed to like their new-found emotional availability, while the women began to feel more unfulfilled. Her “perfect” partner, in the process of reclaiming his full emotional expressiveness, somehow ended up paying an unfair price; he was no longer able to command the hierarchical respect from her that was once his inalienable right.

What Randi doesn’t consider is the natural complementary states men and women’s psychological firmware descended from since our hunter-gatherer tribal beginnings. He can’t consider it because it disagrees with the ‘higher-selves overcoming our natural state’ aspect of egalitarian humanism.

But the observable truth is right there in front of him, with his head in his hands, so he can’t ignore it. Naturally the first recourse is to force fit this truth into a more palatable egalitarian framework, but even this falls flat (as evidenced by the predictably dismissive comments). What he and the commenters can’t reconcile is the truth of the androgynous men directly created by egalitarian equalism and the natural and instinctual predisposition of feminine hypergamy.

Red pill aware men see this for what it is because we’re accepting of the truth of women’s feral natures and what it prompts them to, but this is an excellent illustration of the primary differences between a red and blue pill mindset.

There is a primal need women have for natural masculine dominance. Whether this dominance is physical (looks and sexual prowess), psychological (Game) or provisional, women are seeking a dominance that an androgynous man is incapable of providing. As I’ve stated in prior posts, androgyny is homogeny, and nature stagnates (and often dies out) in conditions of homogeny. Androgynous men, by definition *aren’t* men – they are neither masculine or feminine – so is it any surprise that women’s innate, heteronormative, subliminal and tingle inducing need for a traditionally

masculine man is frustrated by the same egalitarian mindset they've fostered in compliant men for so long?

Primal femininity is confused and frustrated by blank-slate equalism.

The Blue Pill Painted Red

As open hypergamy and the conflict between equalism and complementarity becomes more evident the advocates for that 'touchy-feely' "men need to be more balanced with Beta" sentimentalism will find it increasingly more difficult to sell that brand of equalism.

I'm aware of many a former (nominally) red pill blogger who's dropped their previous advocacy for masculine (Alpha) attributes being arousing/attractive in favor of a diluted blue pill 'new age sensitive guy' message that better resonates with his increasingly female readership. While spinning just enough red pill into what accounts for a blue pill ideology might make for better, temporary, revenue, it only aggravates the same conflict between equalism and complementarity that Gunther here is exposing.

The DeadBedrooms subreddit is an excellent example of this conflict. I'll warn you now, this forum will depress you, but virtually every personal admission here is a testament to what men were conditioned to believe women would *want* in a man, in a relationship, and the empirical results of the imbalance between a blue pill mindset and a red pill reality.

The popular message, the socially acceptable one, is that what makes a man an ideal long term partner will necessarily make him a tingle inducing sexual prospect. It sounds right, and it lifts women on whole up to a more idealized, humanist, higher-self.

Prior to the push for a more open hypergamy, what woman wanted to cop to love fucking the bad boys and "best sex ever" short term partners? No dutiful Beta wants to hear that truth, so the praises of the "respectful, quality, caring, devoted, cherishing, authentic, and supportive" guys are sung.

It may sell books and increase click-thru traffic, but ultimately hypergamy doesn't care about higher-self aspirations or the conditioned delusions of men who believe that what makes men an attractive prospect for Beta Bucks will necessarily turn women on for Alpha Fucks. Your proof is in the DeadBedrooms subred.

Before I end here, I feel I have to address that I do in fact believe that men and women can, and regularly do, rise above our innate instinctual natures. Obviously civilization didn't reach the point we have by not controlling our base natures. The problem I see now is the social order established to effect that control is failing to account for the conflict between equalism and complementarity.

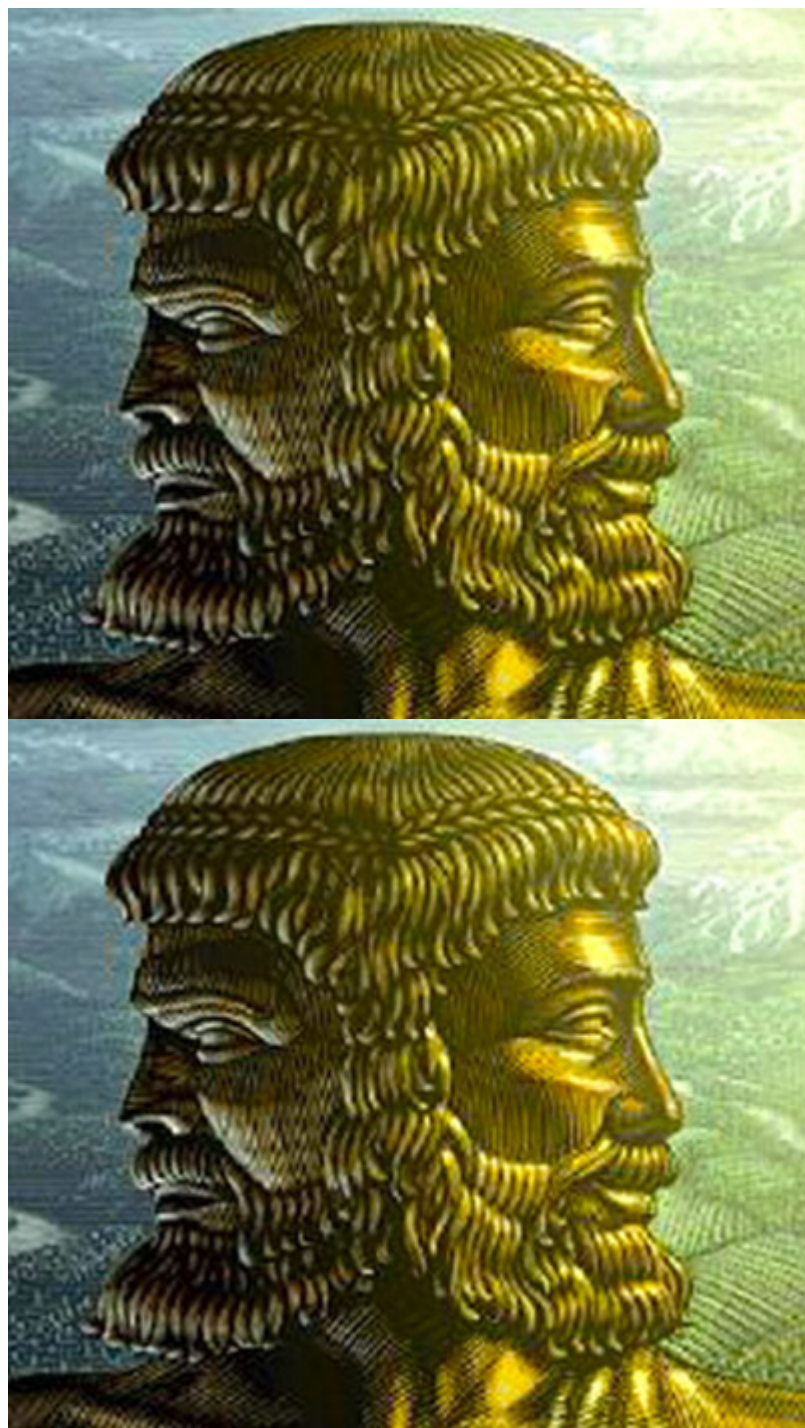
If there's a take away lesson to be learned from Gunther's article it's not that men are lacking in Beta attributes or sensitivity training to balance their asshole Alpha egos. If anything the vast majority of men have too much invested in that Beta equalism and sentimentality.

Whether it's openly or covert, the message we get from those men's consequences is that women are overwhelmingly conveying the want for traditional masculine dominance, prowess, control and even a bit of the cocky ego that legitimately comes along with it.

It's been mentioned in many a manosphere comment thread that, the medium is the message, and women's medium has been proving that their interests lean much more openly towards Alpha Fucks, even after marriage, even after consolidation on Beta Bucks provisioning.

The Myth of the ‘Good’ Guy

September 2, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For as often as I’ve made my best attempts to define what I believe constitutes feminine Hypergamy on this blog, it seems that critics of the red pill, and even newer, well-meaning red pill advocates, are beginning to think of Hypergamy as some convenient trope that manosphereans refer to when they want to explain away some annoyingly female trait.

Is she shit testing you? Must be Hypergamy. She broke a nail? Must be Hypergamy.

There is a very real want for understanding things in as simplistic a solution as possible, but feminine Hypergamy isn’t a dynamic that lends itself to a simple definitions. One of the reasons the early proponents of PUA ran into issues with legitimizing their ideas was due to so many of their

‘students’ seeking out easily digestible answers to solve their ‘girl problems’. As I laid out in [Dream Girls and Children with Dynamite](#), these guys wanted the **tl;dr** (too long; didn’t read) footnote version of what to do in order to get to the silver bullet, magic formula part of the lesson to either get with their dream girl or “start fucking hot bitches”.

It is exactly this mentality that’s now causing such frustration in understanding Hypergamy and seeing how it works, not just in individual women’s personal decisions, but as a societally influencing force of the Feminine Imperative. Hypergamy is not a “math is hard” dynamic, but because it requires a comprehensive (and evolving) understanding it seems like the go-to throwaway answer to women’s behaviors and mental schemas to men (usually new to the red pill) without the patience to really invest themselves into grasping it.

I’ve defined Hypergamy so often on this blog that if you search the term “hypergamy” in Google, the Rational Male blog is the number two return below the wikipedia definition. As I write my way through the second volume of the Rational Male book I’ve found that a concise understanding of feminine Hypergamy is vital to grasping so much of the social and psychological dynamics that are a result of it. Every PUA technique, every common frustration MGTOW experience, and every gender-biased social injustice MRAs set themselves against, all find their roots in feminine Hypergamy, women’s pluralistic sexual strategy and the social and legal manifestation employed to ensure maximal feminine social primacy in optimizing Hypergamy.

Looks vs Character (Game)

Over the course of the past five or so posts, the topic of discussion in the comment threads has eventually found its way back to the basics of Looks versus Character (or Game, depending on your perspective of how learning affects character). Only discussions over what constitutes ‘[Alpha](#)’ in a man are so contentious as the importance women prioritize physical arousal in men.

I’ve already covered this debate and what I believe influences women’s arousal priorities in the [Looks Count](#) and [Have A Look](#) posts. My intent with today’s post isn’t to reheat these old debates, but rather to investigate a bit further into the connection between Hypergamy and this arousal prioritization.

First and foremost it’s important to understand the part that women’s biologies play in influencing Hypergamy and how women’s biology is more or less the point of origin for how they conduct their sexual strategy. To review, I’ll ask that readers refer to my post [Your Friend Menstruation](#), but the basis of women’s sexual pluralism is found in the natural attraction predispositions that women experience as a result of (healthy) ovulation.

In her up cycle (proliferative) phase of ovulation, women are psychologically and behaviorally motivated to prioritize physical arousal above all other breeding considerations. In her down cycle (post-ovulation, luteal phase) women are similarly motivated to prioritize comfort, rapport, and long term security to ensure parental investment and benefit survival.

What I’ve described here, in as brief a fashion, is the foundation of Ovulatory Shift. There exists over a decade’s worth of experimental psychological and biological evidence supporting this theory. Due to biological and psychological influence, women become subliminally predisposed to behaviors which maximize fertility odds with the best available breeding opportunity, and maximize the best potential for long term provisioning and parental investment.

Whether this behavior is manifested in a preference for more masculinized male faces and body type, greater ornamentation and lower vocal intonation for women during ovulation, or a predisposition for

more comforting, nurturing and supportive male characteristics during her luteal phase, the end result is optimizing Hypergamy, and ultimately reproduction.

For further reading on Ovulatory Shift, see the research of [Martie Hasselton](#).

Arousal vs. Attraction

From last week's post, in one of his less long-winded comments, commenter Siirtyrion inserted this bit of evolutionary truth:

Females only receive two quantities of evolutionary value from males – direct benefits (observed in long-term mating, with implications for the survival of offspring), and genetic benefits (observed through indications of physical attractiveness in her mate). And since females can receive genetic benefits outside of marriage (i.e. through casual sexual encounters), and no longer need rely upon mates for the survival of their offspring, there is no pressure for them to compromise on holding out for an unlikely (long-term) fantasy partner.

This current social pattern increases highly male variance in mating success, because female sexual choices always tend towards small male breeding populations (narrow range of male phenotypes), while male 'preferences' are inclusive of a broad range in female variance.

I believe one of the main contentions Siirtyrion kind of needles with this is that, as described, modern conveniences of female social empowerment (actual or imagined) discounts the need for hypergamic assurances of long term security. I'm not so willing to accept an overall disregard for the provisioning aspect (Beta Bucks) – you're not going to reprogram millennia of psychologically evolved firmware overnight – but in discounting this need, the characteristics for which women would seek out a male exemplifying the best long-term security are deemphasized if not considered entirely.

If you read through any woman's online dating profile you undoubtedly come across some variation of what Roissy has described as the "483 bullet point checklist" of stated prerequisites a man must possess in order for her to consider him a viable candidate for her intimacy. While I don't think there are quite that many items on the checklist, you'll find a host of common-theme personal qualities a guy has to have in order to be her boyfriend – confident (above all), humorous, kind, intelligent, creative, decisive, sensitive, respectful, spiritual, patient,..I could go on or you could just [read this old joke](#).

The point is that all of these characteristics that women list as being 'attractive' have absolutely no bearing on how sexually, physically, 'arousing' a woman finds a man. As I've described in the past, while Game and personality can certainly accentuate arousal, all of these esoteric personal qualities have no intrinsic "gina tingle" value *if* a man isn't an arousal prospect to begin with.

The confusion that most Beta men make is presuming that what women list as being necessarily 'attractive' IS what makes him 'arousing'. So when he models himself (often over the course of a lifetime) to personally identify with this checklist of *attractive* prerequisites he's often frustrated and angered when all of that personal development makes for little difference when a woman opts to regularly fuck men of a better physical standard.

It's duplicity of a sort, but it is also a strategy of deliberate confusion.

It may not be a woman's conscious plan, but this deliberate confusion makes the best pragmatic sense to effect an optimized Hypergamy. Remember that Hypergamy is not just Alpha Fucks, it's also Beta Bucks ... if a bit delayed in her life in order to maximize Alpha Fucks. So when a woman describes

what she finds “attractive” in a man this list will include all of the above bullet point characteristics because they “sound right” – because they shine her in the best light, yes, but also because in being so concerned she imputes the idea that she’s following the ‘right’ plan of looking for a good man to have a future with, and raise kids with.

Then and Now

This is going to sound like I’m glossing myself, but bear with me – I can remember how effortless sex used to be for me when I was in my 20’s. I had sex outdoors, in cars, hotel rooms, in hot tubs, in the steam room of an all women’s gym (after hours), I even got after it with a girlfriend in the balcony of a church in L.A. once (again after hours, no one around, only for convenience I assure you). Mostly I didn’t have a dime to my name, but I still had one of two fuck-buddies who would literally come to the bedroom window of my apartment to fuck me in the morning once or twice a week before I went off to the community college I was going to.

The point is there was no pretense of ‘attraction’ being anything other than a girl and I enjoying ourselves then. There was no ‘checklist’ of acceptable pre-qualifications for intimacy. The providership necessity that dictates a need for long-term consideration wasn’t even an afterthought; in other words, the Beta Bucks / Character / Integrity aspect of Hypergamy that women publicly claim is a dealbreaker for real intimacy was prioritized far below Alpha Fucks sexual urgency.

You can say these were just the types of girls I was getting with at the time, but courtesy of social media, I assure you, you would think these women would never have had that capacity now. They were all “sooo different when they were in college.”

It’s not until after a woman’s Epiphany Phase at around the time she becomes aware of her SMV decline that she begins to consider making that Beta Bucks checklist any kind of prerequisite for sex and intimate partnering. However, this epiphany isn’t the sudden revelation women would like men to believe it is.

For the life of me I can’t remember where I read the link, but I was reading a ‘Dear Abby’ sort of advice seeking article from a young girl (early 20’s) who was exasperated over finding the “perfect guy” only she couldn’t ‘get with him *now*’. Her words were something like “He’s so great, awesome personality, funny, in love with me, supportive, etc., but I wish I could freeze him in time so he’d be the same guy and waiting for me when I turn 29 or 30.”

On some level of consciousness, like most women, she knows the dictates of what her own Hypergamy is predisposing her to. She knows she’ll *eventually* need that ‘perfect’ supportive, in-love guy to live out the long-term aspect of her Hypergamy with,...after she’s exhausted her short term breeding potential with men who better embody the Alpha Fucks dictates of her Hypergamy.

Arousal Preparation vs. Provisioning Preparation

For all of Siirtyrion’s vernacular, I will have to agree (to a point) that the balance between women’s short term breeding impulse and the long term provisioning needs Hypergamy predisposes them to now strongly favors the Alpha sex side of that optimization.

In Open Hypergamy I made a case for the aspect of an ‘old order’ of Beta Provisioning being a previously ‘attractive’ element for women’s determining long term suitability with a man, and that this old order was being replaced with other, extrinsic means of ensuring a woman’s security needs. Whether by social funding, or by indenturing men to provide for women’s wellbeing through other social conventions the effect is an imbalance between the dual nature of women’s sexual strategy.

However, I also feel it goes beyond just the social element now. Men are still confused by a feminine conditioning which wants to ‘freeze’ him in time in order to be the dutiful ‘perfect’ guy, ready to be thawed out and ready to serve the Feminine Imperative at a woman’s convenience.

While still convenient, men must be conditioned to confuse him that ‘attraction’ qualities *are* ‘arousal’ qualities in order to have him ready to be ‘perfect’ at his appointed time – and it is women who need to believe for themselves that this *is* what they think *should* be true.

The Myth of the ‘Good’ Guy

In the beginning of one of my earliest posts, Schedules of Mating, I briefly refer to the ideally balanced guy who would satisfy the optimization purpose of women’s Hypergamy:

There are methods and social contrivances women have used for centuries to ensure that the best male’s genes are selected and secured with the best male provisioning she’s capable of attracting. Ideally the best Man should exemplify both, but **rarely do the two exist in the same male** (particularly these days) so in the interest of achieving her biological imperative, and prompted by an innate need for security, the feminine as a whole had to develop social conventions and methodologies (which change as her environment and personal conditions do) to effect this.

There is a dichotomy that exists for men in this respect, which really has no parallel for women.

I am aware of certain (formerly red pill) bloggers who promote the archetype of a ‘Good’ guy as some role for men to ideally aspire to. The ‘Alpha Cad’ archetype must necessarily become the ‘douchebag’ caricature of an overtly distasteful masculinity (for men less able to embody it) and yet, the opposite caricature of the doormat, supplicating ‘Beta Dad’ is equally distasteful and certainly untenable when we consider that ‘attractive’ qualities are never ‘arousing’ qualities.

So the archetype of the ‘Good’ guy is offered up as some sort of livable, compromised ideal. If men could aspire to embody the best of the Alpha and temper that with what they define themselves as the best of the Beta, well then he’d be the ‘perfect’ catch for any woman of course.

The problem with this ‘Good Guy’ myth is not because men can’t or wouldn’t want to try to balance women’s Hypergamy for them, but simply because women neither want nor expect that balance in the same man to begin with.

It comes back to the Just Get It principle for women – any guy who needs to make a concerned effort to *become* what he expects women will want from him to be ‘the perfect guy’ doesn’t get it. They want Mr. Perfect because that *is* who he already *is*.

I mentioned above that there really is no parallel for this in women and I’m sure the Madonna / Whore dichotomy will be mentioned in the comments later, but allow me to point out that there is no concerted parallel social effort on the part of women in which women prompt each other to become a ‘Good Girl’ in order to satisfy the ideals of men. If anything a hostile opposite resistance to this is most true.

Women neither expect nor want a ‘Good Guy’ because he’s not believable, and his genuineness is always doubtable. That may sound jaded, but throw away any idea of being a ‘Good Guy’ balance of Alpha and Beta, because the Beta side of ‘good’ is so reinforced and common in men that it’s become the default template for women’s perception of you.

There is no Alpha with a side of Beta, there is only the man who’s genuine concern is first for

himself, the man who prepares and provisions for himself, the man who maintains Frame to the point of arrogance because that's who he is and what he genuinely merits. There is only the Man who improves his circumstance for his own benefit, and then, by association and merit, the benefit of those whom he loves and befriends.

That's the Man who Just Gets It.

Year Three

September 8, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



August 18th was the 3 year anniversary for The Rational Male. My apologies for not having dropped this post sooner, but I held off until September because I wanted to post the most accurate numbers I could for August. That, and I think I needed to hammer out the concepts of the past 3 weeks topics before they escaped me.

So here it is readers, three short years ago I finally decided to motivate myself to commit almost 10 years of SoSuave forum posts and all of those concepts into a unified blog – and then dare to write a book.

This has been an interesting and contentious year for me. In August of 2013 I had just returned to Nevada after living in Florida for the past 8 years. My work and living situation changed drastically, but now in hindsight, for so much the better. My relocation couldn't have come at a worse time as I was about half through the first book I've ever attempted writing and had to delay it month after month as I basically rebooted my life and the lives of my wife and daughter.

I officially published The Rational Male on October 1st, 2013 and it's been one of the best things I've ever done in my life. It certainly wasn't easy and I've got a new edition, with better editing coming on the heels of the next volume of Rational Male.

Once the book published it allowed me to step back a bit from my blog writing to see how these core principles fit into a larger whole of where I wanted the blog and possibly the next book to go.

In just under 9 months the response has been truly humbling for me. That probably sounds like some standard bullshit an author is supposed to say – even calling myself an “author” still feels kind of strange – but when I receive emails and comments, or read reviews on Amazon about how what I've written in the book and blog has changed people's lives, helped them to understand both women and

themselves better, and even prevented suicides, ‘humbling’ is the only word I can muster.

I’ve had more than a few readers ask me if I’ll ever take up writing full-time, and I think the answer is always going to be ‘no’. I never set out to make a book or even writing my livelihood. I make a good living doing what I do, so I don’t *need* to write a book to supplement my income. I write because I feel it’s important to reveal how things work in intergender dynamics to help men avoid the traps and life altering decisions most make because they simply had no one expose what’s under the hood with respect to women and how the Game is played.

I also feel it’s important for me to stay in the game so to speak. To an overwhelming degree what I write is the result of the experiences I’ve had being long employed in various industries that keep me out in the world in a social context. I’ve had the unique experience of both being “in the field” and observing behavior while also being a married Man and father. Honestly, one of the reasons I decided to move back to Nevada was to maintain this situation. My place isn’t behind a desk (at least not Thursdays – Saturdays), it’s out in the world doing something, creating things and moments, and learning from them.

In three years I have never monetized the Rational Male, nor do I have any plans to do so. As my blog numbers have steadily risen I’ve had several opportunities to do just this, but this blog has never been just about me. I’ve always been pretty upfront with my numbers at Rational Male and as they’ve climbed I’ve always believed this was a watermark of how the manosphere on whole has expanded into popular consciousness. The rise you see in these numbers represents the growing awareness of the Red Pill, Game and men coming to understand the realities of the social and psychological landscape of intergender relations that they find themselves in.

Personally I find this very encouraging.

The Rational Male – Preventive Medicine

My most immediate plans for the rest of 2014 is to complete the next volume of The Rational Male – Preventive Medicine. I had initially planned this book to be a quick hit one-off ebook with an expanded focus on the Preventative Medicine series of posts I published this spring, but the rewriting and compiling fluidly blew up into enough material for a whole new volume.

This book, while still incorporating some past posts, has a deliberate purpose of helping men (both red pill and the uninitiated) to understand modern feminine nature so as to help them avoid the worst of the most common life-decisions with women as well as to aid them in understanding what’s happened to them in past, and what possibly awaits them in future relationships.

This will be the primary focus of the new book. The Rational Male I consider the core-work, but Preventive Medicine will build upon this core with a direct purpose. Preventive Medicine will be the answer for the men who “wished they’d had all of this information before” they made the choices they made, and to help them understand why they did.

Moving Forward

Lastly, I’d like to state now that this blog has been, and will continue to be the testing ground for red pill / Game concepts. It will continue to be an unmoderated forum, and as such, as a marketplace of ideas, sometimes this means considering blue pill dissent and occasionally outright trolling. I’ve always felt the benefits of open discourse outweigh the nuisance of simple myopic hating, and more often than not I’ve been rewarded with having my commenters make the same counterpoints to these individuals I would’ve made myself. This is a wonderful gauge of how well men (and some women)

understand and internalize the ideas I've offered here, as well as educating me of things I may not have considered about those very same ideas.

I should also add that despite the occasional suggestion that I moderate the comments I've found that in 3 years my commenters really moderate themselves and others. I think this is a testament to the sincerity and genuineness of interest in those commenting over the years. I'd like to thank you all for keeping this standard of commenting. One of the best compliments I get is when a newly unplugged guy lets me know that he benefitted as much from the level of discourse in the comments as he did from a particular article that brought him to The Rational Male.

The message and purpose of The Rational Male will never be watered down, and certainly never for the sake of my personal betterment. The unvarnished, sometimes difficult truths of the red pill will continue to be this blog's priority. The purpose of this blog isn't affirming anyone's relationships or dogma, or compromised by anyone's individual circumstance; neither is it meant to discourage those relationships or foster a hopeless nihilism – the purpose is education.

What anyone takes from that education I leave to the individual. I will continue to provide my own insights and what I may think are 'best practices' with regard to what this education represents for men (and I encourage others to do so as well in the commentary), but ultimately what works best for myself or others may not be what works best for someone else.

As I've stated before, I don't want to show you how to become a better man, I want *you* to show *you* how to be a better man. What's discussed here will often show you solutions or give you actionable information about how to make yourself a better man, but in the end it must come from you.

Thank you all for your involvement in making this blog a better collective experience for everyone. Here's to another year of Rational Male.

The Best of Rational Male â◻◻ Year Three

September 10, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Once again, I'll be adding this post to the top page in a week or so for future reference.

As most of my regular readers are aware, I have a habit of crafting my essays over the course of a week or so, but about 8 months ago I got into the practice of keeping a small 'scratch' notebook with

me wherever I go now. As an artist I've always kept a sketchbook with me to scribble out ideas when the moment strikes, and I find that this is even more necessary to my writing now as ideas or fragments of interesting 'germs' of posts often hit me when I'm not at my computer to flesh them out. This practice has resulted in most of these 'best of' essays for 2013-2014. I get asked about my writing process fairly often and the best I can describe it is 'crafting' a post. I jot the elements of a topic in this notebook and some just sit there while others kind of snowball and take on a life of their own. I got to a point where I found myself waking up around 2am after a good sleep and having an internal conversation that was really my hashing out concepts and predictable counterarguments for what would be a good topic to address, only to fall back asleep 45 minutes later and wake up at 5 forgetting what it was I was considering.

So I decided to embrace the madness so to speak and simply started getting out of bed writing the basic elements out in my notebook and getting back to them later the next day. I also found I sleep better once I do.

So these are what I thought were my most important concepts in year 3. As far as general topics go I think *Open Hypergamy* will be something deserving of more attention in the coming year, however, *Male Space* is my personal favorite for year 3. I've chosen this post because I think it most succinctly and accurately describes this social dynamic.

And again, these are all among the best rated posts of The Rational Male for this year, plus a few I thought were important. I've deliberately left out the Preventative Medicine series from this lineup because I thought it important enough to dedicate to being the basis of the next installment of the Rational Male book, and I'd rather they be brought to life in that publication than distract from the rest of these posts.

It's always difficult to consider which of these to include, because I (naturally) think all of my posts have the potential to benefit an individual reader. I always run the risk of having new readers just wind their way through my 'best of' without considering the others, but my hope is that these posts will encourage you to read all of my essays.

Thanks again for another great year, and I'll continue to write for as long as there are issues to address.

Enjoy!

The Rational Male – The Book

Communication

- Appeals to Reason
- Not All Women Are(n't) Like That
- Women Talk, Men Do

Game

- As Good as it Gets
- Secret of the Red Pill
- Game Changers

Love

- [The Male Experience](#)
- [Love Story](#)
- [Intersexual Hierarchies – Part I](#)
- [Intersexual Hierarchies – Part II](#)

Sexual Market Value

- [The Curse of Potential](#)
- [Sex, Lies and Statistics](#)
- [The Gift](#)
- [Separating Values](#)

Social Conventions

- [Anger Management](#)
- [The Brand of Independence](#)
- [Suck It Up](#)
- [The ‘Real’ Nice](#)
- [Male Space](#)

Hypergamy

- [Empathy](#)
- [Saving the Best](#)
- [Beta Fucks](#)
- [Controlling Interests](#)
- [Open Hypergamy](#)

Positive Masculinity

- [The Apologists](#)
- [Game and Circumstance](#)
- [Equalism and Masculinity](#)

Alpha Agents of Righteous Karma

September 15, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Reader Keyser Soze had an interesting comment last week that I thought would be a good jump off point for today's topic:

@Siirtyrion: You said, "Many scientists still go by this notion because it explains the frequent tradeoffs in mating and gives us a more complete picture for sexual selection as a whole. I understand that I uphold physicality as king, but understand that hypergamy isn't completely about a short-term mating strategy, regardless of what some people may think. Women may be able to fund their our lives currently but rest assure, they still seek out Beta Bucks in other forms aside from monetary or material gain (i.e they still seek out physiological and emotional comfort from less than ideal males)."

Question for all:

Reading this, I had a thought. We often talk about women hitting the wall at 35ish and their sudden willingness to be more reasonable with their expectations in a mate as they realize their SMV has decreased. I wonder if the above quote also plays into this. By the time women hit 35ish, historically (without modern methods of assisted conception) they are past their childbearing years. I wonder if their mating strategy changes at this age not only because of diminished SMV, but also because they are no longer looking for prime genetic material for reproduction as much as they are looking for "physiological and emotional comfort". Perhaps this was implied all along, but I never thought about it this way before.

I hate to think this is going to come off as sympathy for the aging spinsters who had their cake in their youth and now, late in life, are looking to make honest amends for their past decisions, but it probably will.

A few months ago I broke-down [Robin Korth's aging sexual denial](#) and in response we got a glimpse into the rationalization engine (a.k.a. the Hamster) at work in feminine solipsism:

<http://twitter.com/RobinKorth/status/486636301207093248>

My intent here isn't to pick on Korth personally or really any woman in the post-Wall demographic in particular, but this self-insight is an excellent illustration of the feminine solipsism I often refer to on this blog. Furthermore, this sense of ego-blamelessness is then combined with the easy rationales and social conventions ready-made by the Feminine Imperative to affirm her self-importance.

Deti comments:

Robin Korth should be reposing in the love of her husband of the past 35 years, give or take. She should be doting on children and grandchildren as the esteemed matriarch of her family.

Instead, Ms. Korth is still out there acting as if she's 25 years old. She's still trying to navigate the sexual and dating minefields. In the end she's trying to show everyone (but really herself) that she's still "got it"; that she can still arouse a man sexually. It is all really about self aggrandizement. It is all about self-validation and affirmation. In the end, it's all about Robin Korth. It's pathetic and sad, really.

And no, Ms. Korth, your life is not the result of what you think about yourself. You are what you do. You are NOT what you think, read, or write. You are not what you were or what you'd like to be.

You are what you do. Period. Full stop.

And from The Difficulty of Gaming Women by Age Brackets by (the old) Roissy:

36 to 38 year olds

She is at peace with her spinsterhood and her failure in the dating market. She will acquiesce easily and gratefully to sex with very little game, as long as you don't look like a grandpa. Her expectations are so low, it will be a challenge to disappoint her.

If you are prone to guilt, you might feel it when you inevitably dump a woman in this age range. Don't. Remind yourself that her past is littered with her insouciant dumping of many beta men before you. **You are merely an alpha agent of righteous karma.**

Granted, Robin is well past the 38 year old mark by over 20 years, however even at 59 the description is still remarkably apt in light of Deti's overview, however, the real lesson here is for men.

There comes (or should come) a certain empowerment for men after a point of maturation in life where he grows into an understanding of how the Game is played by women. As I've noted in the past month, this game, the former secret of women's dualistic sexual strategy, is becoming more and more of an open secret amongst a feminine-primary culture becoming increasingly more assured of its primacy. If anything this plan for women's optimizing hypergamy is just this side of proudly flaunting it to men.

As I pick my way through exactly this 'plan' in writing the next book, I've actually become less surprised by so many examples I find of this willingness with which women will overtly share their strategy for assuring short-term Alpha sexual desires during their SMV peak, and then consolidation on the security a Beta provider represents as their SMV decays beginning at around 30 years of age.

My purpose in writing this next volume of *The Rational Male* is to make men aware of just this life-schedule and sexual strategy, but even with my own efforts and the glaring willingness with which women will now confirm it, a larger whole of men simply don't mature into this overall

understanding.

For all the education the Red Pill represents for men, the larger blue pill whole simply don't want to accept the ugly reality of women's sexual strategy even when women openly confirm this for them – or when they do it's too late for anything but pensive self-reproach and then signing the alimony/child support check anyway.

As this understanding becomes more widespread some social change will have to follow. Men will either become so pathetic as to 'normalize' it for themselves, and personally identify with what amounts to their open (proactive or reactive) cuckolding under women's grossly overt championing of their Alpha Fucks / Beta Bucks sexual strategy – or Men will come to the realization (hopefully sooner than later) that the fantasy of monogamous bliss based on a notion of intergender compromise and the 'give & take' (but mostly give) they were sold on was never in the best interests of feminine-primacy.

The Feminine Imperative was (and is) only ever concerned with men's imperatives or male-specific priorities insofar as they align with the superseding, primary imperatives of women. Thus, as open hypergamy becomes more common and the truth of this duplicity and imbalance (really disinterest) of mutual sexual imperatives becomes more evident, men will again (as with Game) evolve methods and mentalities to consolidate on their own imperatives or simply live in denial of it all.

The Long Game

For almost 6 months I've had [this post from Cail Corishev](#) bookmarked. It's an excellent driver for exactly this point: prior to the digital age men tended not to play a long game when it came to socio-sexual strategies. The short game is all that matters in the moment, and all that stimulates, but until the advent of digital forums where men could figuratively compare notes, most men were simply unable, and perhaps too distracted to ask the obvious questions about women's hypergamy and how it plays out over the course of 10-30 years and the roles women expect men to play during those stages of their lives in order to accommodate their strategy.

In Cail's piece he describes a woman he knew at age 30 and how attractive she was, and his consideration of starting a relationship with her. After a failing interest and 10 years of no contact, she reinitiated with Cail:

But while we were chatting, I saw some of her recent pictures, and whoa! She's gone from a 7-8 to maybe a 5, and that would be adjusted for age. She hasn't gotten fat, but that's about the only positive note. She looks so rough that I found myself wondering what I was thinking ten years ago, but I looked back at some old pictures, and she really was pretty at 30 — not a model or anything, but enough to turn heads. Now she looks like she's lived 20 hard years in 10. She works nights at a pretty demanding job and has had some serious health problems, so I guess it's no surprise, but it was really striking: ten years ago I ached for this girl, and now I wouldn't look twice at her if I passed her in the grocery store.

That got me thinking about Rollo's chart. My own SMV, as far as I can tell, hasn't changed much from mid-30s to mid-40s, just as his chart would predict. I'm about the same weight, same build, maybe a little less hair, but I'd lost quite a bit of it already back then. I'm not much better-off financially, but at least not worse, and I have more of a sense of direction in my life. I'm certainly more confident, especially with women, and more established in my communities. So some pluses and some minuses, holding steady at about the same level.

The amount of interest I get from women seems to support that.

She, on the other hand, going from 30 to 40, has gone from fertile to not likely. She's also a grandmother now, so instead of looking to start a new family, she's focused (and rightly so) on helping her kids with theirs. (If single moms don't have much spare attention to give a husband, imagine the single mom of a single mom.) An additional ten years of dating and relationships under her belt certainly doesn't add to her appeal. On top of those reasons, add the drastic decline in her looks, and now I not only don't want to marry her, but as we chat I'm mostly thinking, "How soon can I politely say goodnight so I can get to sleep already?" Harsh, but true. Just as Rollo's chart predicts, her SMV has been on a steady decline since we met — maybe more of a free-fall in her case — and now mine is well above hers.

I had a similar post to this I published back in December of 2011 – Protracted SMV:

It's a simple matter to tell a guy he's dodged a bullet in the cosmic scheme of things, but it's altogether different to provably show him how he's dodging it. For all the evils of facebook at least it gives him [men] an ability to see the forest for the trees, but the feminine can't even afford him that. You must stay dumb, you must stay plugged-in for the feminine to maintain primacy. For all the benefits of a globally connected world, the feminine imperative expects you to accept a feminine-centric normalization of it.

What the Feminine Imperative fears is men becoming what Roissy terms Alpha Agents of Righteous Karma. Due to a lifetime of feminine conditioning, men tend to underestimate the leverage their SMV has in the context of women's biological imperatives.

Pity for Renée

I have a similar story to Cail's. When I was a senior in high school I had a 'friend' named Renée, she was a gorgeous auburn-red head with a fantastic 17-18 year old body. We were good 'friends' in the sense that it was clear I wasn't ever going to see her naked and she had all of the personality trappings of a girl who knew she was attractive (she did modeling after high school), but also had the beginnings of a very self-important ego-invested feminist mind set.

I never really stayed in touch with her after graduation since by then I had moved on to women who enthusiastically reciprocated my interests and I moved along in life. It wasn't until 2009 that I got on FaceBook and began having old friends look me up – Renée was among the first. Very similar to the woman in Cail's story we started to catch up with what the other had been doing through their 20s, 30s and now 40s.

As it turned out she was still fairly attractive for having had one daughter and never marrying the father, or any other guy for that matter. Most of the predictable single mommy issues and false-empowerment memes were bandied about by her, but the short version is here she was at 41 and her daughter was a year away from leaving for college. She was between jobs, but the one she had and the one she hoped to get were mediocre low to mid-management type, subsistence level employment. She was and still is single 5 years later. The predictable questions about what my wife was like and how long we've been married came up, how we met, and where I've travelled in my work, etc. and I can honestly say I felt bad for her just recalling all of the life I've lived in the interim and basically forgot about her since high school.

She's 46 now, and loves FaceBook as much as any aging spinster, but I really don't *want* to call her

that. In between the many pictures of her 4 cats (no lie) she occasionally posts some lament about how lonely she is now that her daughter has gone away to school and she comes home to an empty apartment these days. She makes not-so-subtle pleas to her FB community friends to set her up with ‘a great guy’ and all the dutiful Betas come out of the woodwork to tell her how pretty she (still) is and to keep her chin up and the right guy will “come along” – not so unlike the advice she gave me and at least half a dozen other guys I knew back in the day.

Reneé still clings to all of the feminist memes and mantras (reposts all the most popular), and complains of not being able to find a “great guy” anymore. This is of course infantile men’s faults for not manning up to her fem-correct standards, or else it’s a complaint about the ‘creepy’ men who really just want to bang her when she out with friends.

Unhappy Feminists

I hadn’t really ever considered using Reneé as a blog post subject until I read this article in Psychology Today:

According to a new survey released this month, your odds of winning the cash would increase if you skipped any 40-something, single female professionals and focused on the middle-aged male managers with one child at home and a wife who works part-time. In its Office Pulse survey, Captivate Network, a media solutions company, says its uncovered “profiles of the happiest and unhappiest workers.” And here it is:

- Male
- 39 years old
- Married
- Household income between \$150,000 and \$200,000
- In a senior management position
- 1 young child at home
- A wife who works part-time

And the unhappiest profile?:

- Female
- 42 years old
- Unmarried (and no children)
- Household income under \$100,000
- In a professional position (doctor, lawyer, etc.)

Minus the professional status, essentially Reneé fits the profile for the most unhappy person in the western world today. Now, return back to Robin Korth’s comment, her life is the result of what she *thinks* of herself. What does this say about the decision making both she and Reneé have made in their lives?

I can’t say I have any sympathy for the likes of Korth, but for Reneé I do feel a pang of pity (in spite of Roissy’s advice for women of this age). For all of the accusations of red pill “misogyny” I genuinely do like women, and I’m not rooting for them to smash into the Wall. However I can see why my observations make this seem so – hard truths are often warnings that we don’t like to heed.

I often wonder if women of this profile aren’t as much victims of an ideological conditioning as

Betatized men are over the course of their lives. Much of what's resulted in Reneé's life are the consequences of having (and still subscribing to) a mindset that's based on equalist individualism, and she's now beginning to reap what she's sown – knowingly or not.

I don't know the father of her daughter, but my red pill instincts (and knowing how hot she used to be) tell me the guy was likely a pump and dump Alpha bad boy. Reneé never struck me as the type to 'settle' on a Beta provider because she was too headstrong and independent® for that – she was certainly hot enough to attract the Alphas and independent enough to never consider a Beta for a relationship.

Observations

So my observation is this; while granting that women's decisions are their own, and they should in all ways be accountable for the consequences that follow from them, how much of those decisions are based on a conditioning that promotes an idealized ideology of feminine, equalist independence?

For the same reason I can't entirely fault a man with an internalized blue pill mindset over his conditioning, shouldn't we also consider that women are likewise mislead by a similar influence? Are we (again) giving women too much credit for being rational independent agents under different circumstance?

For men's part, it's hardly avoidable that we become *Alpha Agents of Righteous Karma* by default for women in this cohort. Perhaps not as Alpha as we're perceived, but as our SMV ascends in our 30s and (sometimes) through our 40s, it's almost unavoidable that, even with a baseline of ambition, we're seen as more desirable long term prospects.

In all honesty, were I to find myself single tomorrow, Reneé or women like her would never make my 'to date' list. Women love to complain that mature men really aren't, and all they want is a young girl to fuck and coo for them. I would argue that men in my demo (at least should) have the depth of experience to know what the Feminine Imperative (and its social arm feminism) has bred and conditioned into women, and we honestly don't want the hassle of dealing with it.

There is precious little reward for a man, and no appreciation, for having a big enough heart to save a woman from the consequences of her past decisions. That's not meant as a callous punishment, just simple pragmatism.

As I stated in *The Threat*,

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

When you've spent your whole life attempting to 'have it all' on your own, perhaps men can't help but be an agent of Karma when that 'all' includes a man's participation.

The Burden of Performance

September 23, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From [Love Story](#):

Men are expected to perform. To be successful, to get the girl, to live a good life, men must *do*. Whether it's riding wheelies down the street on your bicycle to get that cute girl's attention or to get a doctorate degree to ensure your personal success and your future family's, Men must perform. Women's arousal, attraction, desire and love are rooted in that

conditional performance. The degree to which that performance meets or exceeds expectations is certainly subjective, and the ease with which you can perform is also an issue, but perform you must.

One of the most fundamental misconceptions plugged-in men have with regard to their intersexual relations with women is the issue of performance. Back in late March of this year I read an interesting article from Roosh, *Men are nothing more than clowns to the modern woman* and it struck me that although I certainly agreed with him in the context he presented it, there was more to the ‘entertainment’ factor than simple amusement on the part of women.

Women don’t seek out comfort or stability in men anymore—they seek entertainment. They seek distraction. They seek hedonistic pleasure. This is why provider men (beta males) are so hopelessly failing today to secure the commitment of beautiful women in their prime, and this is why even lesser alpha males fail to enter relationships with women beyond a few bangs. Once the entertainment or novelty you provide her declines—and it inevitably will—she moves on to something or someone else. In essence, the only way you can keep a girl is if you adopt the mentality of a soap opera writer, adding a cliffhanger to the end of each episode that keeps a woman interested when being a good man no longer does.

After reading this I tried to imagine myself being a recently unplugged man or a guy just coming to terms with the uncomfortable truths of the red pill and learning that all of the comforting “just be yourself and the *right girl* will come along” rhetoric everyone convinced me of had been replaced by a disingenuous need to transform oneself into a cartoon character in order to hold the attentions of an average girl.

That’s kind of depressing, especially when you consider the overwhelming effort and personal insight necessary in realizing red pill awareness. Roosh later tempered this with *How to be a good clown* and *Clown Game vs. Good Man Game*, and although he clarifies things well in Game terms, the root of the frustration most guys will have with the ‘clown factor’ is that, in these terms and in this context, their performance isn’t *who they are*.

In this environment it’s easy to see why the MGTOW option seems like an understandable recourse for red pill men. It’s a very seductive temptation to think that a man can simply remove himself from the performance equation with regards to women. I’ll touch on this later, but what’s important here is understanding the performance game men are necessarily born into. Like it or not, play it or not, as a man you will always be evaluated on your performance (or the perception of it).

I think what trips a lot of men up early in their red pill transformation is sort of a sense of indignation towards women that they should have to “be someone they’re not” and play a character role that simply isn’t who *they* are in order to hold a woman’s interest. I covered this idea in *Have A Look* and developed how women are like casting agents when it comes to the men they hope will entertain them.

This was really about a sexual context when I went into it, but as I read Roosh’s original article I began to consider that women’s “character” role they expect men to perform changes as their own phases of maturity dictates and their SMV can realistically demand for that phase. In other words the “characters” they want performed in their *Party Years* will be different than the ones they want after their *Epiphany Phase*, which may be different than the character they want for their mid-life years. How realistic it is for men to be that character becomes less and less relevant as women are socialized

to expect disappointment from men actually living up to the characters they're conditioned to believe they should realistically be entitled to at various stages of their maturity.

Living Up

Right about now I'm sure various male readers are thinking, "fuck this, I'm gonna be who I am and any girl who can't appreciate me for me is low quality anyway." This will probably piss you off, but this is exactly the blue pill mentality most 'just be yourself' Betas adopt for themselves.

It's actually a law of power to despise what you can't have, and deductively it makes sense, but the fact still remains, as a man you will always be evaluated by your performance. So even with a 'fuck it, I'll just be me' mindset you're still being evaluated on how well 'you are just you'.

The simple fact is that you must actually *be* your performance – it must be internalized. In truth, you already *are* that performance whether you dictate and direct that, or you think you can forget it and hope your natural, undirected performance will be appreciated by women (and others), but regardless, women will filter for hypergamous optimization based on how well you align with what they believe they are entitled to in a man in the context of their own perception of their SMV.

Looks, talent, tangible benefits and other core prerequisites may change depending on the individual woman, but to be a man *is* to perform. Even if you're a self-defined man going his own way who enjoys escorts to fulfill his needs, you still need to perform in order to earn the money to enjoy them.

It Doesn't Get Easier, You Get Better

For Men, there is no true rest from performance. To believe so is to believe in women's mythical capacity for a higher form of empathy which would perdispose them to overriding their innate hypergamous filtering based on performance.

Women will never have the same requisites of performance for themselves for which they expect men to maintain of themselves. Hypergamy demands a constant, subliminal reconfirmation of a man's worthiness of her commitment to him, so there is never a parallel of experience.

Women will claim men "require" they meet some physical standard (i.e. performance) and while generally true, this is still a performance standard men have of women, not one they hold for themselves. There simply is no reciprocal dynamic or prequalification of performance for women, and in fact for a man to even voice the idea that he might qualify a woman for his intimacy he's characterized as judgmental and misogynistic.

Social conventions like this are established to ensure women's hypergamous sexual strategy is the socially dominant one. Expecting a woman to perform for a man is an insult to her 'prize status' as an individual.

From a humanistic perspective there's a want for a rational solution to this performance requirement, but as I've outlined in prior posts, appeals to women's reason are no insulation against the subliminal influences of hypergamy.

I read many a 'dating coach' who's approach is complete honesty and full disclosure in the hopes that a like-minded, rational woman will naturally appreciate a man's forthrightness, but this presupposes a preexisting equal playing field where subliminal influences are overridden by mutual rationalism.

The real hope is that women will drop their innate hypergamous performance requisites in appreciation of this vulnerable, inadequate honesty.

What they sweep under the rug is that you cannot appeal to a woman's *reason* or sentiment to genuinely forgive a deficit in a man's performance. Love, reason, both demand a preexisting mutual

appreciation in a common context, but neither love nor reason alleviate the necessity of performance for a man.

Women simply are not motivated to compromise hypergamy on their own accord. They will not be *reasoned* into accommodating a situation of mutual needs by overt means.

It is a Man's capacity to perform and demonstrate (never explicate) higher value that motivates women to accommodate mutual needs in a relationship – whether that's a same night lay or a 50 year marriage.

Demonstrating Higher Value

I get the impression that DHV tends to get a bad rap both from blue pill critics as well as red pill aware men. A lot of that gets wrapped up in technique and practice. It's easy to dismiss this concept as posturing or bluster, but DHV, as a principle isn't defined by egotistical measures or how well a guy can 'showboat' himself around women.

A lot of DHV is unintentional. In fact the best most genuine forms of DHV are exhibited when a Man doesn't realize he's actually *performing* in a way that demonstrate his higher value. This can be as simple as walking into a room in the right context or environment. Even humility can be DHV in the proper context.

What I'm driving at here is that after reading all of this you might think I'm saying you need to be superhuman to qualify for women's performance standards, and again that's kind of depressing – that's not what I'm getting at. A woman's performance standards are dependent on many varied contexts and according to the priorities she places on the type of character she finds both arousing and attractive and according to what her conditions dictate for her.

It's not how you perform so much as *that* you perform. Ambition and personal drive to perform and be the best and most successful you can be may have absolutely nothing to do with your intention of attracting a woman, but you are still performing and you will be evaluated on that performance.

DHV or DLV *is* performance whether intentional or not. You cannot remove yourself from this performance equation. You can cease to direct your part in this performance, but until you die you cannot exit the game.

A New Hope

September 29, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Towards the end of *[The Bitter Taste of the Red Pill](#)* I wrote this:

The truth will set you free, but it doesn't make truth hurt any less, nor does it make truth any prettier, and it certainly doesn't absolve you of the responsibilities that truth requires. One of the biggest obstacles guys face in unplugging is accepting the hard truths that Game forces upon them. Among these is bearing the burden of realizing what you've been conditioned to believe for so long were comfortable ideals and loving expectations are really liabilities. Call them lies if you want, but there's a certain hopeless nihilism that accompanies categorizing what really amounts to a system that you are now cut away from. It is not that you're hopeless, it's that you lack the insight at this point to see that you can create hope in a new system – one in which you have more direct control over.

One of the hardest lessons I had to learn when I unplugged (such as it was) was throwing away 'hope'.

Not real, internal, personal hope, but rather the ‘hope’ I had been led to believe was a realizable state – if circumstances, if personalities, if fate or some other condition defined by the feminine imperative would just align in such a way that I’d been conditioned to believe it could, *then* that feminine defined contentment could be actualized.

I wanted very much to realize that idealized state by defining hope (or having it defined for me) in a context that was never of my own real choosing. I got just as depressed as anyone else when I unplugged. I got angry. I didn’t want to think that I’d invested so much of myself in something that was fundamentally unattainable because the my understanding of it had been incorrect, either deliberately or by my own *hopeful* interpretations of it.

My own ‘unplugging’ was a gradual affair and came after a lot of drawn out trauma. And yes, to realize that all of that trauma amounted to nothing after hoping and struggling to mold myself into something that I was led to believe was achievable it was even more depressing.

It wasn’t until I realized that the hope I was sold came from the same social paradigm that never held *my* best interests as a priority that I threw it away. That was a tough day because I realized in doing so I would have to find a new sense of hope for myself. It seemed very nihilistic at the time, and I had to really make an effort not to make that choice from a sense of self-pity.

One particularly hard revelation I had to disabuse myself of was understanding that women love differently than men. That was tough to embrace because the old hope I was struggling to realize was based on the primary tenet of blue pill thinking; the equalist notion that men and women share a mutually recognized, mutually accepted concept of love.

Once I understood this was an idealization rather than a reality, and that women can and do love men deeply, but in an entirely different feminine-specific concept of love, I discovered that I no longer ‘hoped’ for that mutuality and embraced the hope that men and women could still genuinely love each other from their own perspectives of love without a mutual consensus.

I remembered then an older man I had done some peer counseling with while in college and how this man had essentially striven his entire life to please and content his ex-wife and his now second wife of more than 30 years. From his early 20s he’d spent his personal life in a *hopeful* attempt at contenting, appeasing and qualifying for a mutually shared state of love he believed these women (the only 2 he’d ever had sex with) had a real capacity for.

At 73 (now) he’s spent his life invested in a *hope* that simply doesn’t exist – that he can be loved as a man ideally *believes* a woman ought to be able to love him – just as all the romantic, feminine-defined ideals of love he’d learned from a feminine-centric social order had convinced him of for so long.

This is why I say men are the *True Romantics*, because the overwhelming majority will devote a lifetime to the effort of actualizing a belief in a male-idealized love to find fulfillment in a woman and *for* that woman.

Old Hope for New Hope

I hope that doesn’t sound too fortune cookie, but it’s a prime example of redefining hope in a new red pill-aware paradigm. You can hope and thrive in a new red pill context – I know I do – but it’s much easier when you internalize red pill truths and live with them in a red pill context instead of force-fitting them into your old, feminine-defined, blue pill context. I can imagine what my marriage would look like if I hadn’t made the red pill transition and learned to use that awareness in it. There are a lot

of guys paying ‘marriage coaches’ \$149 an hour because they never did.

There was a comment buried in last week’s comment thread from Hobbes that was too good not to include in its entirety here:

I think I get it!

For years I have been bitter about this need to “perform” about how this shows that women do not love us as we love etc.. And just now I was reviewing my old relationships and I recalled something.

In each of my relationships, prior to meeting the women I eventually fell in love with, I was constantly working on myself, I would get in shape, hang out with friends, explore my environment and work on myself and my music etc. As soon as I would “fall in love” I would slowly drop those activities, I’d focus on being a good bf, I would focus on providing and “being what she wanted” what I thought she wanted, better said.

But here is my Eureka moment, what I recalled each time was being unhappy, what I recall each time was feeling boxed in and kind of dull.. of feeling trapped.

Is this what Rollo means when he says our response to women is a conditioning, and that the sadness we get from Red Pill truth is the result of behaving and believing something that is not really our nature, but the result of having someone else’s behaviors and beliefs installed into us?

So I think I finally understand it for myself... the talk of putting yourself first, of “performing” etc is really just a way of saying “you don’t have to do what people say you’re supposed to do in a relationship – you don’t have to drop everything for her, you don’t have to stop doing what you like and love and you don’t have to kiss her ass”

In my case I dropped everything for two reasons. One was to do what I thought I was supposed to do.. what I heard women say they wanted from a man, what my mother said a man should be etc.. and the second reason was insecurity. I wanted her to love me, I didn’t want to rock the boat, I was scared of losing her.. so eventually I did. I believed that in order for me to be worthy of her, of her love, I had to go along and give her what she said she wanted, what I was taught she wanted.

Is this what Rollo and everyone else is talking about? Because I think I finally get it. Up to now I have faked my Game, to some extent. I just knew better than to do certain things or did things I knew would make me attractive, etc. to women. But seeing this now, not only am I realizing there is nothing to be bitter about – I was always happier working on myself and my interests and actually resentful of having to stop them – but that I am actually happier doing this thing women want of us we call “performing”.

In a way, you are performing, as Rollo says, either way. If you stop and think you can rest, in many ways you are doing so because you have been conditioned to believe, as I was, that you should. That real love meant you could and should.

Anyway, maybe this is simply me and my personal experience of it, but it makes sense to me.. and I think this has revealed to me something monumental, personally. Maybe other guys have a different experience of it, but this is how I have seen it played out in my life.

I feel better.

The key to *living* in a red pill context is to unlearn your blue pill expectations and dreams of finding contentment in them, and replace them with expectations and aspirations based on realistic understandings of red pill truths.

Learn this now, **you will never achieve contentment or emotional fulfillment in a blue pill context with red pill awareness.**

Killing your inner Beta is a difficult task and part of that is discarding an old, comfortable, blue pill paradigm. For many newly unplugged, red pill aware, men the temptation is to think they can use this new understanding to achieve the goal-states of their preconditioned blue pill ideals. What they don't understand is that, not only are these blue pill goal-states flawed, but they are also based on a flawed understanding of how to attain them.

Red pill awareness demands a red pill context for fulfillment. Oracle Z wrote a fantastic article on Return of Kings this week called *Why you shouldn't seek emotional fulfillment through women*. It's well worth the read, but what Oracle Z outlines here is a fulfillment based on feminine-primary, blue pill conditions for that contentment. Even when men achieve these blue pill goal-states, the ones they're conditioned to believe they *should* want for themselves, they find themselves discontent with those states and trapped by the liabilities of them.

Just as Hobbes illustrated, the periods when he was not striving to achieve or maintain those blue pill goal-states were the times he was most fulfilled with his life, talents and ambitions.

As if this weren't enough to convince a man he needs to re-imagine himself in a red pill-primary context, when women are presented with 'the perfect guy' in a blue pill context they gradually (sometimes immediately) come to despise him. As proven by their actions, even women don't want that blue pill perfected goal-state because it stagnates the otherwise exciting, self-important men they are aroused by, and attracted to in a red pill context.

I've stated this in prior posts, but it bears repeating,

| "Women should only ever be a complement to a man's life, never the focus of it."

Living in a blue pill context, and hoping you can achieve fulfillment in its fundamentally flawed goal-states, conditions men to make women the focus of their lives. Throw that hope away and understand that you *can* create hope in a new system – one in which you have more direct control over.

We'll Do It Live! (againâ€¦|well, sorta)

October 2, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Just a brief announcement here, I'll be a guest on [The Real Christian McQueen Show](#) this Saturday. I'm not exactly sure when Christian and Dagonet will be posting the podcast, but I'll be on with the guys at 4pm PST this coming Saturday. We'll be discussing topics from [The Rational Male book](#) – which was publish one year ago this month – as well as questions from readers, the red pill subreddit forum and twitter.

If there's some topic or question you'd like to suggest you can tweet Christian [@RealCMcQueen](#), Dagonet his co-host [@TheQuestFor50](#) or myself [@RationalMale](#)

There's also a TRP subreddit thread you can post questions to, and of course feel free to drop

suggestions in the comments here.

I don't do many interviews, but I'm kind of looking forward to this. Since the book was published I've had about six invitations to do an interview, but I'm kind of particular about who's show I go with. I'd honestly rather be writing about what I do than talking about what I write, if that makes any sense.

This isn't my first rodeo, but my last interview was for a [SoSuave video podcast three years ago](#). I can't vouch for that link still being active, but you get the idea. It should be fun.

We'll Do It (almost) Live!

October 6, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As announced, I did the interview with Christian McQueen and Dagonet last Saturday and the show is now live.

We went for a solid hour and a half, so be prepared for a lot of content. I did my best to answer question submissions but in an interview like this it's difficult to go into the depth I'd like to and still get to everything. Overall I think it was an amazing show and it was great getting to talk with Christian and Dagonet – I really appreciated the plug for my charity at the end, I didn't expect that (thanks guys).

As I mentioned in the prior thread, I don't really do many interviews. It's not that I don't like to, it's usually a logistics thing for me, but mainly because of time constraints and my wanting to consider a topic in more depth than that time will allow.

I'll be posting this week's essay on Thursday because I'd like to do an open comment thread for the show here and get some feedback from readers/listeners for a few days. If you'd like to discuss something I covered from the show this is the thread to bring it up in. I'll do my best to answer for

the rest of the week.

I hope you all enjoyed it as much as I did doing it.

RT

Game Works

October 9, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Game, for lack of a better word, is good. Game is right. Game works.

After listening to myself on this weekend's interview with Christian McQueen and Dagonet I realized that as I became more comfortable with the interview I found myself verbally 'dialoging' in much the same way that I scribble down fragments of ideas in my notebook or when I'm fleshing out a draft for some topic I'm considering in-post.

It's always been a strange sensation for me to hear myself speak. Even when I record a voice message on my iPhone it always makes me self-conscious to listen to the message play back. However, as I was in the midst of listening to myself on the show I had the same familiar internal conversation and I picked up on a thought I had planned to write about, but I think it slipped my mind until now.

Towards the middle of our conversation I considered a few things about the benefits of Game, and it made me think about how Game has progressed to what it is today. One of the chapters in *The Rational Male* I specifically wrote for the book – and later converted to a blog post – was called The Evolution of Game. I added this as an effort to help uninitiated men have a better grasp of just what

Game really is.

There's been a lot of redefining of exactly what Game is over the past 12-13 years, but I've always considered Game an abstract term for a much larger concept.

Naturally, critics predisposed to a blue pill worldview want to portray "those red pill game guys" as throwbacks to the PUA set of the early 2000's. This is a very shortsighted evaluation, usually proffered by guys ego-invested in a blue pill mindset and in need of easy definitions and buzz words to ridicule and move onto the next distraction.

Facing red pill truths is uncomfortable, and I understand the need to casually pass them off for fear of really having to critically reconsider ego-investments; that type of insight requires either real depth of character or an experience traumatic enough to shake one from beliefs that, in essence, make up part of their personality.

Both require a concentrated effort to learn from, and honestly, most people are too lethargic to consider red pill truths when there are more entertaining distraction to inure themselves with.

It's just this lethargy that prevents them from understanding that Game and red pill awareness have matured far beyond the PUAs techniques of the past. Neil Strauss published *The Game* in 2003 – that's 15 years since Mystery was wearing top hats and elevator boots.

Those caricatures may be comforting to laugh at, but in fifteen years the developed techniques and observations Game practitioners failed and succeeded with fed into what we would eventually come to understand as red pill awareness today.

The body of infield evidence collected by 15 years of PUA is far more reliable and valid than anything social science produced on seduction

— Nick Krauser (@Krauserpua) November 15, 2013

Even some well meaning red pill Men may want to self-affirmingly ridicule the PUAs of the past and present, but if you have embraced a red pill awareness today, at least partially, you have these Men to thank for risking rejection and practicing techniques that laid a foundation for contemporary red pill awareness.

Now, imagine for a moment that, today, all men had to build on was the antiseptic studies and controlled experiments of a social science academia firmly steeped in a feminine-primary, feminine-correct social context. Imagine what red pill awareness would be if not for the guys in the field doing 'experiments'. Imagine what marriage counselors and 'relationship experts' would (and honestly, still) advise men to do in order to change their lives with an understanding based solely on what a feminine- primary, controlled social science approved of.

Only the PUAs of then and now have had the unfettered freedom to perform in-field social experiments, and relate their collected evidence and observations with other men; the types of which social science has been forbidden from due either to ethical considerations or by feminine-primary social conventions.

Game does not Occur in a Vacuum

Recently the comment threads here have had a tendency to devolve into a "looks are all that matters so why bother learning Game?" line of reasoning. The commentariat can lean towards go-your-own-way defeatism, then to resolving to live in the gym until one inspire female arousal, or, to appeals to positive confidence.

And while I have always recognized – more than most other manosphere bloggers if I dare – the obvious truth that Looks are a prime requisite for arousal (and attraction), I also recognize an effort to discredit Game and red pill awareness by absolutes, extremes and absurdities.

For anyone with the sense that Game and red pill awareness is valueless and superfluous in the face of women's primary drive for physical arousal, I suggest you read Advocatus Diaboli's treatise on how to pragmatically use escorts (either that or relocate to the state of Nevada). Honestly, I hold no disapproval for men who feel this is the best way to satisfy their need for sex and female contact. It may indeed be your best option under the current social environment.

For anyone else, I think it's very important to look at the benefits of Game both in an intergender and interpersonal context. If you consider yourself "red pill" (another useful, but abstract term) Game has benefitted you – because it was the early trials and errors of Game that led to red pill principles we understand now.

If you have even a cursory grasp of how women's biology and menstrual cycle influences ovulatory shift behaviors in mate preferences and you've altered your perception of women, Game has benefitted you.

If you understand the basics of feminine hypergamy and the sexual strategies women use to optimize their mate selection, and then changed your intergender tact as a result of it, Game has benefitted you.

If you've internalized the core psychological principles underlying women's perceptions of Amused Mastery, Command Presence, Agree & Amplify, Cocky & Funny, Social Proof, Dread and even Chick Crack, whether you've applied them or not, Game has expanded your consciousness of women's behaviors and their motivators.

If you've had the insight to understand your blue pill conditioning, the reasons for your predispositions towards a Savior Schema, feminine identifying, why a LJBF is a rejection, why Beta Game comes naturally to men but is self defeating, or why SMV accrues and decays over the course of a lifetime, Game and the red pill have benefitted you.

If you've used or modified any of these principles to better your marriage, your dealings with co-workers, your daughter, mother or even your best friend's domineering wife, you've benefitted from Game.

If you've saved or bettered another man's life, or bettered his intergender relationships, you've both benefitted from Game.

I could go on, but if you honestly believe that women's primary physical arousal cues trump any value that Game or red pill awareness really has, then you're wasting your time here reading and commenting on what I have to offer. You'd be better served by focusing all your attentions to lifting in the gym and shifting your career goals toward a job that is physically demanding and keeps you at your physical best.

Ironically, getting in shape is also an aspect of Game. Even if your belief is "Looks are everything", but yet your understanding of this comes as a result of your red pill awareness of the Alpha Fucks side of hypergamy, Game has benefitted you.

Just a familiarity with Game concepts, whether you accept them or not, still influence your perception of women and the motivations behind their behaviors.

Red pill awareness challenges feminine-primary thinking. Why do you think the mass dissemination of red pill awareness is so threatening to the Feminine Imperative?

Doing Something

What is the manosphere actually ‘doing’?

This is the first critique I expect from a poor debate opponent – disqualifying the strength or validity of a premise by the ‘success’ or lack thereof of a proponent’s efforts to enact or convince others of that premise.

By this logic, one could make the case that the MRM is an utter failure, but it still doesn’t mean they aren’t correct in their efforts.

As I mentioned on the Christian McQueen Show, I’m of a bottom up, or an inside – out mind when it comes to enacting red pill ‘change. The manosphere is raising awareness and this needs time (maybe even a generation) to mature into personal consciousness and then popular consciousness.

It’s difficult to quantify the ‘results’ of the manosphere, red pill awareness and Game because its effects are individually subjective at this stage. There isn’t a day that goes by that I don’t receive an email, a forum/blog comment or a tweet about how my book or what I’ve written on the blog has changed (or literally saved) a man’s life.

That’s not meant to gloss myself, but rather to illustrate a point – the red pill (and Game) *is* doing something, it’s changing minds and lives. It’s not rallying men in the streets and waving banners, nor is it effecting legal or social policy (yet), but it’s making men aware of their condition and changing their beliefs.

No hate for what the MRM is doing, I recognize the intent and applaud it, but thus far it’s been impotent in effecting “real change in policy”, while red pill awareness has done more for men individually. For all of the MRM’s efforts to enact public change, all it takes is one White Knight in a position of authority to say “GTFO you misogynist creeps!” Now imagine in the future a man who’s red pill aware in a position to effect that policy.

Real change isn’t going to happen directly it’s going to happen indirectly, on a man by man basis. And not just publicly but personally.

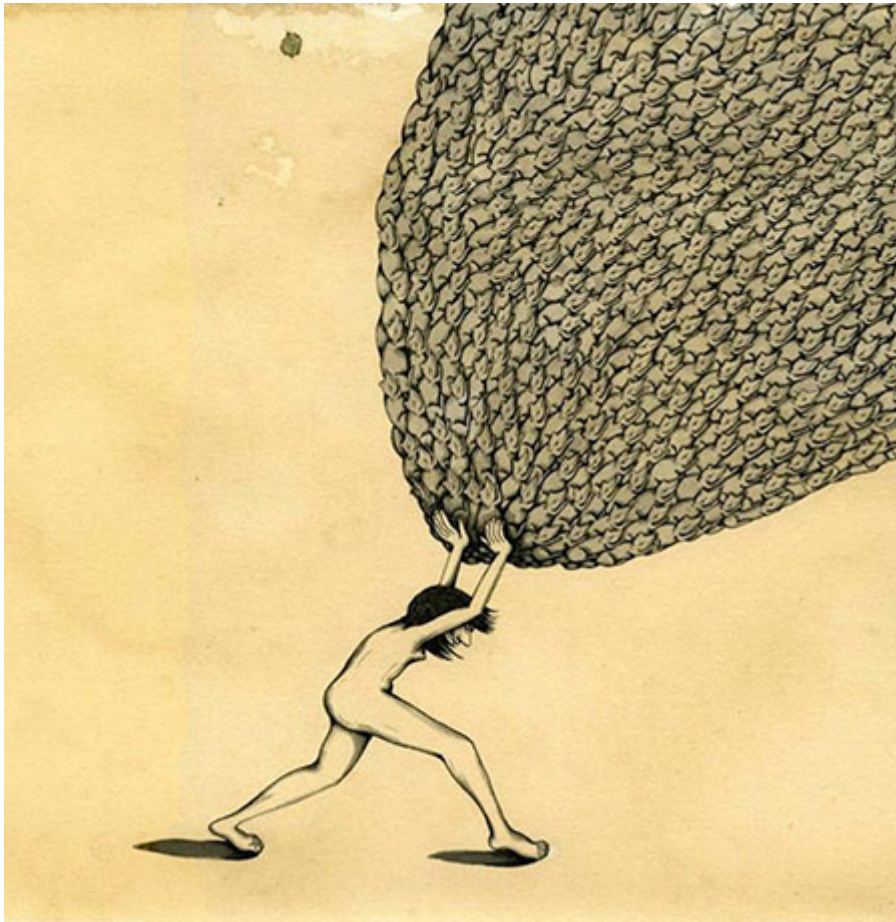
That change will happen in men’s relationships with their wives, daughters and sons. That change may simply be a form of ‘civil disobedience’ in not marrying at all, or holding women accountable for their open embrace of hypergamy and their AFBB sexual strategy and only marrying / supporting women who make an effort to control their hypergamy.

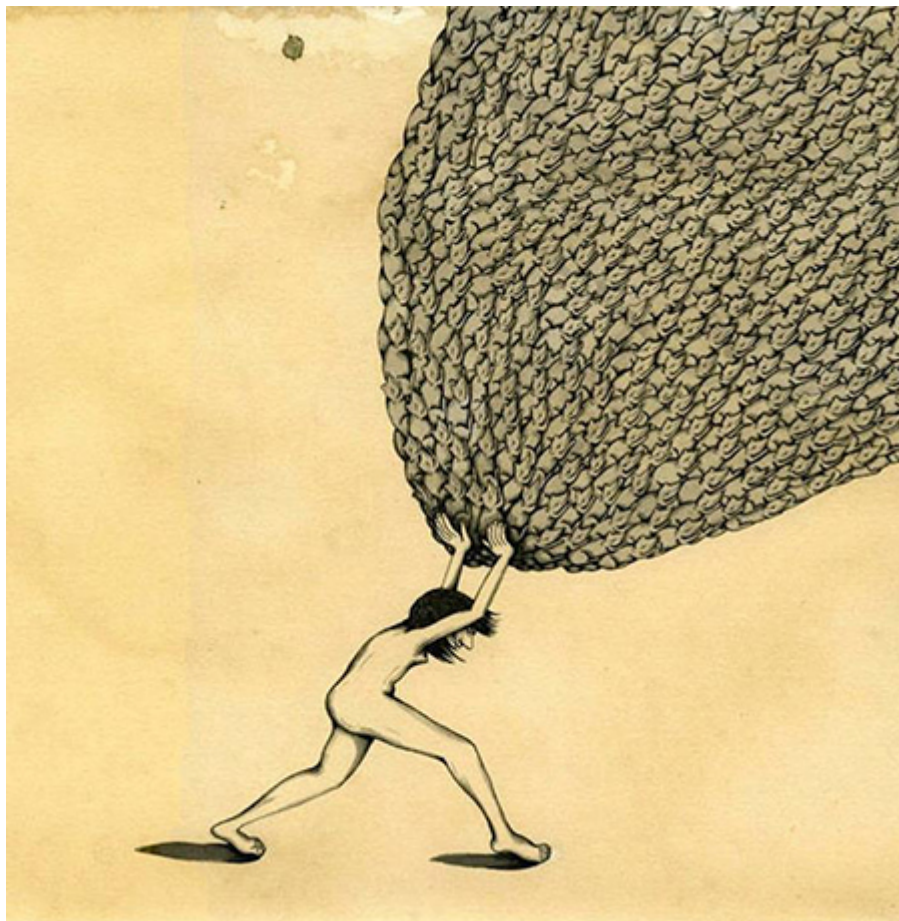
That change will happen in the workplace and hiring practices. That change will filter into men’s better understanding as the red pill spreads and men reassume some of the social frame control the Feminine Imperative unilaterally legislates and provide to women now.

The red pill is ‘doing’ something, it’s planting the seeds for a greater shift in gender power with every man who becomes aware of how women *‘are’* and what they will predictably do.

Validation Hunting & The Jenny Bahn Epiphany

October 13, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





About three weeks ago I was made aware of Jenny Bahn's article, 30 is the New 50 which I thought was timely as it went beyond the xojane pabulum where it first appeared to wider readership being picked up by Time. It was timely (heh) because it was right around the same week I published Alpha Agents of Righteous Karma and, coming from a fairly attractive woman, it highlighted many of the points I'd made in that post.

Commenter myreality asked me:

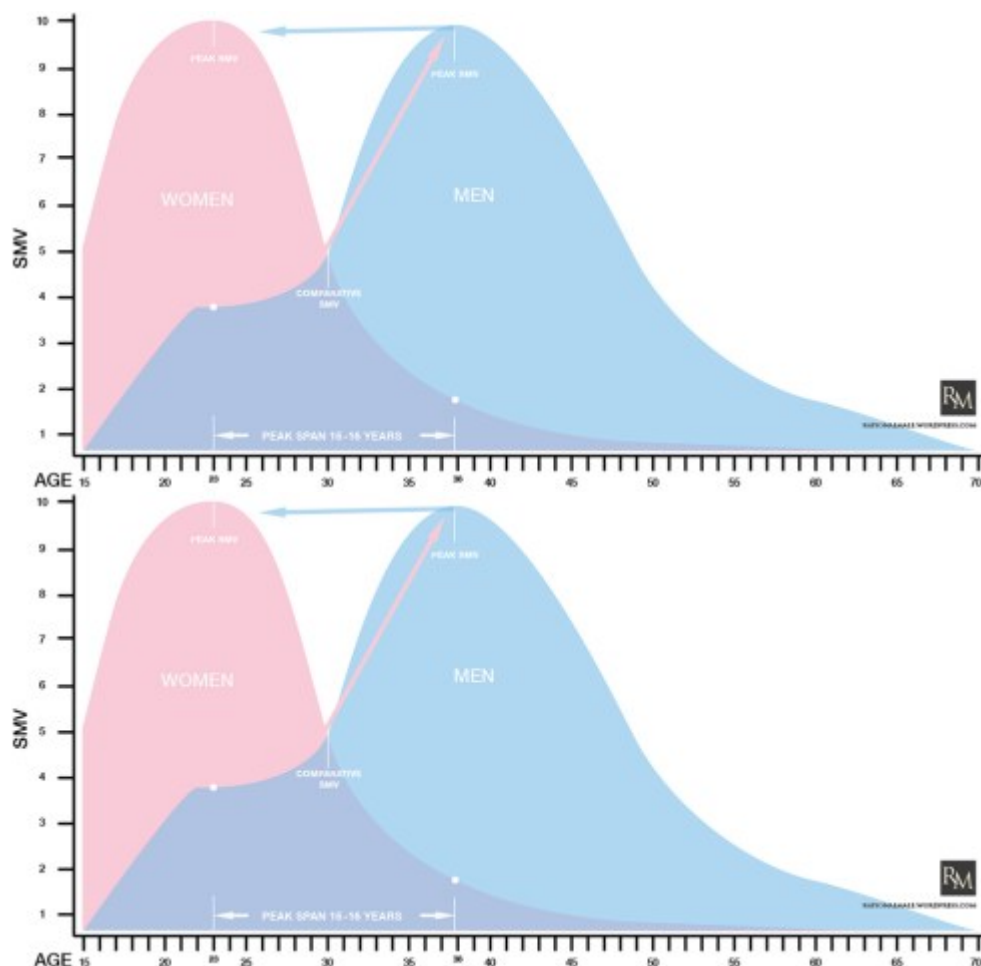
To what extent, if at all, do you think that validation hunting is part of male preference for large age differences when a man is in his late 30's and beyond? It is definitely not 0%...

I think this is presuming a truth that isn't.

The idea that men "seek validation" for their earned status or to 'right' past wrongs to their egos while they were working their way to that status is a social convention. The Feminine Imperative relies on memes and conventions which shift the ownership of women's personal liabilities for their sexual strategy to men.

When men are blamed for the negative consequences of women's sexual strategy it helps to blunt the painful truths that Jenny Bahn is (to her credit) honestly confronting in her article at 30 years old and the SMV balance shifts towards enabling men's capacity to effect their own sexual strategy.

Have a look at my Sexual Market Value Graph. (*click to enlarge*)



Although I've gone into explaining the loose metrics I've based this graph on several occasions, I've added some arrows here to illustrate a point that often gets missed or simply blown over because the truths it represents aren't very flattering. Women would rather men not be aware of their own SMV *potential* prior to women being able to consolidate upon her sexual strategy.

Popular culture never presumes women are 'validation hunting' when they're enjoying their peak SMV potential at 23 and (by order of degree) indulging that opportunity with men while at their peak. Women are acculturated to feel "empowered" by their sexuality, and really, no guy who wants to bang a hot 23 year old woman is ever going to rebuke her for it, much less develop social conventions to limit their odds of doing so.

However, men enjoying peak SMV in their mid to late 30's are (by default) presumed to be vindicating themselves and validating their "fragile egos" by dating the younger (and in Jenny Bahn's case an SMV peaked 23 year old no less) women they naturally find more attractive.

If there is any 'validation' for SMV peaked men it's less about the sense of *deserving* a hot piece of ass or vindication for the women of his peer age who found him sexually invisible until he hit his peak, and more about validation in a new self-awareness that he finally **is** in a position of choosing and qualifying women for *his* intimacy rather than being filtered for his own acceptability for so long.

It's not about turnabout or fair play now that the sexual selection shoe is on the other foot, but simple deductive pragmatism for a man who is aware of his own SMV and, assuming he's hasn't hamstrung his ability to maneuver, wants to exercise that value at (presumably) the top of his game.

It's not (usually) that he's made a conscious effort to make himself an Alpha Agent of Righteous Karma, but that he steps into that role by default when the SMV balance shifts to his favor, and he naturally prefers sexual access to the best physical, and most sexually available woman his newly

recognized SMV will afford him. That may not be a 23 year old coed, but it might be with a necessitous 29 year old looking for a solution to her long term investment.

About Those Arrows

One very common (or deliberate) misunderstanding about this chart is the presumption that like should necessarily attract like. A lot of critics claim indignation over the idea that I was suggesting a 23 year old woman *should* be attracted to a 36-38 year old SMV peaked man. I've never proposed this scenario in any post I've ever written about SMV, but it's important to understand the prioritizations of attraction women make during the later phases of their maturation.

Critics who like to presume that this attraction is only based on looks, prowess and virility often don't take this attraction prioritization into account. Obviously a more youthful man is in better physical shape when he's younger, and if all we were considering was short term mating prospects and the Alpha Fuck side of feminine hypergamy this graph would look much different. However, once a woman has reached 30 (thank you Ms. Bahn) those attraction (not arousal) priorities look much different.

The primary reason I placed men's peak SMV in his mid to late thirties is because, if he's made the most of his potential, this is when he is most likely to have established himself in his status, affluence and achievements while (if he's maintained himself) still retaining the looks of a more mature man.

It's exactly women's sexual prioritization at their most necessitous which puts men at the top of their SMV game. As I've detailed in many prior posts, hypergamy wants optimization (Alpha Fucks / Beta Bucks). Women's pluralistic sexual strategy is optimized when a woman can consolidate a monogamous commitment from a man who can deliver a better genetic benefit and a better personal (providership) investment than her own SMV should realistically be able to warrant her.

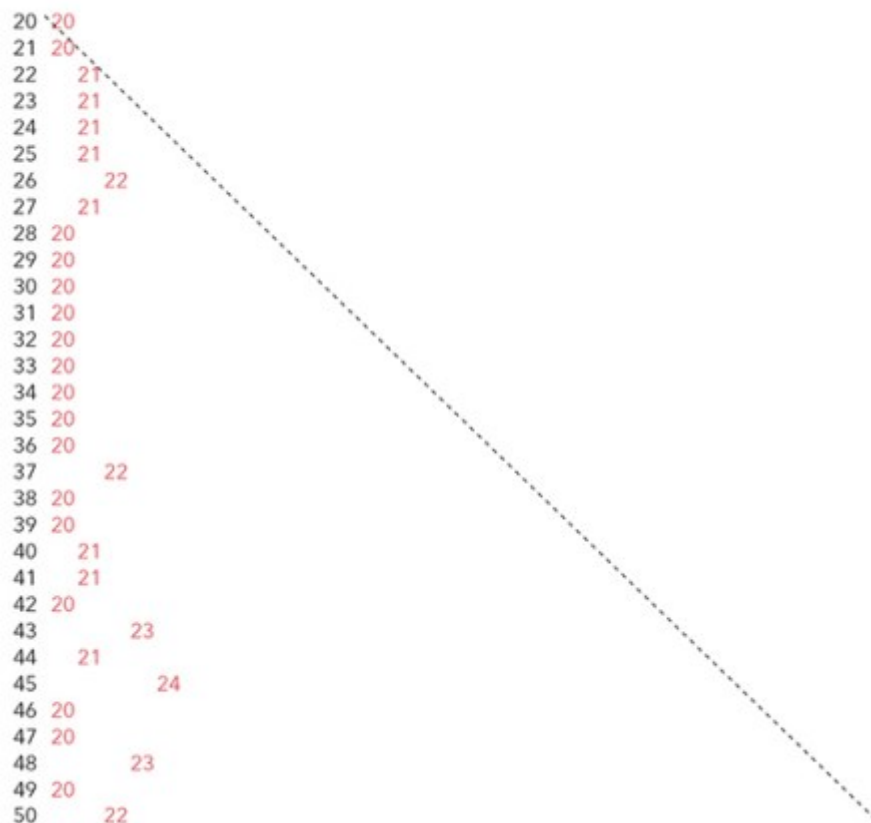
In general, at no other point in a man's life does he possess the a better potential to optimize women's innate hypergamy.

If you follow the pink arrow, from about women's 30th year that established SMV peaked man has the best potential to satisfy both aspects of the dualistic nature of hypergamy. It's important to consider that when a woman reaches her 30s her sexual prioritization is affected by her own capacity to attract and hold male attention. What happens is a sort of subconscious establishing operation – as her capacity to attract becomes diminished, and as the next generation of SMV peaked women comes into their own, the urgency to cash out of the sexual market place increases.

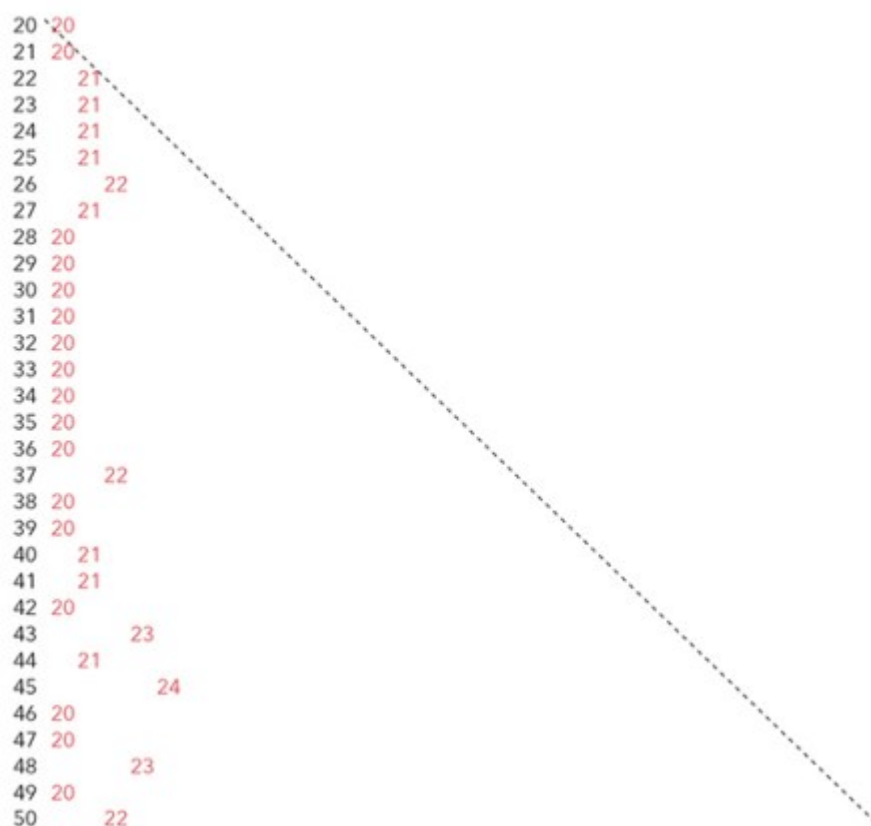
So it's not that the expectation should be one of 23 year old women wanting to get after it with 38 year old men (though this is exactly the scenario in Jenny Bahn's story), but rather that 38 year old men increase exponentially in value to 30 year old women at a time when what he possess is what she needs the most.

Back in May a data set was released on Twitter from OKCupid founder Christian Rudder is his book *Dataclysm: Who We Are (When We Think No One's Looking)*. It's a fascinating read actually and reinforces much of what I speculate about with regard to my own SMV graph.

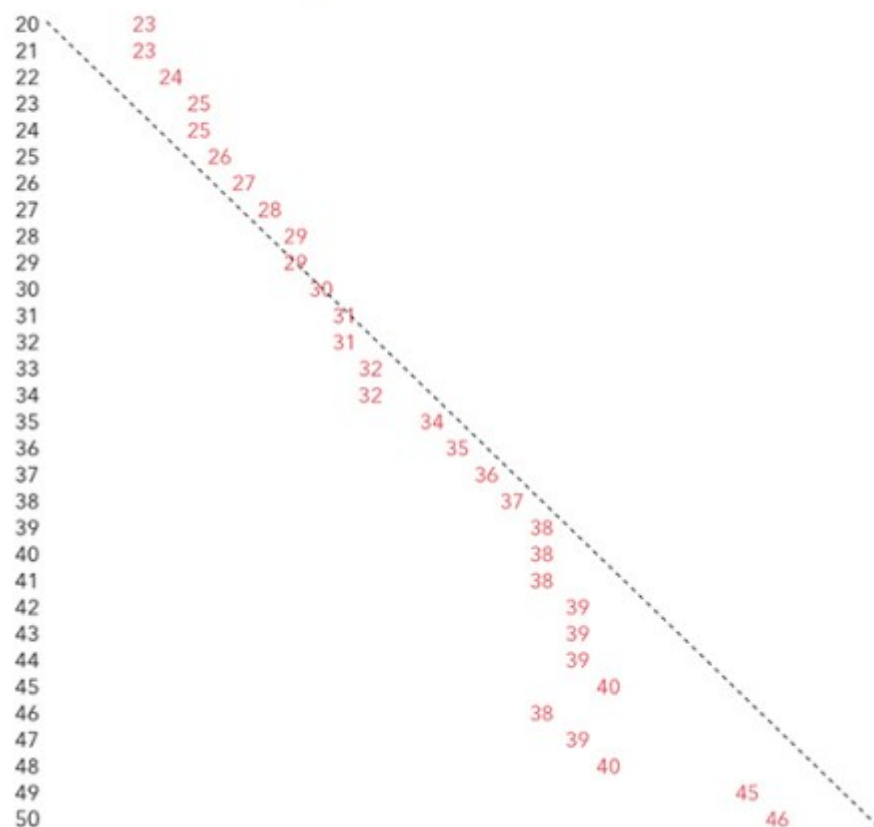
a man's age vs. the age of the women who look best to him



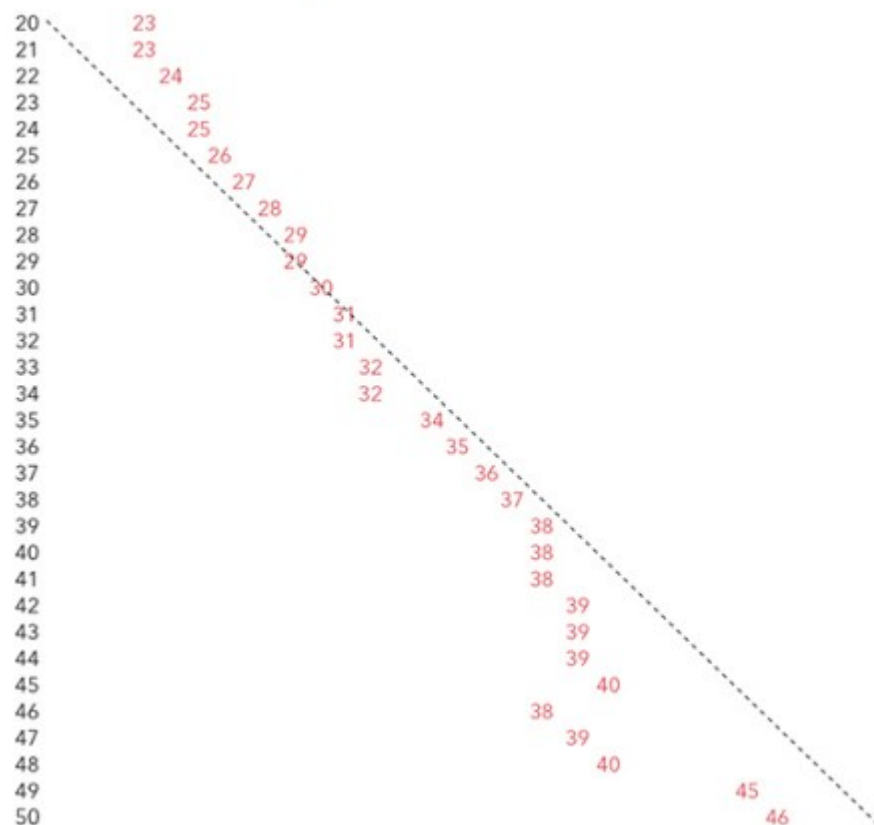
a man's age vs. the age of the women who look best to him



a woman's age vs. the age of the men who look best to her



a woman's age vs. the age of the men who look best to her



It's important to remember that this data is based primarily on looks, but it illustrates the point of my adding the blue arrow to the graph. Men's arousal and attraction triggers are virtually static. While

men's attraction value varies for women, it is a locked value for women.

While in her SMV peak – as we can see averaged her to around 22 – women enjoy the benefit of having the most sexual selectivity of their lives. However, the power of this selectivity declines as she ages and is further stressed by sexual competition as she does. And while men compete for sexual access to women, the sexual market value of the woman being competed for is still rooted in her capacity to attract attention and arouse men.

When in her SMV peak years, women's preferences and sexual strategy supersede those of the men who would compete for her, however as she moves towards maturity, and as men ascend to their own SMV peak, a man's preferences gradually take precedence over women's.

Jenny Bahn, a reasonably attractive (former model) woman provides us with an excellent example of this transition.

Alex is 38. I'm 30. Technically, there are no "people our age." But I'm starting to feel that a 30-year-old woman might as well be a 40-year-old man, though infinitely less desirable, culturally speaking.

At 40, a man is well into hitting his stride, something the guy I'm arguing with is all too aware of, as evidenced when he professes on multiple occasions, "I'm an amazing guy." "We're killing it. KILLING IT," he tells me, while explaining that he's been caught up in his rapidly expanding architecture firm.

[...]A 30-year-old woman is an undertaking, and it's the real reason Alex has been putting me on the back burner for the past two months, telling me that I'm amazing and that he's interested and then disappearing to hang out with a 23-year-old instead. Age ain't nothing but a number, until it's a number someone else doesn't want to deal with.

As I mentioned in The Threat:

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

Jenny, like most women in their Epiphany Phase, is now coming to terms with the transition of sexual selection power from what she once no doubt enjoyed to a man who's made the most of his maturity and potential she wants to consolidate on in long term monogamy.

Jenny has a rare honesty and insight to recognize this, but naturally the 'validation' social convention is there to assuage her predicament. Even in her self-acceptance of her situation Alex is colored with an uncooperative attitude. His perspective is 'incorrect' in a fem-centric social order. If he were really 'mature' he would be dating and marrying Jenny (a *victim* of her own past decisions) instead of seeking 'validation' with a 23 year old hottie.

The presumption of Alex validating himself with a hot 23 year old makes men his age, in general, more shallow or manipulative, or uncooperative with the mandates of a feminine-primary social order. A mature, established man shouldn't *want* to date women in their 20s, he should cooperate with the Feminine Imperative and validate Jenny's sexual strategy by becoming monogamous with her.

What Alex is doing isn't seeking validation, it's simple SMP pragmatism – the power of sexual selectivity (though by no means unilateral) has switched in degree to his favor. Alex is enjoying his peak SMV and a large portion of that value comes from his desirability from women like Jenny;

women who delayed capitalizing on their SMV peak and now, at 30, find themselves on the necessitous side of that sexual selectivity.

Yes Means Fear

October 20, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Not surprisingly the latest “anti-rape” Yes Means Yes law just passed for California university campuses has been the topic du jour in the manosphere this week. I usually like to allow mainstream news like this to percolate in the ‘sphere before throwing my hat into the ring, but I think it’s gotten a lot of mulling over on various blogs now.

Just as a point of order, I’ll repeat that as a policy I never *do* politics, religion or race on Rational Male – unless those topics relate to intergender relations or the interests of red pill truths and/or the manosphere in general.

That said it’s impossible not to consider the politics, social perspective and the underlying motivations of this new law. Dalrock has already done three posts to this effect, and I wouldn’t want to take any of that thunder away from him. So if you’re wanting a more in depth social / religious perspective I suggest heading over there and read his last posts.

For the most part Dal dissects the Ezra Klein article Roosh vlogs about here regarding how terrible, but ‘necessarily terrible’ this new law is. I’m not sure what I could add here that hasn’t already been debated with regard to speculating about its long term effects, however I do think this law is less about rape prevention, or even the redefining of ‘what rape is” and a lot more about the need for total control of both the male sexual imperative and optimal feminine hypergamy.

Although Yes Means Yes is law on California University campuses it is merely the first of many coming mandates with the latent purpose of legally mandating men’s cooperation with feminine hypergamy and women’s sexual pluralism (AFBB).

I could elaborate on the details of how Yes Means Yes is essentially worthless without some metric by which to document ‘consent’ at each stage of an intersexual encounter (yes, it’s in the law), but this would be pointless, because the actual intent of this law is to create an environment where men are led into a false sense of security with a woman as they move from stage to stage.

The Yes Means Yes law could also be called the You Better Be Pretty Damn Sure law. You Better Be Pretty Damn Sure she said yes. You Better Be Pretty Damn Sure she meant to say yes, and wasn’t consenting because she was scared, or high, or too tired of fighting. If you’re one half of a loving, committed relationship, then you probably can Be Pretty Damn Sure. If you’re not, then you better fucking ask.

The problem with Ezra’s scenario here is he’s presuming a baseline of two honest agents with each other’s mutual interest at heart, in rational discourse between both men and women in a “loving relationship” with no ulterior motives either in the now or in the future. Being ‘Pretty Damn Sure’ is not enough and that’s what makes YMY so dangerous. It presumes male guilt before, during and after any sex ever occurs, and Ezra knows this...

...men need to feel a cold spike of fear when they begin a sexual encounter.

Sadie Hawkins’ World

And thus we understand the latent purpose of this law – instilling fear in men. Nominally the law is about making men so fearful that they concede all aspects of any intersexual discourse to a feminine

imperative. This is Sadie Hawkins' world. One in which only women are allowed to make any intersexual approach to a man for fear that his doing so will be construed as rape, or an intent to rape, even before he initiates anything.

The goal of feminism is to remove all constraints on female sexuality while maximally restricting male sexuality – Heartiste

The more a feminine-primary social order embraces, endorses and openly promotes feminine hypergamy as the normative, correct, social paradigm, the more it will be necessary to legally force men to comply with it.

As it stands now, the Feminine Imperative is having an increasingly difficult time enforcing its primacy through social conventions and popular culture shaming men into compliance with it. Increasingly men are becoming aware of the raw duplicity of open hypergamy and are becoming less and less cooperative with what really amounts to their participation in their own hypergamous cuckoldry – which women triumphantly crow about in as public a manner as is practical now.

A common refrain from the manosphere has been that the only reason a man should consider marriage is if he wanted to raise children – a functioning, cooperative, child-rearing environment being the only evident 'advantage' marriage offers men – but in light of potentially more laws cut from this cloth and the glaringly evident risks of having his children legally removed from him under the flimsiest of pretenses I can't say as I agree with this anymore.

In Sadie Hawkins' world there are no "advantages" for men in marriage – only liabilities enforced by fear.

It's no longer about buying the cow when you can get the milk for free anymore. It's about the cow milking itself and giving it away to Alpha Fucks in its peak years and then expecting you to buy her just before she's gone completely dry. And all under the assumed risk of accusations of nonconsensual sex at her disposal should you choose not to comply at any time.

The latent purpose of Yes Means Yes is to lock feminine hypergamy into a legal mandate while ensuring fear (I should say Dread) is the motivator for men's compliance in it.

Brave New Hypergamy

Deti is a permanent fixture in the manosphere, and though he doesn't have his own blog, he regularly hit's 'em out of the park with his comments here and on various other blogs.

Deti on Dalrock:

Proponents of "Yes means yes" also are Game deniers and Game haters. The funny thing is that this law will only increase Game and swell the prevalence of its practitioners. Jerks, players, and cads will be the only ones with the balls and the resolve to press forward. Less adept men will give up, because they cannot run the risks of an encounter going bad. They can't risk criminal records, loss of jobs, loss of family, loss of money and time. The risks aren't worth the puny rewards.

What marriage is now is what social interaction between men and women will become – a man merely looking at a girl too long will bring a complaint to police, and a man will have to answer merely for his gaze. He could be fined or even imprisoned.

The proponents of Yes means Yes think it will reduce Game and assault; will remove the ambiguities. they think it will foster and encourage the growth, development and

proliferation of healthy relationships and marriages. They think it will create safer places for women to seek relationships (or not). It will do none of these things.

“Yes means yes” will only increase Game because the only men willing to try will be those with proven successful sexual track records. It will only create more ambiguity. It will only cause more “good men” and providers to drop out or hoard their earnings, refusing to put them to the service of women. It will leave only the jerks, thugs, cads and players in the SMP as the only men willing to navigate the sexual minefield. These men won’t marry because they don’t have to. The men who would be willing to marry won’t be in the marketplace because they dropped out, and they won’t prepare to marry in the first place because they never got the signals to prepare for it and there’s no point in trying anyway. Marriage rates will continue sliding; the age at first marriage for men and women will continue inching up.

Women will continue to get pumped and dumped. The unhappy ones, ones who regret the encounters or they didn’t go exactly as hoped or planned, will quickly and quietly drop their “lack of consent” claims when video recordings of the encounters in question surface, together with smiling photos and confirmatory texts. A few such women and their institutions of higher learning will be defendants in defamation lawsuits. Some of those videos will make their way to the internet; most won’t.

Welcome to our brave new sexual world. I think that our interlocutors really ought to think this all the way through before supporting it and deciding this is what they want.

There’s an idea that the work around to Yes Means Yes is simply to have sex with a girl off campus. Ergo the incidence of “campus rape” declines and the law is spun as a victory for feminists and evidence of a successful enactment of a functional law.

Yes Means Yes will be a ‘success’ insofar as it curbs campus rape because it is uniquely based on male fear. Again, from Klein’s piece:

To work, “Yes Means Yes” needs to create a world where men are afraid.

Read this again, “...to create a **WORLD** where men are afraid.”

Ezra believes this ‘useful fear’ is a horrible-but-necessary tool with which to fight what ever definition of rape he subscribes to, but what he doesn’t realize is that fear has uses and implications which go well beyond rape prevention.

The ‘big deal’ is the latent purpose of the law and the motivating ideologies behind it. The law won’t actually curb rape, but it will be successful in creating a world where men are afraid by ambiguously and progressively redefining what rape is and what harassment should encompass – all while legally enforcing men’s compliance in feminine hypergamy.

It’s just as easy to say, ‘well, men will simply not cooperate and go their own way’, and while that would certainly predicate what Deti is proposing, the most salient part is that this law has already successfully changed the gender landscape to one based on fear of the Feminine Imperative. For all my female critics decrying my advocating men use Dread (or at least not discouraging it passively) in their relationships, you can see here in stark contrast that it is overwhelmingly the feminine which is not only comfortable in using dread, but openly mandating legal assurances of its use.

The Feminine Imperative is so fixated upon the insecurities inherent to women’s individual capacity

to optimize their hypergamy, so entitled are women to an Alpha Fucks and Beta Bucks sexual strategy, it will enact legal mandates to ensure that optimization.

Fem-Centrism

When I wrote Fem-Centrism and The Feminine Reality, I took a lot of shit for being a conspiracist in making the assertions I made:

...the feminine imperative is normalized as the **CORRECT** goal of any conflict. A woman's existential imperative, her happiness, her contentment, her protection, her provisioning, her empowerment, literally anything that benefits the feminine is not only encouraged socially, but in most cases mandated by law. Ironically, most doctors require a wife's written consent to perform a vasectomy on a married man; not because of a legal mandate, but rather to avoid legal retaliations and damages from a wife. By hook or by crook, her imperative is the **CORRECT** one.

Doesn't sound so crazy now does it?

A few other things to consider; just this week we've seen companies like FaceBook and Apple offer a female-only benefit of freezing women's eggs for future insemination to its potential female employees. On the face this perk is intended to attract 'professional' women to the tech field by assuring them they can *eventually* "have it all" – once they've conquered the "male-dominated work world®".

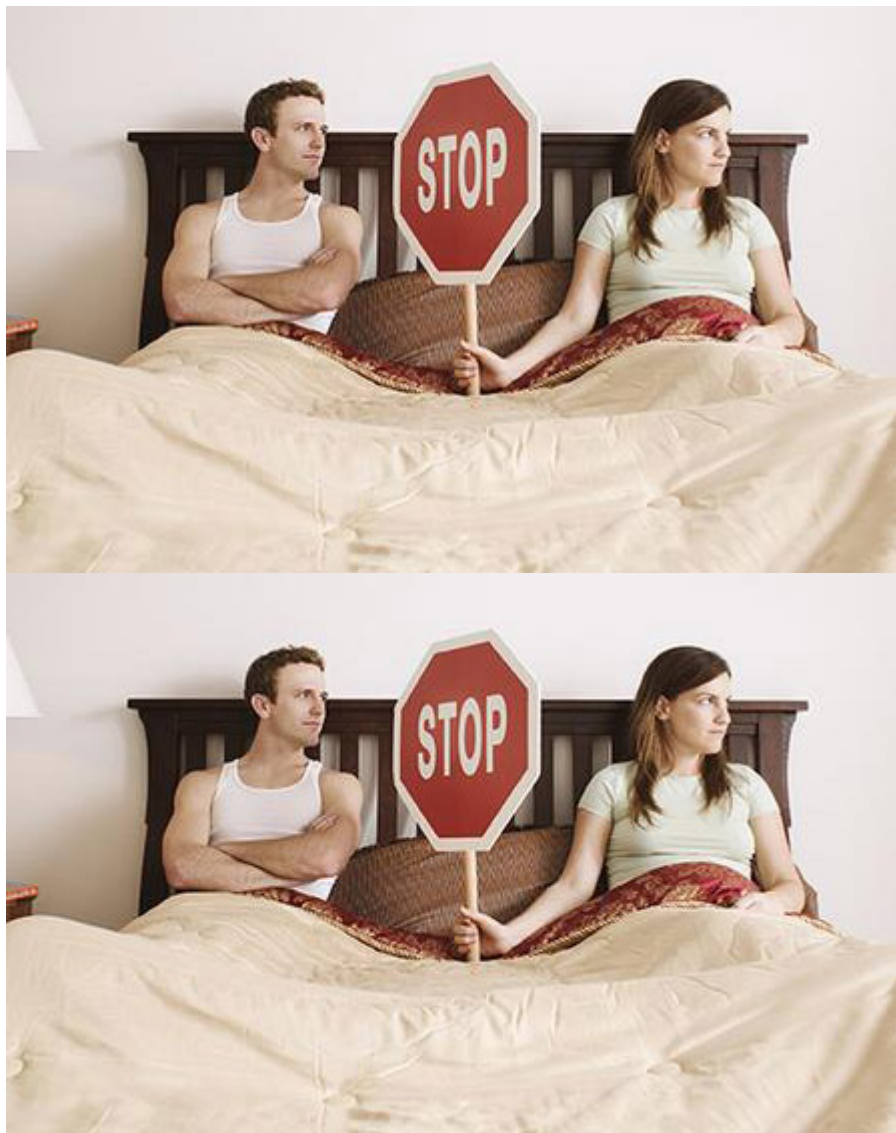
While that may help assuage the bad PR the tech industry has with finding *any* women to work for them, the latent purpose is still ensuring feminine hypergamy and the goals of a female-primary social order can be fulfilled, regardless of how realistic those expectations are.

Also consider my favorite whipping girl Emma Watson's appeal to the United Nations a few weeks ago initiates a campaign which *asks* men to take "The HeForShe Commitment" pledge: "Gender equality is not only a women's issue, it is a human rights issue that requires my participation. I commit to take action against all forms of violence and discrimination faced by women and girls." This essentially distills to the common "lets you and him fight" convention women will use, but in this instance it amounts to a plea for Feminine Imperative compliant men to police the actions of noncompliant men.

When we consider these two recent developments along with the Yes Means Yes law, the veneer of the Feminine Imperative's purpose comes off in ways which make it recognizable as the driving social paradigm of our time. The more that control is made obvious, the more a need for legal enforcement and male compliance will be necessary as societal efforts to enforce it break down.

Last Minute Resistance

October 27, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Many PUAs have at one point encountered and considered what's commonly known as LMR, Last Minute Resistance after they've successfully moved through the various phases of seduction and had a girl reconsider fucking him and ultimately reject him at the zero hour before sex was in the offing. LMR is the acronym PUAs gave to the tendency, but you don't need to be a PUA to have had the experience of pleading your case for sex while spooning on the bed with a girl you've been trying to 'make comfortable enough' to want to fuck you using your best Beta Game for two months. I'd say blue pill men are much more familiar with LMR than most self-styled PUAs.

I'll admit, I did this in my younger Beta days.

This was long before I realized that sex was about urgency, anxiety and tension, not comfort, familiarity or rapport, or proving how much better a boyfriend I'd make than the Jerks she'd enthusiastically spread her legs for because they naturally created that urgency.

It wasn't until I'd hit my sexual stride in my semi-pro rock star 20s that I realized that striving to make a girl feel comfort and trust was anti-seductive.

Eventually I got to the point that I could get laid predictability enough with girls who were

enthusiastically *down to fuck*, that I no longer felt the responsibility to endure the blue balls I had in trying to behave according to how girls ‘told’ me I should go about being intimate with other girls. It was then I realized I had been attempting to Game girls according to the advice other girls had given me (or even some of the girls I wanted to get with themselves). I realized how adolescent this really was; these are games teenage girls played with guys who’s attentions they enjoyed, but couldn’t bear the thought of fucking someone they were so familiar with. I figured out that when a woman says, “I don’t think of you in *that* way. I think of you as a brother.”, what she’s really saying is “I’d consider sex with you to be incest”.

I didn’t know it then, but this was an important lesson in my red pill education.

I’ve never been an advocate for pushing past last minute resistance with a woman. From that point on in my life if there was any hesitancy on the part of a woman becoming sexual with me, and certainly once clothes were about to come off, I knew something else was affecting the needed sexual tension and urgency. Something else was mitigating genuine desire and I knew it wouldn’t be the kind of sex I wanted to have, or couldn’t already have had a better experience with another plate I was spinning at the time.

I get that for a lot of guys, “pushing” for sex – really trying to wait a girl out for sex – is the only *Game* they really have to speak of. However, I’d gotten to the point where I realized that any sex a woman *makes* a guy wait for is negotiated desire and mitigated sex, and the experience was **never** worth the wait.

I learned how to do very effective *takeaways* during this point in my life, but not because they were practiced to perfection from a want to bang a particular woman. Rather, and unintentionally, I had what PUAs termed a very good ‘push/pull’ technique due only to the fact that I knew if a new girl I was with was hesitant to get sexual I was wasting time I could’ve spent with another girl who was a proven commodity.

Women pick up on cues like this. Men are often oblivious to them, but there are subtle differences in our behaviors, indifferences to women’s expected behaviors from us, and subtle attitudes we sub-communicate which women are attuned to thanks to an evolved psychological understanding of when they have a sexual competitor for our attentions. Women who have a genuine interest in a guy, rarely confuse that guy with “mixed messages”.

I didn’t consciously process it then, but an overt attempt to overcome last minute resistance broadcasts a perception of ‘pussy begging’ in an obvious way. While I realize there’re sometimes situations that call for a need to be sexually assertive to promote a dominance women are testing for, if you’re in a position of what amounts to pleading or “c’mon baby” convincing a girl to fuck you, you’re negotiating (really compromising yourself) for her unenthusiastic desire.

When you overextend yourself in getting past LMR, you risk sending the message that “you just don’t get it” with regard to how women need to be seduced, and how the men they do want to fuck organically behave. By being too self-effacing in convincing a woman to fuck you, you present the perception of being optionless with other women, and thus a non-sexual Beta and she can deal with you, or not deal with you, accordingly.

It was really simple pragmatism for me to walk away from a sexual dead end girl – I had other options – but in doing so I’d unwittingly, but organically, passed a shit test. And more often than not I got laid a week or two after “bumping into” her again; after she’d had time to process it.

Game 101

Now, why am I going back to Game 101 here?

Likely this is something I should've included in the book, or come about to in the early posts of Rational Male (I have actually, but not in depth). Well, it's because of a pathetically brief throwaway post from Lindy West praising the recent Yes Means Yes law on California campuses.

West usually wrote feminist agitprop before she was surreptitiously let go from Jezebel a few months ago, and rest assured this is the first and last time I'll ever quote her on this blog, but in her giddy sputtering over the YMY law she did manage one coherent point:

“Why would you want to be tolerated when you could be desired?”

Following along in the wake of the Yes Means Yes social initiative, many a feminized blogger has gone through a good deal of mental contortions in order to rationalize why they support it. The problem they encounter is that in supporting YMY they have to explain away more than a few previously, and publicly, held stands they made in the past about gender relations to align with YMY.

One such inconsistency stems from women's dubious *want* for comfort and rapport prior to sex that conflicts with what, essentially, amounts to negotiating for their genuine desire. Thus, I agree with Lindy, why would you want to be tolerated, when you could be desired?

What Lindy is oblivious to (no doubt from a lack of experiencing male attention) is that genuine desire cannot be negotiated for. Many a hapless Beta suffering in a 'tolerance' relationship is all too familiar with the lackluster experience of 'duty sex'. Women will bemoan some fanciful epidemic of misogynists who think they're entitled to, or owed sex, but the fact of the matter is the same women actively contribute to that belief by (legally now) requiring a checklist of terms necessary for men to have sex with them.

When I published Iron Rule of Tomassi #3 I received (and periodically still receive) a rash of criticism from the femosphere for insisting men excuse themselves from, and not wait for, compromised, mitigated and I daresay now, *unenthusiastic* sex.

Iron Rule of Tomassi #3

Any woman who makes you wait for sex, or by her actions implies she is making you wait for sex; the sex is NEVER worth the wait.

When I wrote this it was an effort in illustrating a pragmatic approach to save men the time and resources of investing in a less than optimal sexual experience. In essence, it's a rule to help men avoid negotiated, unenthusiastic sex with women who feel obligated to fuck him. Whether it's ostensibly from pity or duty or some other pretense the outcome is still the same.

I also wrote a follow up to this rule in Three Strikes:

Risk & Reward

In Game, there is a subtle balance that needs to be recognized between risks of over-investing in a particular woman with regards to practicality and not throwing the proverbial baby out with the bath water and losing on a potentially rewarding opportunity. Women, as is particular to their own Game, will naturally come down on the side of casting doubt on a man's valid assessment of a woman's potential value, both in long term perspectives and potential sexual satisfaction. This presumption of doubt is a built in failsafe social

convention for women; if only you'd been more patient, if only you invested a little bit more, you'd be rewarded with a great mother for your children and the best pussy of your life – don't blow it now!

The short version is that it's not in women's best sexual-strategy interests for a man to have sexual options. Women's sexual strategy is very schizophrenic – ideally women want a Man that other women want to fuck, but in order to assess his sexual market value to other women he's got to have exercisable options for her to compete against, or at least display indirect social proof to that effect. So, she needs to limit his options while simultaneously determining he has those options. Now add to this the hypergamous necessity of maintaining a reasonable pool of suitors suspended in doubt of her own SMV in order to determine the best one among them for short term sexual provisioning and long term security provisioning.

As ever, the intent here is to determine the potential for genuine *enthusiastic* sex – if there's no interest, or hesitant acceptance: NEXT.

At the time of my writing these posts I was castigated for exactly the same rationale that femosphere bloggers are now endorsing Yes Means Yes with today. The (now scrubbed from certain blogs) criticism then was one of how terrible it was for Men to punish women by not playing along with feminine-primary Game.

Only two years ago the criticism was, "What? You just want some whore who gives it up on the first night?"

However, under the Yes Means Yes initiative, this Three Strikes pragmatism is flipped and endorsed by the women who were previously outraged by it. YMY fosters a social environment which actively promotes Pump and Dump sexual encounters, since the furtherance of that sexual relationship into an LTR increases the risk and liabilities that are the result of the YMY threat point.

Commenter jfl2 from last week's thread:

YMY makes a good case for men abandoning what women consider to be their assortative equals, i.e. women who are older, crankier, and more likely to say no, for women who are younger, nicer, and more likely to say yes. YMY is a total green light for men to push for sex immediately if not sooner.

So the question becomes one of how men will most pragmatically develop contingencies for the YMY threat point in their own sexual strategy? In an age when Sheryl Sandberg is openly telling young women to fuck the Bad Boys, and settle down with the Nice Guy before her SMV decays into non-competitiveness, when open hypergamy is not only embraced, but proudly preached in the media, what logical choice do men have but to push for sex immediately and go their own way?

YMY combined with Open Hypergamy promote a sexual marketplace based on enthusiastic consent for Alpha Fucks, and mitigated, ambiguous consent for Beta Bucks. Now add to this environment the effects and behaviors inherent with women's Ovulatory Shift on a monthly basis and we can begin to see the latent purpose behind Yes Means Yes – insurance against regrettable sexual behavior.

Alpha Tells

November 3, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





For as long as I've been writing in the manosphere, the definition of "what is Alpha?" has been the number one point of contention I've had to state and restate the most often. I'm not going to rehash this now as I have several posts on the nature of [Alpha](#) already linked in the sidebar, so if you're looking for my take on Alpha that's where to find it.

However, to lead in to today's post I need to address the basis of what I believe are the most common misunderstandings about the term Alpha.

Well before the inception of this blog, in the early beginnings of what would evolve into the manosphere there was a need of terminology to describe the more abstract concepts developing in the 'community'. Some of these analogies and terms are still with the manosphere today, others have morphed into more useful abstractions; Alpha Widows, Hypergamy (in its true nature), the Feminine Imperative, even Red Pill awareness are all examples of established terms or analogies for understood abstractions. Among these are also the concepts of a man being Alpha and Beta.

From [The Unbearable Triteness of Hating](#) at CH:

5. Etymology Hate

Hater: Your definition of an alpha male is false. In the animal kingdom, the alpha

male is leader of the pack, not a cad/badboy/jerk who pumps and dumps women.

Isn't it just like a nerd to get hysterical over the appropriation of a narrow-sense scientific term to conveniently illustrate broader truths about men and women.

One of the most common disconnects men encounter with the Red Pill for the first time is equating the term *Alpha* with its usage in describing the mating habits of Lions, Wolves or Silver Back Gorillas. It's easy to ridicule or simply dismiss a valid, but uncomfortable, Red Pill truth when you're simplistically comfortable in defining 'Alpha Male' in literal etymological terms.

This is the first resistance blue pill men claim they have with the Red Pill. They have no problem understanding and using abstractions for blue pill concepts they themselves are ego-invested in, but challenge that belief-paradigm with uncomfortable red pill truths and their first resort is to obstinately define Alpha (as well as Hypergamy) in as narrow, binary and literal a sense as they can muster.

“Get in Touch with Your Feminine Beta Side”

The next most common misunderstanding comes from conflating the abstractions of Alpha and Beta with masculine and feminine traits. In this (often deliberate) misdirection, the concepts of *being* Alpha or Beta become synonymous with *being* masculine or feminine. This is the personal basis of Alpha and Beta many Purple Pill advocates (really blue pill apologists) comfortably redefine for themselves, to suit themselves.

This purple pill conflation is really just a comforting return the the curse of Jung – anima & animus – if the *complete* man is an even mix of Alpha and Beta, masculine and feminine, then all the worst aspects of his “betaness” can't be *all* bad, and he reinterprets what really amounts to a complete androgyny as “being the best balance”.

Unfortunately, and as blue pill chumps will later attest, the feminine expects to find its paired balance in the masculine, not an equalist idealization of both in the same man. Thus women, on a limbic level, expect men to be Men.

This one of the missives of an egalitarian mindset; that an individualized, egalitarian balance of masculine and feminine aspects in two independent people *should* replace the natural complementary interdependence of masculine and feminine attributes in a paired balance that humans evolved into.

What purple pill temperance really equates to is a 21st century return to the 20th century feminized meme “men need to get in touch with their feminine sides”... or else risk feminine rejection. 60+ years of post sexual revolution social engineering has put the lie to what an abject failure this concept has been.

What they fail to grasp is that an Alpha mindset is not definitively associated with masculine attributes. There are plenty of high-functioning, masculine men we would characterize as *Alpha* based on our perception of them in many aspects of life, who nonetheless are abject supplicating Betas with regard to how they interact with, and defer to women.

Whether that disconnect is due to a learned, Beta deference to the feminine (White Knighting), some internalized fear of rejection, or just a natural predisposition to be so with women, isn't the issue; what matters is that the abstraction of *Alpha* isn't an absolute definitive association with the masculine.

Likewise, Beta attributes are neither inherently feminine. As has been discussed ad infinitum in the manosphere, 80%+ of modern men have been conditioned (or otherwise) to exemplify and promote a feminine-primary, supportive Beta role for themselves and as many other men they can convince to

identify more with the feminine.

The Beta mindset isn't so much one of adopting a feminine mindset as it is a deference to, and the support of, a feminine-primary worldview.

The reason purple pill (watered down red pill) ideology wants to make the association of Alpha = Masculine, Beta = Feminine is because the "get in touch with your feminine side" Beta attributes they possess in spades can be more easily characterized as "really" being Alpha if it helps make him the more androgynously acceptable male he mistakenly believes women are attracted to (if not directly aroused by).

Alpha Tells

From jf12:

The sexual alphaness of a male towards a female is exhibited by her wanting to please him, and the sexual betaness of a male is exhibited by him needing to please her. A man's alphaness obviously and definitionally does not cause her to more require him to please her (i.e. alphaness does not rub off like that). And also, betaness is not transferrable, no matter how much we betas wish that our women-pleasing caused women to want to please us.

Moreover, the social dominance of a male in a male hierarchy is barely correlated with his sexual alphaness, and certainly not causal. There are far too many counterexamples, such as Bill Gates, Napoleon Bonaparte, Horatio Nelson, and the list is very very long.

However, and this is a key sociologically empirical point, the social dominance of a *female* human (the best kind!) in a *female* human hierarchy is extremely correlated, in this precise way: A woman to whom women cater to will 99.9% of the time demand to be catered to by her man. This is why women believe man-pleasing women (I admit there are some) are "lesser". It is also why men (e.g. me) who have tended to be mated to females who are socially dominant in a female hierarchy are invariably betas. It's simply false that female-dominant women tend to choose men who demand pleasing.

What critics of an Alpha/Beta dichotomy conveniently sweep under the conversational carpet is that the dichotomy they want to debate only exists in *their* convenient, personal interpretations of Alpha or Beta mean to them.

From a male perspective we can endlessly debate (from our own personal biases) what we believe constitutes an Alpha state (remember, an abstract term, stay with me here) and the expectations of which we think women *should* respond to according to those expectation. But it's women's instinctive behaviors around Alpha men (or men they contextually perceive so) that provide us with the *tells* as to how she perceives a man's Alpha or Beta status.

For as much as we believe women *should* respond to our definition of Alpha – and despite how women will explain they agree with those self-prescribed definitions – as always, it is their behaviors when in the presence of, or in a relationship with men they perceive as being Alpha (or of higher sexual market value than themselves if you prefer) that they bely their true, instinctual recognitions of *Alpha*.

In a social environment where men are conditioned to believe that women are as equal, rational agents as men, the belief men put their faith into is that women will appreciate their intrinsic qualities and base their sexual selectivity upon a man's virtue, bearing, intelligence, humor, and any number of *attractive* intrinsic qualities. However, the truth of what women base their sexual selectivity upon

(*arousal*) is far more evident in their instinctual, unconditioned behavior when around Alpha men – as well as men’s instinctual sensitivity to that behavior.

There are many examples of this Alpha reactive behavior. I’ll make an attempt to illustrate a few of them here, but I expect there’ll be many more offered in the comment thread and I’ll encourage a discussion of the behaviors that serve as Alpha *tells*. Rossy/Heartiste has made a sport with his ongoing “spot the Alpha” series of posts in which he analyzes a picture or video of a woman’s reaction to a man who she is obviously has an Alpha interest in as her body language and subcommunications suggest. (h/t to CH for today’s image)

The common criticism of these images is that red pill men would read too much into these displays, but the underlying message in that criticism is rooted in understanding and willfully ignoring what our instinctual perceptions of them are. We know Alpha when we see it, but need an explanation to protect our own ego’s Alpha assessment of ourselves.

The Real Selection

For all the delighted ego ‘empowerment’ of women boasting they are the sexual *selectors* in this life, there is still a nervous uncertainty about being found acceptable themselves to an Alpha lover of higher SMV status than they might otherwise merit. This is where the illusions of an assortive mating model break down for women. If feminine-primary sexual selection were the only element to mating there would be no need for the behaviors women are subject to in seeking the approval from men they perceive as Alpha.

There’s a look, an attitude and a presence women will give to Men for whom they have a natural deference to. I don’t just mean blatant sexual subcommunications like casually biting her lower lip, or the hair twirling that’s almost cliché now. It goes beyond the sexual into a kind of meta-attraction/arousal. While the sexual urgency for an Alpha is strong and manifests in a woman’s forwardness toward him, the meta-attraction is both of submission and a subconscious desire for his approval of her.

Men predisposed to a Beta mindset also display many of these same behavioral cues with the women they hope will appreciate them in the same fashion a woman does for a Man that her hindbrain instinctually knows is of a higher SMV. In Beta men we see these behaviors as evidence of “clinginess” or “neediness” and is an identifiable Beta tell; but in women this natural and unprovoked *leaning in* to a Man, this desire to submit for his approval, is a positive indicator of Alpha attraction.

This is why, as third party observers, we instinctually find such behavior in men distasteful; we subliminally sense a complementary imbalance between the man and woman.

When a woman makes an unforced effort to please a man with subtle words, unintentional wide-eyed contact, and body positioning / posture you’re dealing with a woman who is compelled to defer to you as Alpha.

That isn’t to say this can’t be faked. In fact strippers, good ones at least, are not just physically arousing, or more sexualized, but are in tune with the deficit most men feel when it comes to this Alpha deference. Beyond just the sexual aspect, one thing that makes strippers so enticing and seductive is that the majority of men are simply unused to the fawning affections and Alpha interest (albeit feigned) of *any* woman, much less an attractive one.

This is also one reason men become so prone to ONEitis both inside and outside this contrived,

transactional, sort of attraction. Men are the True Romantics, they *want* to believe a woman's sincerity in her Alpha deference to him.

Does the girl you're interested in come to you, or do you go to her?

I've emphasized the importance of establishing and maintaining Frame for years now, but I sometimes wonder if the importance of holding Frame isn't lost on most men.

To an equalist mindset this Frame establishment seems like I'm advocating men be domineers of their relationships and a man rely on some dark manipulative psychology to enforce his will in that relationship. That's not what I'm suggesting for the simple reason that it's too effort consuming, and genuine desire is unsustainable within that constant effort. Maintaining Frame demands a voluntary, uncoerced, desired compliance.

What I'm suggesting is that men simply not invest themselves in women whose Alpha interest in them is mitigated by doubt or an obvious SMV imbalance. This is difficult for most men as it conflicts with our want for an idealized romance with a woman – a want for a love that requires a mutual definition with a woman lacking the capacity to realize this with him. And it's within that idealized desire men lose Frame and excuse the behaviors of Alpha deference.

The Medium IS the Message

As I've written in the past, the Medium IS the Message with women. On some level of consciousness men instinctually understand their relative status with a woman based on the behaviors she directs toward him.

Is she affectionate without being prompted or only when circumstance makes your comfort needed for her?

Is Amused Mastery an easy default for you, or does she resist even playful attempts at it?

Does she initiate sex with you, or is your provocation only ever the precursor to sex?

Is sex even a priority for her (with you)?

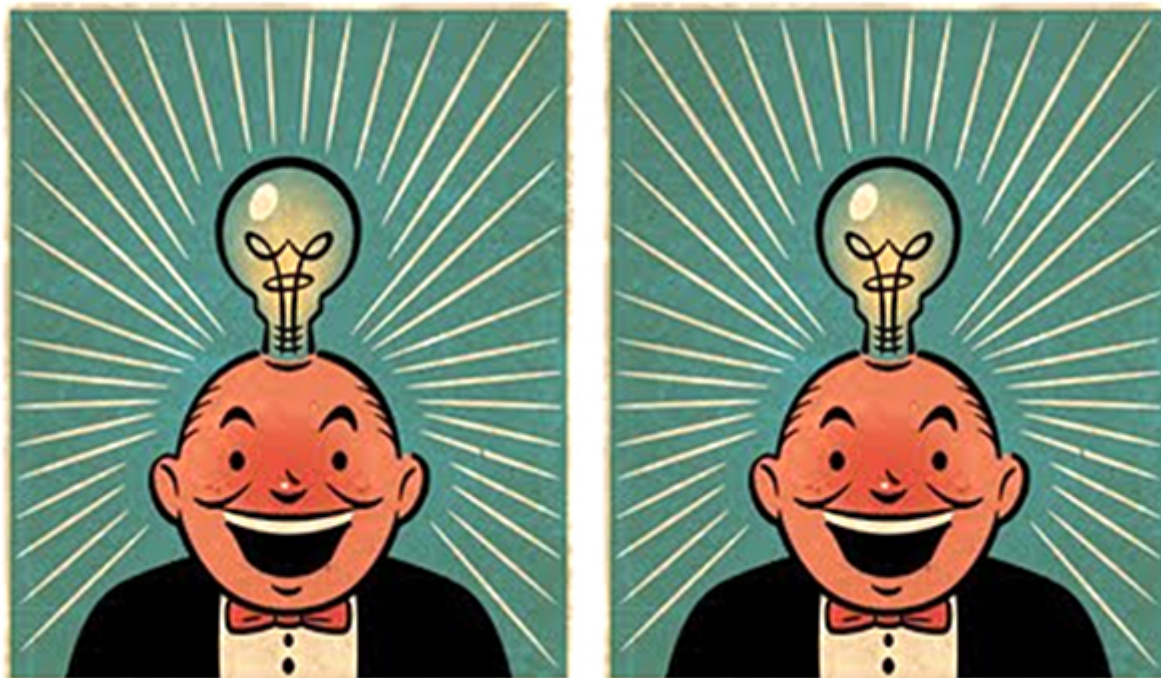
Does she make efforts to make things special for you (you both) or is your relationship one of her grading your efforts in qualifying for her Alpha approval of you?

What most guys think are 'mixed messages' or confusing behavior coming from a woman is simply due to their inability (for whatever reason) to make an accurate interpretation of why she's behaving in such a manner. Usually this boils down to a guy getting so wrapped up in a girl that he'd rather make concessions for her behavior than see it for what it really is. In other words, it's far easier to call it 'mixed messages' or fall back on the old chestnut of how fickle and random women are, when in fact it's simply a rationale to keep themselves on the hook, so to speak, because they lack any real, viable, options with other women in their lives. A woman that has a high interest level in a guy has no need (and less motivation) to engage in behaviors that would compromise her status with him. Women of all ILs will shit test, and men will pass or fail accordingly, but a test is more easily recognizable when you consider the context in which they're delivered.

Are you making psychological concessions with a woman who's never displayed an Alpha deference to you?

Moments of Clarity

November 5, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Even for the most abject Beta man there comes significant points in his life when he makes a Red Pill connection – a point at which, despite his feminine-primary socialization and for all his own participation in a system that deceives him, his circumstance or a trauma rattles him into a state of clarity.

As I wind my way through the [Preventive Medicine](#) timeline in the second draft of the next book I come to understand the periods at which these moments of clarity most commonly occur for Beta men.

Early in life that prompt may be the sting of having a high school sweetheart break up with him before she goes off to college. In or after college it might be the undoing of a long distance relationship he thought for sure his soul-mate would help him dutifully preserve. Later it maybe the realization of how much of his personal potential he truly lost after investing so much in a wife who divorced him and separated him from his children.

Not all of these events are as traumatic as this, but it's during these Red Pill moments of clarity a man begins to see a hint of the code in the Matrix; a suspicion that maybe what he's believed about how intergender relations *should* be really haven't been directed toward his best interest.

So it was with a certain amount of interest I took notice of a man named Stephen when he petitioned advice from a mouthpiece of the Feminine Imperative this week. Though he doesn't yet realize it, Stephen is at a Red Pill moment of clarity in his life, and as most Beta men are won't to do, he seeks answers from the same feminine-primary trough that's kept him in a state of patient stasis until his yet unrealized potential has now become useful to the Feminine Imperative.

Rather than simply allow the feminine crabs drag him back down into the barrel (until his next Red Pill moment of clarity), I'm going to re-post his plea for understanding here and give him (with the help of my esteemed commenters) the Red Pill truth he deserves at so critical a juncture in his life.

Lately I've been thinking about my college dating experiences. I'm 28 years old now and I've noticed a very odd phenomenon lately. I'm getting noticed (and approached) by women that never would've given me the time of day when I was in college. Successful, accomplished women! One in particular is incredibly hot, but they all are attractive. I am baffled by this. You may laugh, but this is making me extremely frustrated and stressed out. Reading your blog has offered some explanations. I'm an analytical guy, so I've been very impressed with the social science you weave into your writing, and the research about how 28 is the ideal male age for women helped to explain what might be going on. But I still can't figure out what's going on, with me or with them. I feel emotions like resentment and suspicion, as well as desire, but I'm not at all flattered. I find myself unable to respond in any way, positively or negatively. I feel paralyzed.

Sometimes I think I'm just offended. These are the very same women who rejected me time and again in college. I mean, I know they're not the same but...they're the same. I wanted relationships (I tried casual sex...EPIC FAIL), they didn't want me. My one serious college girlfriend cheated on me with her professor. I was really, really hurt, felt like a chump, etc. To put it in a HUS context, the [college girls] preferred alpha males (I'm definitely a beta, introverted, overly intense, with a baby face.) Or maybe they were reluctant to get involved during college because they wanted to be free to move on after graduation and not be tied down.

The thing is, I don't think I've changed all that much. Frankly, I couldn't change if I wanted to, even if it meant getting these women. I may have come out of my shell a little, but I honestly don't think it's me that's different. It's them, and I don't think I like the difference. I think I'm the consolation prize. I think they still want the alphas but they've given up. Time to settle. I'm offended. I don't trust these women.

Am I too proud? Getting my revenge? Guarded from past humiliations? Or have I just grown up and learned from my experiences?

Stephen

Stephen, the moment of Red Pill clarity you're now experiencing is coming from your newly realized status. The women you describe being attracted to you (different than being *aroused* by you) are entering what I call The Epiphany Phase – the point at which their sexual market value begins to decay in earnest while a man's begins his greatest potential to capitalize upon his own SMV as it steadily (should) increase.

This is a precarious time for women, usually the years between 28 and 30, where she makes attempts to reassess the last decade of her life. Women's psychological rationalization engine (a.k.a. the Hamster) begins a furious effort to account for, and explain her reasonings for not having successfully secured a long term monogamous commitment from as Alpha a man as her attractiveness could attain for her. Even women married prior to this phase will go through some variation of self-doubt, or self-pity in dealing with the hypergamic uncertainty of her choice of husband ("Is he really the best I could do?")

It's during this stage that women will make radical shifts in the prioritization of what prerequisite traits qualify as 'attractive' in a man and attempt to turn over a new leaf by changing up their behaviors to align with this new persona they create for themselves. Since

the physicality, sexual prowess and Alpha dominance that made up her former arousal cues in a Man aren't as forthcoming from men as when she was in her sexual prime, she reprioritizes them with (presumed) preferences for more intrinsic male attributes that stress dependability, provisioning capacity, humor, intellect, and esoteric definitions of compatibility and intimacy.

Where you find yourself now, Stephen, is in the midst of these women coming to terms with their waning SMV and the increasing effort it takes women of that age bracket to effectively compete in a sexual marketplace where younger women simply outclass them with every new year that she doesn't consolidate on a man who represents a good long term provisioning prospect.

As you suggest, these are the *same* women who found you sexually invisible when they were younger and enjoying the same SMV peak with the relatively more Alpha men they wanted to have short term sexual experiences with. These women *were* the younger competition they now find threatening their sexual selection today.

Are they exactly the same individual women? I don't know for sure from your outline, but even if they aren't, the Schedules of Mating script women follow is so common and predictable that they may as well effectively be the same women to you – and this is precisely what your subconscious instinct is attempting to relate to your conscious-self now.

...I honestly don't think it's me that's different. It's them, and I don't think I like the difference.

Unless you've made a drastic improvement to your physical appearance or you've become more Game aware and have changed your intersexual outlook and behavior the obvious answer is, it is these women who've changed.

Now the question remains, why?

What has changed in these women's lives that prompted this dramatic shift in how they've re-prioritized what they now find sexually acceptable? What is it about you *in the now* (and not back then) that makes you ideal for that acceptability?

Aunt Giggles wants to convince you to let bygones be bygones and follow along with the script the Feminine Imperative expects of you by shaming you for not forgiving a woman of her past indiscretions...

No doubt the girls at college rewarded the males who were early developers and exhibited masculine qualities then. Why take that personally?

I'll tell you why, because the men they were interested in short term sexual prospects with then weren't being asked to make anything resembling the life changing personal investment in these 'reformed' women she hopes you'll man-up and be a 'Better Beta' for. Those men got the milk for free because the cow milked herself and gave it to them, gladly.

Now that's a hell of a proposition for a guy who's played by what his prior feminine conditioning would have him believe were the 'rules' for as long as you have. Is it really that far a stretch to want to protect the investment of your personal potential, not to mention your yet unrealized peak SMV potential, with women who now hope you'll be sex, love and desire starved enough for the past 10 or so years to look past all the short term sex they had with more Alpha men in the Party Years of their

early to mid 20s?

Maturation of Beta Bucks

Aunt Sue has always ridden the fence when it comes to acknowledging the Alpha Fucks / Beta Bucks nature of women's sexual strategy. When it suits her narrative she agrees with Hypergamy, when it doesn't, well, you'll never know because those posts get scrubbed from her blog.

Fortunately you don't need her input on Hypergamy to understand women's pluralistic sexual strategy – there are many, much higher profile women than Susan Walsh who openly and publicly endorse **exactly** the strategy these women (who are suddenly attracted to you now) are using:

“When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is sexier.”

— Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

And since we're interested in *the research* perhaps we can ask Aunt Sue why it is nearly half of women in relationships retain a 'Plan B' guy:

Whether he's the one that got away, the office husband, or a gym partner, chances are he is the “Plan B” man you fantasize about running away with. Like an insurance policy, this man is the handpicked boyfriend or husband replacement you have on standby once “plan A” starts to break down on you. According to a survey conducted by [OnePoll.com](https://www.onepoll.com), an online market research company, half of women who are married or in relationships have a Plan B man on standby who is “ready and waiting” because of “unfinished business.”

You see Stephen, it's not those “Red Pill, Dark Triad *cads*” who perpetuate the “Beta Bux” theory; we don't need to, it's modern women who proudly, triumphantly, openly confirm their own Hypergamy and blatantly expect you to comply with it by default. In fact they'll shame you, as all the commenters on HUS are doing now, for even questioning your expected role in affirming their sexual strategy.

So, with the knowledge of this new Red Pill truth, openly confirmed by the very same women who are ‘attracted’ to you now, how do you intend to benefit from it? Will you stick your head back in the blue pill sand of HUS, or will you become curious about the broader truths of the Red Pill. Just remember, now you're aware of a Red Pill truth, there's no going back.

However, bear in mind, you're 28, the women you're dealing with now have had a lot longer than just the 4 years they may have spent in high school to decide if you were attractive to them – these women have had the better part of the past 10 years and the benefit of experiencing the peak of their SMV potential up to this point in life.

Aunt Giggles' would have you believe your new found SMV is the result some maturation process or change in your personal conditions when in fact it's the very calculated result of an proudly confirmed, pre-designed sexual strategy. And it becomes really insidious when the operative feminine social convention in play accuses you of wanting “revenge” for acknowledging the same

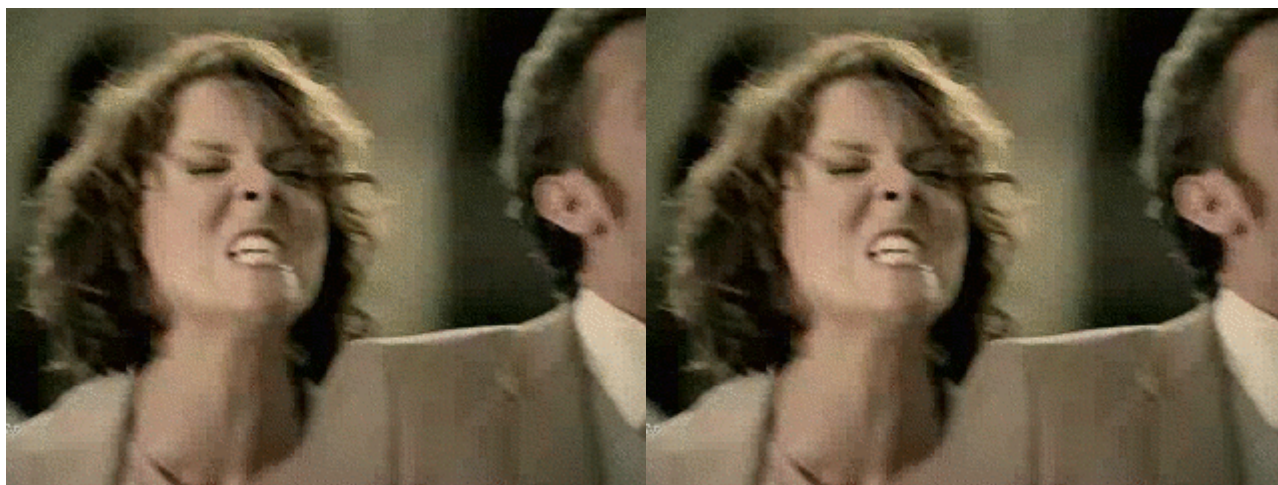
strategy that these women do openly already; you could be cowed into the fear of remaining alone, but that's a myth to bust in another post.

Commenters, perhaps I've missed something here.

Please, feel free to post your advice for Stephen in the always open, never moderated and entirely uncensored comment section only here at The Rational Male.

Malice and Forethought

November 8, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



After the engaging conversation in this week's comment thread, there's something I've been contemplating and I think it might make for a good weekend discussion.

With regard to this new comfort women have with open Hypergamy now, proudly laying bare their Alpha Fucks / Beta Bucks sexual strategy, to the degree that advertising agencies are making blatant commercials about it, I'm starting to think that women hold (or are progressively developing) a subconscious level resentment for those men who *would* willingly accept her intimately in spite of that foreknowledge.

I realize this reads like a "well, duh Rollo" moment, and I get that a deductive, lesser respect for a Beta man impulse resides in women, but what I'm considering here is this lesser respect in a new, open Hypergamy social context. Whereas before a Beta man might be excused for his ignorance of women's sexual pluralism (AF/BB) due to women's secrecy or marginalizing it, now women discover that the Beta men they need to consolidate on in the long term are such hopeless romantics and so sexually optionless that they'll willfully ignore that open Hypergamy and accept them intimately in spite of it.

It's an interesting conflict; on one hand the urgency of consolidating on a long term prospect leads her to the Epiphany Phase rationalizations for wanting to do things 'the right way' with the Beta provider, but on the other hand, there's the fact that he accepts his pro-active cuckolding with full knowledge of not just her own prior Alpha 'indiscretions', but open Hypergamy on whole.

She needs the guy for provisioning and parental investment impulses, but now the buffer of convincing herself that this Nice guy is simply naive to how Hypergamy functions is gone, thus leaving her more resentful that the type of man she at least figuratively would spend her life with is this pathetic.

Commenter, salemwarehouse had an excellent observation from the last post that I didn't want to be lost in the pile:

I just went to HUS's article and the explanations given by the women and white knights there actually impressed me because they conveniently demonstrate so many things:

– The most important point is that the whole scenario is defined by the feminine imperative, this point really overrides and defines all others. It's a form of thought control. If you define

what was, what is and what could be according to your imperative then you can make yourself look right. It's like a way more sophisticated version of 1984's thought control.

– Women keep chiming in with their stories of how they too enjoy more attention from the other sex now that they've fixed some aspect of themselves (and they'll try to clutch at Stephan doing the same thing to support their argument). What they don't mention is the difference in SMV between men and women. Women START OUT being arousing to men and go downhill from there. A woman who made herself look better would've had at least as much attention when she was younger if she weren't ugly then.

– Stephan describes himself as not having changed but the women say that is what he has. They are literally conjuring up the idea that Stephan is now more alpha out of thin air.

– They accuse men of doing the same thing women are doing if they can't make a point or they accuse men of starting it. For example they say MEN who perpetuate the "beta bux" myth. In the next sentence, Susan says that only one of beta bux or post-wall women overestimating their SMV can be true, which coming from her can only be a case of willing, studied ignorance. She's trying to take pieces out of Rollo's words and put them against each other but she's changing the context that the words were made for in the first place, for example – her comparison is false because post-wall women are DEFINED BY (other than visible outer signs ie. fading looks) a realisation that their SMV is under fire, that doesn't put that in opposition to beta bux, it supports it. By now I'm thinking women have a natural talent for projection and rationalization.

– Men who fear being single like women do are beta men. They are so because a man with options by definition cannot fear being single, since he has options. If you've never had any success with women and you're a plugged-in blue pill, of course you will fear being single! the leaps and haphazard logic she's making here are just astounding, and that's before I even begin talking about what she's implying by saying/implying that men and women have the same problems.

– Susan is selecting the cases that support her point. The two ugly ducklings who find each other at age 28 and live happily ever after.

– Susan talks as if women have no idea what they're doing with men. If epiphany-phase women are giving signs of being hooked on you, they must genuinely want to fuck you! because women are warm, fuzzy creatures and would never do something like try to push someone's buttons to get what they want.

– It's made out like Stephan can turn into a winner if he takes one of these leftover women, or rather that he already IS one because they want him now. They're trying to prop up his ego to get him to go along with their imperative. Don't worry Stephan, these girls finally understand that the person they really felt their tingles for was you all along! they were just confused by biker-Rob with the skull tattoo, but I'm all yours now baby.

Overall It's pretty cool to see the three female weapons as I see them – the anointed trinity of Female Imperative, Rationalization and Projection – in action. They do it so well that you wouldn't see it for what it is unless you're familiar with something like Rollo's blog, which is what's going on with most men. Unfortunately for these women we have a failsafe, which is to observe what choices women make instead of listening to why they themselves say they make them (assuming she's a rare woman who holds herself accountable for her own

choices, that is).

The problem with convincing Stephan he's on the right path (of Beta assimilation) is that this feminine-primary advice mistakenly presumes an old order, closed-Hypergamy social paradigm. The ladies at HUS presume Stephan is ignorant of this new-order open Hypergamy (or just initially questioning it), and as with women of their age, they cling to the idea that they can put the Hypergamy genie back in the bottle, reapply his Beta blinders, and thus re-prepare him for a 27-30 year old woman necessitous of his provisioning potential.

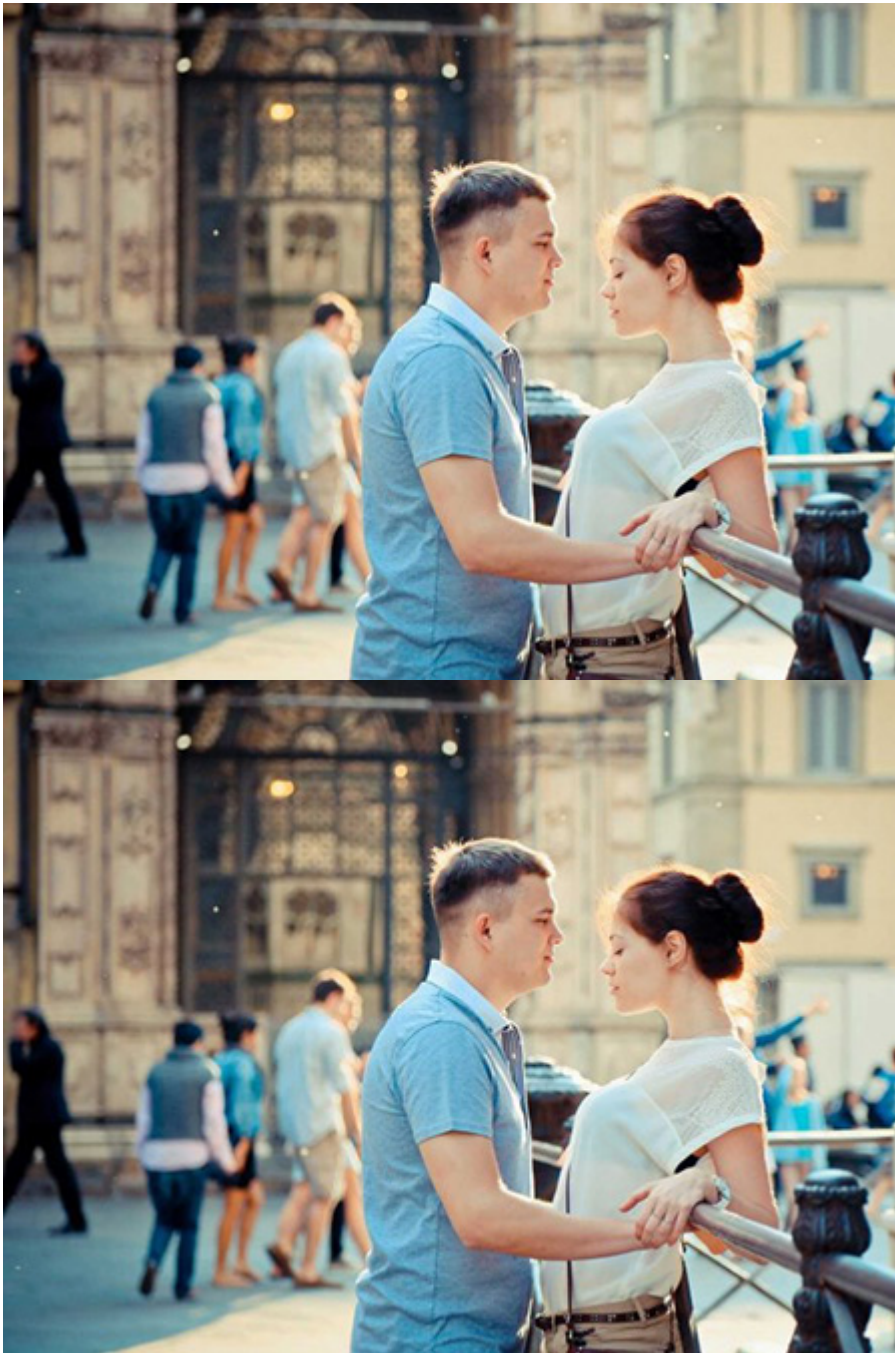
This is where their resentment stems from. Any man with the visceral knowledge of women's dualistic sexual strategy who would still pardon their own participation in it is a man even less respectable than the forgivable Beta without that foreknowledge.

He's a guy who Just Gets It, yet is so pathetically optionless he willingly chooses to participate in it, since to him the prospect of being manipulated is preferable to the threat of perpetual loneliness; which is the very same threat these women level at him in their advice.

The 'better' Beta they think can be built isn't ego-satisfyingly believable if he's already aware of and participates in the schadenfreude they have for him.

Beta Tells

November 12, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



TRP poster, needathrowawayplease from the Red Pill subreddit has a timely question / observation:

Knowing your SO's menstrual cycle can be extremely powerful. **[Indeed]**

During the fertile stage of her cycle, thousands of years of evolution mean her body is screaming at her to get knocked up by an alpha male. A simple test to determine if she sees you as her alpha fuck is to not initiate during the fertile period of her cycle and observe her behavior: does she come to you to get fucked? Does her body language or physical behavior change when she's fertile. Maybe she touches you more often or more intimately or plays the role of the seductress: things like coming to bed wearing lingerie where she usually

wouldn't? Even if she's relatively low-sex drive and doesn't initiate, does she at least respond more passionately to your sexual advances or orgasm more easily or intensely when she's fertile?

You obviously can't draw conclusions from a single cycle but you should eventually see a pattern – and the more she values you sexually during her fertile period the better. If she isn't doing anything differently or reacting to you differently when she's fertile, something's up.

This test can have false negatives but not false positives. There's no false positive case where she suddenly starts riding you while you're watching the Packers game but she doesn't see you as her alpha. But it can have false negatives where she doesn't initiate but still sees you as her alpha. If she isn't initiating when she's fertile (and you aren't initiating in order to test her reaction), it could be due to stress, lack of time, being too used to you doing the initiation, etc. But at the very least she should be demonstrating increased passion and sexual ecstasy during her fertile period.

At a high-level:

The best case: She initiates during her fertile period if you don't. She gets cravings for your D.

The OK case: She responds more passionately and orgasms more easily during her fertile period.

The uh-oh, something might be wrong case: No observable change during her fertile period.

The beta case: Dead bedroom, what the fuck are you even doing (sorry if you got married and you can't get out).

Of course if she's an extremely sexual being and all of the above describes your sex life 24/7, then none of this should even concern you.

Disclaimer: Once again, this test is a tool that works best for women with higher sex drives (who really wanna get fucked when they're fertile). If your 37 year old wife of 15 years fucks you when you want and isn't cheating, you're fine. I don't think test applies to all women (LOL, broke /trp/ rules oops) but it's useful nonetheless.

Lets presume for a moment that neither a controlled experiment nor an uncontrolled, but documented, correlatively scientific, sociological field study has ever been performed to test the principle of feminine Hypergamy. For a moment, as a man, imagine yourself living in a period of time prior to any formalized school of psychology; pre-turn of the 20th century. There is no Pavlov, there is no Skinner, there is no Freud.

Using only personal observations, observations of learned behaviors related by your father and brothers, male friends and the intergender experiences of a very socially isolated (by today's standards) group of people who make up your peers, and a restrictively limited access to any classic philosophical literature beyond the Judeo-Christian Bible – what would you presume would be the nature inimical to women and the feminine?

Would your observations, intuition and the education proffered by your father, brothers and other influential male friends and relations lead to an insight to know what Hypergamy is, how it motivates women and how to control for, or capitalize on it?

Not only do I believe it would, but I would argue that, up until the sexual revolution and the past 60 or so years, men have had an innate *and* learned understanding of Hypergamy, how it functions, and how to control for it.

To be sure, it didn't have the formal name of 'Hypergamy' – in fact that term was until recently, strictly defined and reserved for “women with the tendency to *marry* above their socioeconomic level” in polite, pop-psychology circles – but men *knew* Hypergamy before the manosphere (re)exposed its true definition.

Waging Hypergamy

Resistance to the uncomfortable truths innate to the female experience is to be expected from women – until the advent of Open Hypergamy, the Feminine Imperative needed the sisterhood to be united and its secrets jealously guarded to the point of cognitive dissonance.

My guess is that most of my female critics would still agree with the basic parameters of Hypergamy, but what I doubt they're aware of is that in denying the inherent biological nature of female Hypergamy women must also reject the sociological, psychological and (observably) behavioral aspects of Hypergamy inherent (and largely subconscious) in women.

Commenter Mookie:

“As women approach the Epiphany Phase (later the Wall) and realize the decay of their SMV (in comparison to younger women), they become progressively more incentivized towards attraction to the qualities a man possesses that will best satisfy the long-term security of the Beta Bucks side of her Hypergamy demands.”

Did your woman say, “you're (so much) different than the guys I used to date.” Or, “I finally got smart and found a good guy.” If so, this is clear evidence that you are her Beta Bucks guy. Maybe she used to date DJs, NFL players, drug dealers, whatever. If these guys are different types of guys than you, do NOT continue the relationship. She has no clue, but she is rationalizing her choice in her mind. You will pay a severe price later, as in cheating, nonstop bitchiness, or sudden divorce. Find a girl that always dated guys like you. She may have swooned for the lead guitarist, but if she didn't devote her early 20s to chasing him, you're okay.

Beta Tells

One of the more common questions I'm asked in consults is whether something a guy did was 'Beta' or not. Usually it was a situation wherein the guy was instinctually sensitive to his own behavior in context to his Frame and how the woman he was dealing with perceived him. In most cases a man knows when he's slipped in his perception of dominance with a woman, they just look for a third party confirmation of it – which is then followed by more rationalizations for why his behavior *shouldn't* be considered Beta because they believe women are equally rational, equally forgiving, agents as men (really he is) are.

From Gut Check:

Whenever you feel something isn't quite right in your gut, what this is is your subconscious awareness alerting you to inconsistencies going on around you. We tend to ignore these signs in the thinking that our rational mind 'knows better' and things really aren't what they seem. It's not as bad as you're imagining, and you can even feel shame or guilt with

yourself for acknowledging that lack of trust. However, it's just this internal rationalization that keeps us blind to the obvious that our subconscious is trying to warn us about. Humans are creatures of habit with an insatiable need to see familiarity in other people's actions. So when that predictable behavior changes even marginally, our instinctual perceptions fire off all kinds of warnings. Some of which can actually effect us physically.

It's at this point most guys make the mistake of acting on the "good communication solves everything" feminized meme and go the full disclosure truth route, which only really leads to more rationalizations and repression of what's really going on. What they don't realize is that the MEDIUM is the message; her behavior, her nuances, the incongruousness in her words and demeanor (and how your gut perceives them) is the *real* message. There is an irregularity in her behavior that your subconscious is alerting you to which your consciousness either cannot or will not recognize.

I began the Alpha Tells post with the intent of recognizing how a woman behaves when she's in the presence of a Man she perceives to be *Alpha*. A lot of men get hung up on trying to 'act' Alpha; wanting to ape (and hopefully internalize) the behavioral *tells* a more confident Alpha displays.

Consequently there's a lot of debate about how men posture and how they naturally display these Alpha cues, but I think the best gauge of what defines those cues is not in men's displays, but women's behaviors and attitudes that are prompted by a perception of Alpha-ness.

And just as women will respond viscerally to an Alpha perception, they will also manifest behaviors which indicate her subconscious knows she's dealing with a Beta aligned male.

It's easy to pick apart what a guy thinks are his own Alpha tells, but it's far more uncomfortable to dissect women's Beta tells when they're in the presence of men they perceive to be Beta. Much of what I'll outline that follows will be hard to read for many guys, and as always you're free to disagree.

My purpose here isn't to bash Betas, rather it's to increase awareness of women's behaviors toward them. As I've explained above, try to put these behaviors into a Hypergamous context and how they would be perceived by women who've evolved to have an instinctual sensitivity to these Beta behaviors, as well as expressions of Beta attitudes in your words and emotional emphasis.

I could very easily compile a list of behaviors that are simply the reverse of the Alpha Tells I noted in the previous post, but it's much more important to address the root reasons for these Beta Tells:

- Does she initiate sex or affection spontaneously?
- Does she entertain a large pool of "male friend" orbiters with the expectation of you being 'mature enough' to accept it?
- Does she keep a core peer group of 'girlfriends' she insists on prioritizing over being with you? Frequent GNOs?
- Has she explained to you how she was so *different* in college and how she's glad those days are behind her now?
- Is she experiencing her Epiphany Phase?
- Does she cite "mismatched libidos" as a reason for her lack of sexual interest in you now that you're married or living together (even after she's had better sex with you or a former lover when single)?
- Is she averse or repulsed by your ejaculate being on her skin, in her mouth or overly concerned

with soiling a bed sheet?

- Will she have sex with you anywhere besides the bed?
- Do you perform oral on her to get her off more than you have intercourse?
- Is she a wide-eyed lover or does she squint her eyes closed while having sex? Is sex a chore for her to perform?
- If you're married, did she assume your last name, or did she insist on a hyphenated surname for herself?
- When you're together does her regular, unpracticed body posture indicate an openness or are you always having to break into her intimate space?
- Is she preoccupied with her side of the family or a certain pet in preference to being concerned with your well-being?
- Is she consciously aware of being 1-2 points above your own relative SMV? Is she overt about it?
- Does she presume authority in your relationship? Do you accede this authority as a matter of (equalist) belief?

There are many more tells of course, and I hope more will be presented in the commentary, but it's important to understand that these behaviors and attitudes are manifestations of a woman who on some level of consciousness understands that she's dealing with a Beta man.

I should also mention that, as with Stephen's case in Moments of Clarity, there are particular phases of a woman's life when she becomes more attuned to dealing with Beta men due to perceived necessities on her part. A clear understanding of how these phases predispose women to convince themselves to be more accepting of Beta behaviors and a Beta mindset is imperative to avoiding the common pitfalls men encounter with regard to issues of Frame in their relationships.

Beta men are all too eager to believe they've matured into being a self-defined Alpha when a semi-attractive 29 year old in the midst of her Epiphany Phase is giving him wide-eyed indicators of interest in him. Only after she's consolidated on that long-term security does he realize the plans her sexual strategy had for him.

Predisposition for Mate Guarding

One of the best Beta tells is how defensive a guy gets about the subject of mate guarding.

An Alpha has little preoccupation with mate guarding because subconsciously he knows he has sexual options. That applies both within and without monogamy. I'm presenting this here because the majority of what motivates Beta tells (and really a Beta mindset) is rooted in how men deal with a scarcity mentality. Beta tells are almost always indicators that a man believes he *needs* to guard his paired woman and thus telegraphs a Beta status to that woman as well as other women in her peer clutch.

Mate guarding, and its intrinsic set of subconscious suspicions and behaviors, is an evolved adaptation of ensuring paternity for a Beta-provider. These men must rely upon exchanging resources and external benefits for women's sexual fidelity. In essence, it's an unspoken awareness that Beta men must negotiate for what they hope will be a woman's genuine desire in exchange for his provisioning, parental investment support and emotional involvement.

Beta men are aware on a limbic level that Hypergamy dictates an Alpha Fucks / Beta Bucks trade-off in women's sexual strategy – thus a subconscious 'mate guarding' mindset evolved from Beta men's heightened awareness of women's preference for Alpha Fucks particularly around the

proliferative phase time of women's ovulation.

Paradoxically, the best assurance you have of fidelity with a woman is simply not to allow yourself to become exclusively monogamous with a woman and rather, have her make the efforts to pair with you under her own auspices you being Alpha. Romance is not required from a lover a woman perceives as Alpha, only his sexual interest – this represents a confirmation of Hypergamous optimization for a woman. The fuck-buddy dynamic – all sexual interests with no reciprocal expectation of emotional investment – is a strong Alpha tell for a man.

The best gauge for determining a woman's perception of you as either an Alpha or Beta type is examining yourself and your feeling a 'need' to mate guard her, to appease her, or an impulse to correct yourself in order to align with her terms for intimacy. A scarcity mentality is the mental point of origin for a Beta mindset – and that internalized mental model *will* manifest itself in a predisposition for Beta behaviors.

There's a common belief that even the most Alpha of men will at times slip into a Beta behaviorism. You can't be 'on' your game all of the time, and while that's true it doesn't invalidate that women have a mental model of your overall, predominant condition being either Alpha or Beta. A predominantly Alpha frame and mindset (and yes, looks), plus an acknowledged (real or perceived) SMV primacy will cover a multitude of Beta sins, but the predominant Beta has the Sisyphean task of convincing a woman he's more Alpha than she pegs him for.

So to answer the man asking whether or not something he did was Beta, your answer really lies in your motivation for behaving 'Beta' as you did in comparison to how a woman perceives your predominant character.

Mental Point of Origin

November 15, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm working another contract gig for the next few months, and recently I had an interesting encounter with a new girl on my team. She's 34, Japanese (dual citizenship) maybe an HB 6.5-7 and over the summer she hooked up with a guy here who she had a somewhat monogamous relationship with until he transferred to Australia last August.

This girl is 'in love' with this guy who's not aloof to her, and not fully indifferent, but he sets himself as his first priority and never considered turning down his transfer in order to continue anything with her. The guy is nothing special to look at. No muscle definition, kind of fat-thin if you know what I mean, but pasty white, ginger, not out of shape but not in shape, maybe 5' 11".

She cannot shut up about what a 'real man' he is. She bought a \$2,200 ticket to visit him for a week and a half in January and has made a personalized calendar as a gift for him that has photos all of these events they shared together over the summer, every month with a heartfelt description of some thing she loves about him included.

To her, this guy is Alpha as fuck. On Tinder, this guy would be a left swipe 100% of the time. His attitude is indifferent Alpha, but he's self-concerned. This girl idolizes him.

Granted there's a lot more going on here to consider; her being well past the Epiphany Phase, necessitous and urgently wanting to consolidate on a long term monogamy makes this guy into an idealized prospect. Thus he became *her* Alpha, if not anyone else's. Granted, it's mostly situational; she thinks she wants to have kids with him and at 34 that clock is about to expire, but she has to come to him, literally and figuratively.

However, although the guy is definitely a 'contextual Alpha', he's got a genuine Alpha-ish bearing that translates into his being self-aware of his condition and really not giving a damn what anyone else might think. He's got total Frame control, but it's not an intentional control, and that natural casualness of indifference only makes her want to please him that much more. There may be a cultural element to this as well, but to hear her talk about other, lesser men, it's apparent she's been very much westernized in her sense of entitlement.

Self-Concern Without Self-Awareness

People think I'm crazy to hold up a guy like [Corey Worthington](#) as the example of an Alpha Buddah, but this guy has the same unpracticed, self-unaware, mojo as Corey.

Personally, I was at my most *Alpha* when I didn't realize I was. That's not Zen, it's just doing what came natural for me at a point in my life when I had next to nothing materially, only a marginal

amount of social proof, but a strong desire to enjoy women for the sake of just enjoying them in spite of it.

I've mentioned before, the most memorable sex I've had has been when I was flat broke (mostly). It didn't matter that I lived in a 2 room studio in North Hollywood or had beer and mac & cheese in the fridge – I got laid and I had women come to me for it.

It didn't take my doing anything *for* a woman to get laid or hold her interest. All I did was make myself my mental point of origin. It's when I started putting women as a goal, making them into more than just a source of enjoyment, that I transferred that mental point of origin to her and I became the necessitous one.

A lot of guys will call that being 'needy', and I suppose it is, but it's a neediness that results from putting a woman (or another person) as your first thought – your mental point of origin.

I've used this term in a few posts so I thought it deserved a bit more explanation.

Your mental point of origin is really your own internalized understanding about how you yourself fit into your own understanding of Frame.

If Frame is the dominant narrative of a relationship (not limited to just romantic relations), your mental point of origin is the import and priority to which you give to the people and/or ideas involved in that relationship. It is the first thought you have when considering any particular of a relationship, and it's often so ingrained in us that it becomes an autonomous mental process.

For most of us our understanding of that point of origin develops when we're children. Kids are necessarily "selfish", sometimes cruel and greedy because our first survival instinct is to naturally put ourselves as our mental point of origin. Only later, with parenting and learning social skills do we begin to share, cooperate, empathize and sympathize as our mental point of origin shifts to putting the concerns of others before our own.

Young boys are generally very Alpha because of this unlearned self-importance. This is the source of the almost zen-like, mater-of-fact Alpha bearing of Corey Worthington. As I said, he's not a 'man' anyone ought to aspire to, but he is an Alpha without intent or self-awareness.

There is a 'first thought' balance we have to maintain in a pro-social respect in order to develop healthy relationships. The problem we run into today is one in which boys are (largely) raised to be the men who provide more than they need in order to establish a future family. That learned, conditioned, mental point of origin is almost always focused outward and onto the people he hopes will reciprocate by placing him as their own point of origin.

Natural feminine solipsism makes this exchange a losing prospect. Women are both raised and affirmed by a vast social mechanism that not just encourages them to put themselves as their mental point of origin, but it shames and ostracizes them for placing it on someone or something other than themselves.

By now I'm sure that much of this comes off as some encouragement towards a retaliatory selfishness or narcissism, but putting oneself as his own point of origin doesn't have to mean being anti-social or sociopathic. It requires a conscious decision to override an internalized understanding of oneself, but by placing yourself as your mental point of origin you are better positioned to help others and judge who is worth that effort.

It often requires some emotional trauma for men to realign themselves as their own point of origin, and I feel this is a necessary part of unplugging, but the real challenge is in how you deal with that

trauma in a Red Pill aware state. If you are to kill the Beta in you, the first step is placing yourself as your mental point of origin.

So my weekend discussion questions are this: Are you your mental point of origin?

Is your first inclination to consider how something in your relationships will affect you or your girlfriend/wife/family/boss?

When men fall into relationships with authoritarian, feminine-primary women, their first thought about any particulars of their actions is how his woman will respond to it, not his own involvement or his motivations for it. Are you a peacekeeper?

Do you worry that putting yourself as your own first priority will turn a woman off or do you think it will engage her more fully?

Are you concerned that doing so may lead to your own form of solipsism, or do you think 'enlightened self-interests' serves your best interests and those with whom you want to help or become intimate with?

Boundaries

November 18, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The Mate Guarding topic of last week's post made for some lively debate. It usually does because it's this behavior, and the root motivators of it, that gets to the heart of dynamics such as an Alpha / Beta mindset, the Scarcity Mentality, Hypergamy, issues of morality and maybe an uncomfortable realization that your LTR has been subject to those motivators.

The purpose and approach men have with regard to mate guarding usually comes down to two positions.

The first being a moral high-ground idea that women do in fact have a moral or rational agency and thus have an obligation to keep their own Hypergamy in check. This may be from a religious perspective, but more often it's based upon men's idealistic equalist hopes that a woman can rationally be expected to parse her own investment in what men think should be Relational Equity.

Or in other words, women should know better, and be expected to cooperate with a male imperative by self-regulating their Hypergamous impulses as a matter of personal and social responsibility.

On a limbic level Hypergamy doesn't care about Relational Equity and openly appealing to a woman's reason, rationality or sense of responsibility a man believes she should be beholden to is counterproductive in influencing her genuine desires. However, this is usually a self-guided hope that women will recognize and regulate those behaviors at the risk of being socially ostracized in an already feminine-primary social environment.

Again, this can be couched in a religious expectation, but in a secular-equalist sense it amounts to putting the burden of mate guarding on women by presuming their 'equal rationality' will result in women mate guarding themselves by policing their own Hypergamy in men's best interests.

Anything less either makes them convictionless or the nebulous "low quality woman" who won't play by the old-order rules and expectations.

The second approach is a proactive mate guarding based on the presumption that mate guarding is a 'defense' against mate poaching by other, presumably (but not necessarily) more Alpha men than the one doing the guarding.

Within that context it's understandable why men would want to protect their personal investment in a woman. What woman wouldn't be aroused by the prospect of being fought over by two men she perceives as Alpha rivals? It's a strong affirmation of her desirability and SMV.

Where it turns into a Beta Tell is when a man's lifestyle revolves around 'keeping' her in a possessive sense for fear of losing her because she's his only viable option for sending his genetic material into the future. That kind of mate guarding is the kind inspired by a scarcity mentality, but it's also due to long evolved, subconscious sensitivities to her behavioral inconsistencies at or around her time of ovulation.

This is what Dr. Hasselton was getting into in her studies – ovulatory shift in mate preferences created an evolved sensitivity of them in men which in turn produced contingency behaviors (mate guarding) to ensure he wasn't wasting his parental investment efforts with a child that wasn't his own.

An evolved mate guarding sensitivity and contingent strategy was basically insurance against men's cuckoldry risks.

I would argue that a contingent mate guarding strategy evolved not as a direct response to Alpha (or even Beta) competition stresses, but rather due to women's innate Hypergamy, their sexual pluralism and the potential for parental investment deception when women were left with their Hypergamy unchecked.

If a woman's predominant perception of you is Alpha, if *her* mental point of origin is one in which she recognizes her own SMV as being subordinate to your own, she won't be asking your "permission" to go to Vegas with her girlfriends for a weekend because her desire for her Alpha will be stronger than her peers influence on her during her ovulation week.

In theory, no woman who sees you as her perceived Alpha and Hypergamous best interest will *want* to ‘cheat’ on you – so the idea won’t even occur to her. I realize this sounds simplistic until you consider the readiness with which most men will similarly isolate themselves socially, putting off friends and family in preference to spending his time with what he believes is a high-value woman.

Demonstrate, Never Explicate

From *The 48 Laws of Power*

Law 9

Win through your Actions, Never through Argument

Any momentary triumph you think gained through argument is really a Pyrrhic victory: The resentment and ill will you stir up is stronger and lasts longer than any momentary change of opinion. It is much more powerful to get others to agree with you through your actions, without saying a word. Demonstrate, do not explicate.

There is no greater demonstration of higher value for a man than walking away from a woman. Even a woman’s strongest perception of higher value cannot compete with the self-certainty of value a man has when he disconnects himself from a woman who’s already accepted him for her intimacy.

While Dread (even passive dread) is a strong signal of a man’s higher value, removing your own intimate acceptance from a woman and confirming the value her Hypergamous nature questioned about you is the last word in DHV.

For the first half of their lives, even the most mediocre of women become accustomed to men qualifying for their attention, intimacy and sexual access. Women quickly learn the utility of their first, best, agency with men – the power of sexual control.

So when that agency is proven useless with a man, that control is eliminated and she begins to question her capacity for that control. By removing himself from dependency on that agency he confirms that his SMV is more valuable than her own.

A lot of men report that their unprompted disinterest in sex with a woman, a wife, a girlfriend, often provokes a woman’s imagination with regard to her control and/or inspires a greater sexual determination to please him in order to reestablish this control when they next engage in sex.

There’s precious little that’s more effective at reestablishing Frame for a man than the demonstration of higher value walking away from a woman’s accepted intimacy represents. Some of the best sex you’ll have in your life will come after a reunited breakup.

Now, the reason I’ve detailed this is because the foundations of a man maintaining Frame within a relationship are rooted in limiting or removing this sexual agency and demonstrating higher value as part of that process.

Establishing Boundaries

London Towers on the SoSuave forum started a fairly contentious debate on how a man ought to establish boundaries within a relationship last week:

In my last LTR I never set boundaries, let her hang with her ex, guys, never got jealous, just didn’t give a fuck...because my life was going well and I had no insecurity she wouldn’t do anything because I was the shit. She even wanted her ex to hang with us, just so she could show me off. This actually seemed to work for me as I had some natural alpha state for the

first 1 year due to life success and she could feel this, thus other guys were just orbiters. I would even joke to her about who she found attractive in the bar, that's how self confident I was. This would actually make her want me more.

Then cracks in my game came out, I was going through a rough patch with life and suddenly the game shifted. She would start to compare me to other guys including her ex in a negative way. I suddenly became insecure because I didn't feel Alpha anymore due to life not going well and suddenly started enforcing boundaries which she would constantly test because she knew I lost my game unlike when I was Alpha and didn't give a shit. Enforcing boundaries was actually coming from an insecure place and I don't think your words mean shit if you ain't got your game tight.

Now, I'm not too sure how I would handle my next LTR. I'm in the process of becoming alpha again, but now truly alpha as in my inner game this time. But would I now still have the not give a shit attitude if my girl still hung out with her ex/guys?

Part of me thinks if my game is tight, I give her great sex, pluck at her emotional spectrum, she rides on the magic carpet of my exciting life (which comes from knowing my life mission) she will be hooked on me in a multiple of ways and if she knew I would drop her cold and can easily replace her if she doesn't provide me with the affection/sex that I need.. she will enforce her own boundaries.

This is the only true boundary I can provide. A girls attention will drop if she starts even emotionally to involve someone else. At that point you just freeze immediately. So the only boundary you can ever enforce is through your attention and her subtle awareness you have options and will walk away with ease at the very beginning of her not providing for your needs. That loss is something she could not deal with.

I'd encourage readers to take the time to read through that discussion and the various approaches to establishing boundaries within a relationship (or even non-exclusive plates you may be spinning). After picking through the differing perspectives I made the connection between establishing boundaries and men's natural predilection for mate guarding behaviors.

Most of the expressed perspectives tend to side with either of the two mate guarding approaches I mentioned at the beginning of today's post; one, in which women are rationally expected to police their own Hypergamous impulses, and the other, where an active (and equally reasoned) explicating of boundaries are overtly declared as an ultimatum in an effort to protect a man against the parental investment risks of being cuckolded by a woman he knows can't be expected not to otherwise succumb to her Hypergamous impulses.

If you notice how London Towers' story unfolds here he essentially proceeded by demonstrating his higher value, secure in the confidence of it, only to have that DHV eroded due to his life's circumstance.

This is when the boundary of Alpha indifference he'd organically set (albeit unknowingly), based upon his value, was challenged in his drop of status and esteem. I've elaborated in the past about a man's burden of performance or how women's concept of 'love' is based on a passive opportunism of what a man is (rather than who he is), but you get the picture illustrated for you here.

Next, commenter Soolaimon picks up the opposite end of the extreme:

These boundary guys have it ass backwards.

They are judging women by their words instead of judging them by their actions.

Judge women by their actions and not their words.

Agreeing to a boundary is only her words that these guys think will keep her from cheating.

Women who cut out other men from their lives on their own is a woman who understands what an exclusive relationship is.

Those are her actions you judge her on.

Not useless words she can go back on at any moment.

[...]

Smart classy intelligent women already know what exclusivity means they don't need to have it defined when they are defining it for you by removing other men on their own.

Women do that for Alphas and not betas who need to set a boundary out of fear.

Women that are really into you will agree to what you want with no problem.

When they lose interest they will still cheat on you making your boundary useless.

If your woman knows what exclusivity means and has the same values as you why are you so terrified to put a ring on her finger and marry her?

There's a lot to consider when you establish boundaries with a woman. Essentially those boundaries men wish to establish and have respected by a woman really just amount to a codified form of mate guarding.

When you think about it, this is what (at least in an old social order) the marriage contract was meant to insure from a male-beneficial perspective – an assurance of fidelity, but also a contractual insurance against Hypergamy.

Considering the contemporary risks involved, in the current social environment there are any number of reasons men are wary of marrying a woman, but what marriage has become is really a challenge to what a man believes about mate guarding and his confidence in controlling a woman's Hypergamous nature based upon his degree of desirability to her.

Though I don't disagree in principle, Soolaimon's exaggeration is founded on the idea that there's always going to be a bigger fish; another AMOG to seize your woman's interest should your combination of Game, material and emotional provisioning, or ambition for such be lacking.

Like most absolutists, he does little to contextualize the preconceptions a woman may have with a particular man they're already involved with. A woman may fantasize about sex with a more Alpha male during her ovulatory phase, but that doesn't mean she has the opportunity to realize it – even for "smart classy independent women".

That said, and after London Towers' example, it's impossible not to come to a conclusion that implied, demonstrated boundaries – ones that have actionable consequences of intimate and invested loss (i.e. Dread) – are preferable to explicated, but ultimately appealed-reason declarations of boundaries that are negotiated insurance policies to limit her Hypergamy.

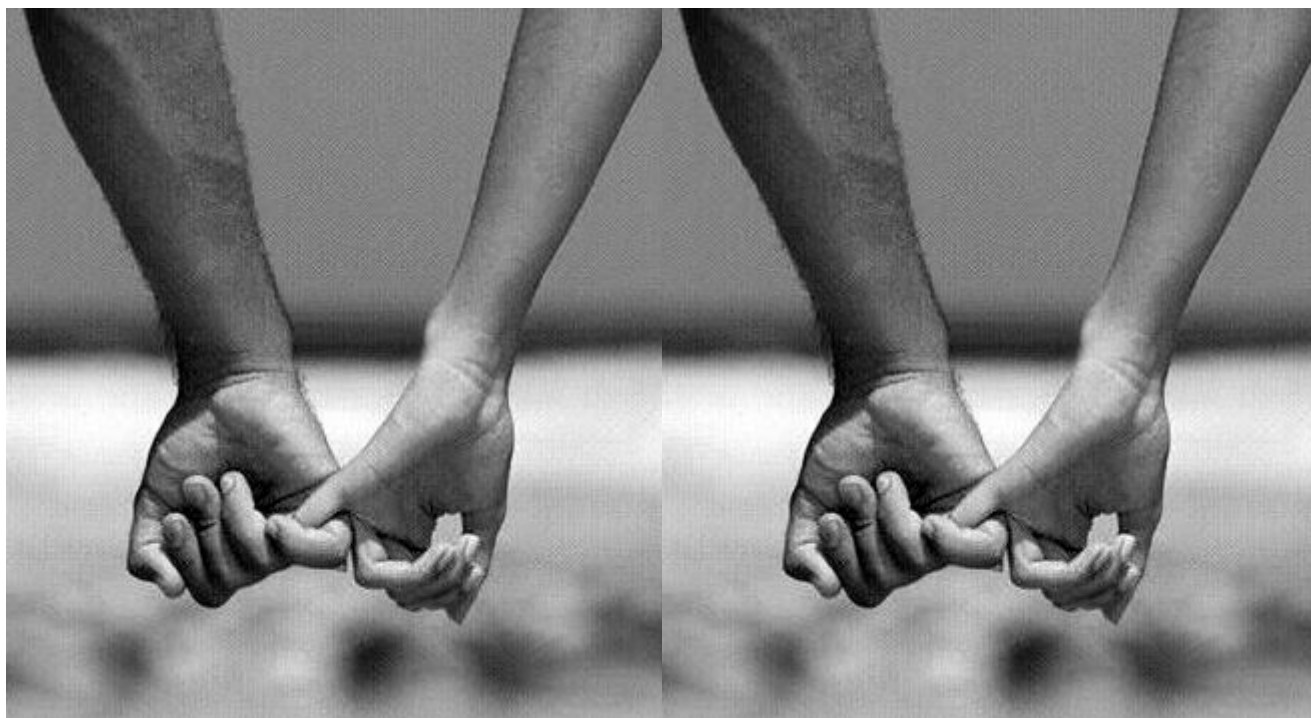
While I do believe boundaries are a necessary part of a relationship, it's far better for women to discover them for what they are, and the consequences of them, by demonstration rather than overt explanation.

The hand burned by the stove teaches better than any warning.

The only person who's behavior you can control is your own, but that behavior can have a significant impact on the behaviors of others.

Intimacy

November 21, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Bad Painter had a great question a few months ago:

What exactly is intimacy? What does that look like in a Redpill context?

I used to think I knew what intimacy was, in a blue pill way at least. And I have come the realization that intimacy is either not worth shit, or I simply don't get it. What I do know is that those times where I was informed intimacy had been achieved were not correlated with my feeling comfortable, more secure or less anxious rather it was the opposite.

This is a good question.

In my writing I use the term 'intimacy' as a sort of confirmation of a woman's genuine interest, but I don't think I've ever really defined it.

Strictly from a PUAs sense I would say intimacy is a woman's sexual availability – in no uncertain terms it's confirmation of her intimate interest and acceptance of you, but then again, in my own sexual past I've had more than one fuck-buddy with whom I really didn't share any *real intimacy* with.

In those instances I was (at least perceived) a point or so above these women's SMV and enjoyed all the Alpha benefits that arrangement afforded me, but beyond the sexual, I had no real interest in any kind of intimacy, shared or not.

In a sense, I actually had a much deeper intimacy with the three fuck-buddies I would bang in my 20's than the women with whom I'd invested myself with in more "meaningful" relationships. You see, with my fuck-buddies all pretense of caring about what they thought of me personally (and certainly from a long-term investment) was simply a non-issue. I was free to express as much or as little of myself as I wanted because I wasn't actively qualifying for their future investment in me. My Frame was dominant from the outset – sex-on-call is a pretty strong indicator of dominant Frame.

When I was writing the final edits of the Wait For It? post for the Rational Male book I felt that I needed to add a caveat towards the end of that section to account for a sense of intimacy for red pill men, who by conviction or otherwise, weren't comfortable with actually fucking a woman to confirm genuine desire.

The point of that being that sex isn't necessarily a determinant of intimacy, but rather the real *desire* for that person and the want for a mutual connection (to be consummated by sex) creates a condition of intimacy.

Zenpriest on intimacy:

*"When one considers that one must "game" a woman, even your wife, in order to keep her around, then it also means that you must always be operating at a "higher level" than her. It totally negates the whole notion of having a "soul-mate" and means that on many levels, **a man will always be alone.**"*

That is probably the most important lesson a man can ever learn.

Intimacy with a woman is impossible **if** you have any interest in being her lover. If you are fine with being one of her grrrlfriends, and don't mind the stupid messed up games women run on them, then you can share to your heart's content – and will always be on the LJBF ladder.

The fundamental problem with today's concept of marriage is that it seems both men and women expect their spouse to be all things to them – lover, confidante, helpmate, "soulmate", co-housekeeper, and co-wage-earner. With so many role demands, it is inevitable that everyone will fail at some of them. That is why the old division of roles worked fairly well for most people – each could concentrate on a few things they were good at, and leave the rest to the other person.

Zenpriest outlines one of the fundamental differences between a forced egalitarian equalist approach to relationships with the natural complementary approach – intimacy between two autonomous, self-sufficient, self-reliant individuals is an impossibility in a sustained relationship. If there is a complete self-sustaining independence between both partners (an equalist idealized state) then there is no true purpose for intimacy between the two.

Buena Vista:

I have been the Alpha Fucks, the Beta Bucks, and I have been both at the same time. Civil marriage requires a man, as Deti notes by inverse example, to commit to permanent Game. Permanent Game rarely involves true intimacy. This is the reality of the Plan B Nice Guy in marriage.

Eon:

It seems that intimacy, like love, is only possible if you are greater than (and thus truly independent of) the object of your love.

Softek:

In my opinion, intimacy is unchanged by the red pill. It's the ideas and perceptions about it that are changed.

There's a lot of dichotomy: sex, attention, and affection are all thought of as needs, but at the same time, if you're not getting any of those things, the only way to get them is to take on the mindset of having an abundance of them.

And the guys who seem to have free access to all of those things have access to them because they don't care if they have access to them or not.

I have to consider these perspectives of intimacy and cross reference it with the Cardinal Rule of Relationships:

In any relationship, the person with the most power is the one who needs the other the least.

Although in an extreme this may seem manipulative to the uninitiated, this balance exists in every relationship irrespective of whether one party is intentionally using that power or not. In fact the most frustrated men you'll ever meet are those whose women aren't intentionally using the power his qualifying for her intimacy bestows upon her. He wonders why he can never merit her intimacy, while she, obviously, wonders why he keeps trying to merit it.

As I illustrated in my fuck-buddies example, I was free to be as intimate as I chose with them because I literally had nothing to lose by doing so. And in that state of outcome *indifference* they wanted those occasions of intimacy far more than any woman I'd held in a high enough esteem to think I needed to qualify for their intimacy.

However, from a Red Pill perspective, I think the idea that "real" intimacy requires a constant effort of Game is in error. I've shared an enduring intimacy with Mrs. Tomassi for 19 years because Game and Red Pill awareness are simply part of who I am now. Game, if that's even the right word for it, becomes effortless once you've made Red Pill truths an intrinsic part of who you are.

I still think Buena's right though, permanent Game rarely involves true intimacy, but only if that Game is a constant act a man feels he needs to make believable to sustain his relationship. This then comes full circle to wanting to fulfill Blue Pill idealisms of intimacy with applied Red Pill awareness.

Learn this now, **you will never achieve contentment or emotional fulfillment in a blue pill context with red pill awareness.**

Most men's concept of intimacy, like love, is shaped by his Blue Pill conditioning. The key to real intimacy is understanding how it can grow and be sustained in a Red Pill context. Chasing after an intimacy defined by the feminine suffers from the same misdirection of presuming women's concept of love (opportunism) agrees with men's (idealism).

So, weekend discussion questions:

How do you define intimacy?

Do you think men and women share the same concept and definition of intimacy?

Is 'true' intimacy only achievable when you have nothing to lose and nothing invested in a woman?

End Note: I'm well aware that intimacy has far broader inferences than just the relations between men and women, and I'm not attempting to pigeonhole the entire concept. There is intimacy with your family, your God, your pets, yourself and a variety of other things. However, even in those instances there is still a power dynamic at play.

Vulnerability

November 24, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the most endemic masculine pitfalls men have faced since the rise of feminine social primacy has been the belief that their ready displays of emotional vulnerability will make men more desirable mates for women.

In an era when men are raised from birth to be “in touch with their feminine sides”, and in touch with their emotions, we get generations of men trying to ‘out-emote’ each other as a mating strategy.

To the boys who grow into Beta men, the ready eagerness with which they’ll roll over and reveal their bellies to women comes from a conditioned belief that doing so will prove their emotional maturity and help them better identify with the women they mistakenly believe have a capacity to appreciate it.

What they don’t understand is that the voluntary exposing of ones most vulnerable elements isn’t the sign of strength that the Feminine Imperative has literally bred a belief of into these men.

A reflexive exposing of vulnerability is an act of submission, surrender and a capitulation to an evident superior. Dogs will roll over almost immediately when they acknowledge the superior status of another dog.

Vulnerability is not something to be brandished or proud of. While I do believe the insight and acknowledgement of your personal vulnerabilities is a necessary part of understanding oneself (particularly when it comes to unplugging oneself), it is not the source of attraction, and certainly not arousal, that most men believe it is for women.

From the comfort of the internet and polite company women will consider the ‘sounds-right’ appeal of male vulnerability with regard to what they’re *supposed* to be attracted to, but on an instinctual, subconscious level, women make a connection with the weakness that vulnerability represents.

A lot of men believe that trusting displays of vulnerability are mutually exclusive of displays of weakness, but what they ignore is that Hypergamy demands men that can shoulder the burden of performance. When a man openly broadcasts his vulnerableness he is, by definition, beginning from a position of weakness.

The problem with idealizing a position of strength is in thinking you're already beginning from that strength and your magnanimous display of trusting vulnerability will be appreciated by a receptive woman. I strongly disagree with assertions like those of various Purple Pill 'life coaches' that open, upfront vulnerability is *ever* attractive to a woman.

The idea goes that if a man is truly outcome-independent with his being rejected by a woman, the first indicator of that independence is a freedom to be vulnerable with her. The approach then becomes one of "hey, I'm just gonna be my vulnerable self and if you're not into me then I'm cool with that."

The hope is that a woman will receive this approach as intended and find something refreshing about it, but the sad truth is that if this were the attraction key its promoters wish it was, every guy 'just being himself' would be swimming in top shelf pussy. This is a central element to Beta Game – the hope that a man's openness will set him apart from 'other guys' – it is common practice for men who believe in the equalist fantasy that women will rise above their feral natures when it comes to attraction, and base their sexual selection on his emotional intelligence.

The fact is that there is no such thing as outcome independence. The very act of your approaching a woman means you have made some effort to arrive at a favorable outcome with her. The fact that you'd believe a woman would even find your vulnerability attractive voids any pretense of outcome independence.

Hypergamy Doesn't Care About Male Vulnerability

When I wrote Women in Love and the followups, Men in Love and Of Love and War, I described men's concept of love as 'idealistic'.

Naturally, simple minds exaggerated this into "men just want an impossible unconditional love" or "they want love like they think their mothers loved them." For what it's worth, I don't believe any rational man with some insight ever expects an unconditional love, but I think it's important to consider that a large part of what constitutes his concept of an idealized love revolves around being loved irrespective of how he *performs* for, or merits that love.

From Of Love and War:

We want to relax. We want to be open and honest. We want to have a safe haven in which struggle has no place, where we gain strength and rest instead of having it pulled from us. We want to stop being on guard all the time, and have a chance to simply be with someone who can understand our basic humanity without begrudging it. To stop fighting, to stop playing the game, just for a while.

We want to, so badly.

If we do, we soon are no longer able to.

The concept of men's idealistic love, the love that makes him the true romantic, begins with a want of freedom from his burden of performance. It's not founded in an absolute like *unconditional* love, but rather a love that isn't dependent upon his performing well enough to assuage a woman's Hypergamous concept of love.

Oh, the Humanity!

As the true romantics, and because of the performance demands of Hypergamy, there is a distinct want for men to believe that in so revealing their vulnerabilities they become more "human" – that if

they expose their frailties to women some mask they believe they're wearing comes off and (if she's a mythical "quality woman"™) she'll excuse his inadequacies to perform to the rigorous satisfaction of her Hypergamy.

The problems with this 'strength in surrender' hope are twofold.

First, the *humanness* he believes a woman will respect isn't the attraction cue he believes it is. Ten minutes perusing blogs about the left-swiping habits of women using Tinder (or @Tinderfessions) is enough to verify that women aren't desirous of the kind of "humanness" he's been conditioned to believe women are receptive to.

In the attraction and arousal stages, women are far more concerned with a man's capacity to entertain her by playing a role and presenting her with the perception of a male archetype she expects herself to be attracted to and aroused by. Hypergamy doesn't care about how well you can express your *humanness*, and primarily because the humanness men believe they're revealing in their vulnerability is itself a predesigned psychological construct of the Feminine Imperative.

Which brings us to the second problem with 'strength in surrender'. The caricaturized preconception men have about their masculine identity is a construct of a man's feminine-primary socialization.

The Masks the Feminine Imperative Makes Men Wear

To explain this second problem it's important to grasp how men are expected to define their own masculine identities within a social order where the only correct definition of masculinity is prepared for men in a feminine-primary context.

What I mean by this is that the humanness that men wish to express in showing themselves as vulnerable is defined by feminine-primacy.

For the greater part of men's upbringing and socialization they are taught that a conventional masculine identity *is* in fact a fundamentally male weakness that only women have a unique 'cure' for. It's a widely accepted manosphere fact that over the past 60 or so years, conventional masculinity has become a point of ridicule, an anachronism, and every media form from then to now has made a concerted effort to parody and disqualify that masculinity. Men are portrayed as buffoons for attempting to accomplish female-specific roles, but also as "ridiculous *men*" for playing the conventional 'macho' role of masculinity. In both instances, the problems their inadequate maleness creates are only solved by the application of uniquely female talents and intuition.

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that's already been predetermined by his feminine-primary upbringing.

Women who lack any living experience of the male condition have the calculated temerity to define for men what they *should* consider manhood – from a feminine-primary context. This is why men's preconception of vulnerability being a sign of strength is fundamentally flawed. Their concept of vulnerability stems from a feminine pretext.

Masculinity and vulnerability are defined by a female-correct concept of what should best serve the Feminine Imperative. That feminine defined masculinity (tough-guy ridiculousness) feeds the need for defining vulnerability as a strength – roll over, show your belly and capitulate to that feminine definition of masculinity – and the cycle perpetuates itself.

"The Mask You Live In" by director Jennifer Siebel Newsom (dual surname noted) is the perfect

example of this perpetuation. You have a woman deciding for a larger public in a documentary what the male experience is and then solving the problem (i.e. the tired trope of men needing to get more in touch with their emotions) for men.

Men are ridiculous posers. Men are socialized to wear masks to hide what the Feminine Imperative has decided is their true natures (they're really girls wearing boy masks). Men's problems extend from their inability to properly emote like women, and once they are raised better (by women and men who comply with the Feminine Imperative) they can cease being "tough" and get along better with women. That's the *real* strength that comes from men's feminized concept of vulnerability – compliance with the Feminine Imperative.

Ironically Newsom is still oblivious to the fact that she can only create such a documentary in an environment of feminine-primacy. No man could produce this and be taken seriously in our contemporary social climate.

It's indictment of the definers of what masculinity ought to be that they still characterize modern masculinity (based on the 'feels') as being problematic when for generations our feminine-primary social order has conditioned men to associate that masculinity in as feminine-beneficial a context as women would want.

They still rely on an outdated formula which presumes the male experience is inferior, a sham, in comparison to the female experience, and then presumes to know what the male experience *really* is and offers feminine-primary solutions for it.

From The 16 Commandments of Poon:

IV. Don't play by her rules

If you allow a woman to make the rules she will resent you with a seething contempt even a rapist cannot inspire. The strongest woman and the most strident feminist wants to be led by, and to submit to, a more powerful man. Polarity is the core of a healthy loving relationship. She does not want the prerogative to walk all over you with her capricious demands and mercurial moods. Her emotions are a hurricane, her soul a saboteur. Think of yourself as a bulwark against her tempest. When she grasps for a pillar to steady herself against the whipping winds or yearns for an authority figure to foil her worst instincts, it is you who has to be there... strong, solid, unshakeable and immovable.

True vulnerability is not a value-added selling point for a man when it comes to approaching and attracting women. As with all things, your vulnerability is best discovered by a woman through demonstration –never explaining those vulnerabilities to her with the intent of appearing more *human* as the feminine would define it.

Women want a bulwark against their own emotionalism, not a co-equal male emoter whose emotionalism would compete with her own. The belief that male vulnerability is a strength is a slippery slope from misguided attraction to emotional codependency, to overt dependency on a woman to accommodate and compensate for the weaknesses that vulnerability really implies.

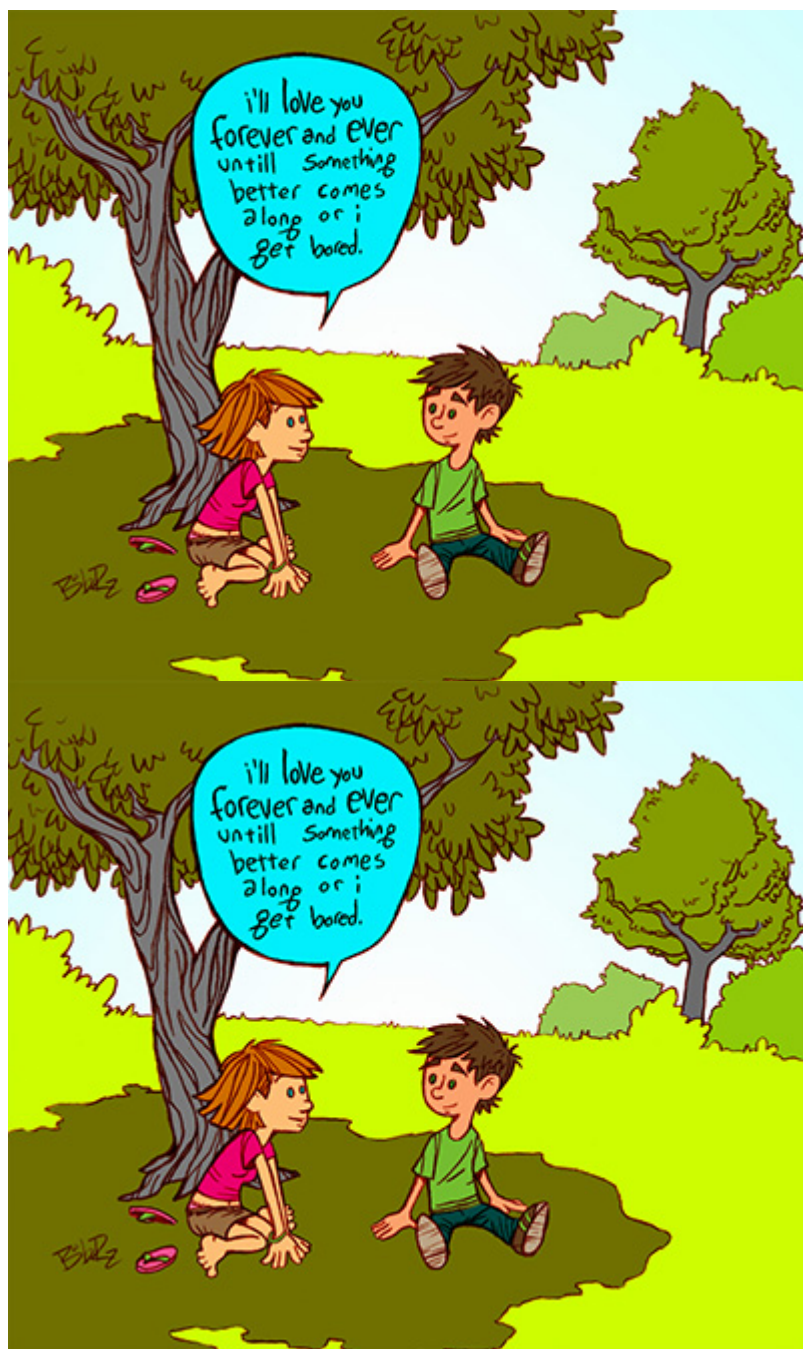
I know a lot of guys think that displays vulnerability from a position of Alpha dominance, or strength can be endearing for a woman when you're engaged in an LTR, but I'm saying that's only the case when the rare instance of vulnerability is unintentionally revealed. Vulnerability is not a strength, and especially not when a man deliberately reveals it with the expectation of a woman appreciating it as a strength.

At some point in any LTR you *will* show your vulnerable side, and there's nothing wrong with that. What's wrong is the overt attempt to parlay that vulnerability into a strength or virtue that you expect that woman to appreciate, feel endearment over or reciprocate with displays of her own vulnerability for.

A chink in the armor is a weakness best kept from view of those who expect you to perform your best in all situations. If that chink is revealed in performing your best, then it may be considered a strength for having overcome it while performing to your best potential. It is never a strength when you expect it to be appreciated as such.

Rational Male â◻◻ Q&A

November 29, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



SoSuave and Rational Male reader **complexs** had a few questions about what he read in [The Rational Male book](#). Since I've been doing these weekend questions lately I thought these might make for some interesting discussions. Hopefully they won't distract you from family time this holiday weekend, but maybe they make for some interesting dinner table talk.

Just a side note here, I'm deliberately leaving my own answers less detailed than I normally would so as to inspire your own discussions:

If The Rational Male was recommended to me as a book about game, I probably wouldn't have read it. But my friend who put me onto it basically described it as a life altering piece that would forever change the way I viewed the world of inter-gender relations.

Big sell!

So I read it.

Being freshly unplugged I'm still just awakening from that groggy comatose/confused state. However I feel as though I have a slight head start on at least some of the material. Just by sheer chance, rather than any real research into the subject.

I've only ever been in one LTR (2years), and it was with the girl I first hooked up with (she let me sleep with her, better hang onto this one!). Anyway, I ended that (5-6years ago) and have been single ever since, with no desire of entering another relationship.

I started 'spinning plates' about a year ago, just through a natural realization that any moral/ethical objection was actually completely unfounded. Not just my own (programmed) objections, but objections from the feminine perspective, which I guess are one in the same. I thought I must have been 'wired' differently because I had no desire of settling back into a LTR. I actually argued my case on multiple occasions to avoid it happening.

This book was eye opening and definitely shed some light on issues I never would have even thought to question.

If you care to keep reading I'm just going to spew some thoughts/questions having just finished the book. Keep in mind this is from a very rudimentary understanding of the text.

QUESTIONS

1) Does ONEitis best Hypergamy?

We all know a girl (either personally or anecdotally) who is in a committed relationship with some deadbeat. Everyone knows she can do better, but you can't possibly convince her to leave him. What factors are at play here? Does SHE suffer from ONEitis to the point that her hypergamous tendencies have been shut off?

Or could it be a case of low self esteem and lack of self worth, so much so that she believes he is the best she can do? Or could he actually just be an Alpha male (albeit a bad example of one)? I'm sure there's a grey area or middle ground here with many factors potentially at play depending on the specific scenarios. But it's a pretty common scenario and I'd like to hear what you guys think.

I get this one now and then – “What about this one great looking girl I know who's stuck on this complete douchebag, deadbeat, scumbag, suckup, :insert invective here:?” While I'm not sold on the idea that women *ever* get ONEitis for a guy, I am thoroughly convinced that women being 1-2 SMV points below a particular man they're involved with develop a strong attachment for him.

For women, oftentimes that attachment gets paired with the soul-mate myth. I'd separate that “spiritualism” from the ONEitis a man gets for a woman, but it's still rooted in the same dynamic – the subconscious realization that this person is the ‘best they can do’ in the SMP.

The reason I'd make the separation between how men experience ONEitis and women is due to the concepts either have when it comes to love. Women's concept of love is rooted in opportunism as a result of their innate drive towards hypergamous optimization. All this ‘deadbeat’ needs do is be perceptually 1-2 levels above her own perceived SMV and the Alpha prerequisite for Hypergamy is met.

Most guys looking from the outside of that perception in realize the guy's a fuck up (even Alpha

Buddah, Corey Worthington is an example), and we can't understand why that subjectively hot woman can't use reason and rationality to see that he is, but then, this is due to our own self-perceptions and our mistaken belief that women's reason can be appealed to.

2) Genuine Inter-Gender friendships?

Okay, so i don't have the book with me. But I remember reading a sub-section on inter-gender relationships. It didn't sit well with me when I read it, but it's probably something I will have to re-read. I have a lot of female friends. Friendships that go back 15 years. Some of these are very close friends in a completely non-sexual way.

I'm closer with some of these girls than I am with many of my male friends.

Initially these friendships may have blossomed based on the fact that I was a shy kid and didn't have any 'intimate' relationships with women till I was 19. But they are now concreted as some of my most valued friendships.

What is your take on Rollos opinion of inter-gender friendships (as outlined in the rational male)?

My take in the book, and still is, is that men and women cannot be friends in the same way and to the same degree of intimacy that same sex friendships develop.

Men and women cannot be friends in the way or to the degree that most people perceive same sex friendship to be. Now the natural response to this is "I have lots of female friends" or "what are you trying to say, I can't have female friends, they all hafta be enemies?"

Which of course is the standard binary (black or white, all or nothing) retort and the trained AFC thinks anyone suggesting that men and women's relations as friends could be anything less than equitable and fulfilling is just a neanderthal chauvinist thinking. However, they are incorrect – not because you wouldn't want to actually be a woman's friend. There are fundamental differences in the ways men and women view friendship within the framework of their own sex and the ways this transfers to the concept of intergender-friendship.

Quite simply there are limitations on the degree to which a friendship can develop between men and women. The easy illustration of this is that at some point your female "friend" will become intimately involved with another male; at which point the quality of what you perceived as a legitimate friendship will decay. It must decay for her intimate relationship to mature. For instance, I've been married for 18 years now; were I to entertain a deep friendship with another female (particularly an attractive female) other than my wife, my interest in this woman automatically becomes suspect of infidelity – and of course the same holds true for women with man-friends. This dynamic simply doesn't exist for same sex friendships because the sexual aspect is inconsequential.

I should add here that the presumption of an equatable degree, character or quality of intergender friendship (platonic) being the same as a same-sex friendship is a product of the same "we're-all-the-same-with-different-plumbing" naive equalism that deliberately ignores complementary differences between the sexes.

This presumption is actually a vetting mechanism for women's control of sexual selection and Hypergamy. The social convention that promotes the idea of equitable concepts of friendship only serves women's imperative of being able to hold the attentions of multiple male orbiters until such a time that she can optimize both sides of her sexual strategy (Alpha Fucks / Beta Bucks). The longer

you're rapt by the idea of an equal intergender friendship, the longer she has to consolidate on whatever side of hypergamy she's prioritizing at the phase of life she's in. In other words, the longer you're in the bullpen, the longer you'll be a Plan B prospect.

3) Religion vs Evolution vs Habit?

This is a bit abstract. But in terms of a decayed loveless marriage, what would you say are the factors holding these marriages together? Neither party is happy, but they are also unwilling to do anything about it.

One clings to a religious frame as reason to not leave/divorce, as the children are all old enough now that "staying together for the children's sake" no longer applies.

The other seems completely indifferent and stuck in the routine. Both are mid 50's and have been married for 30 years and probably just scarred shitless of being alone. But what would you make of this from an 'unplugged' point of view. (might be a stretch from the realm of this book, but just curious).

What you're describing is akin to the phenomenon of Grey Divorce. In the time line from my Preventative Medicine series, I briefly outline what's known as the 20 year itch – the period of life, usually after 50 around the time a long-married couple becomes 'empty nesters' and the binding responsibilities of raising children is at, or almost at an end.

It's around this phase that a reassessment of one's partner takes place and the prospects of living out the rest of a life with that person gets serious consideration. This is a phase that's very telling of the overall prospects of marriage as an institution on whole and how either sex really considers their idealistic, loving union from very matter-of-fact practicality, when there is no longer a mutually cooperative goal (childrearing) as the centerpiece of that relationship.

Religion and/or a conviction that children are better raised by an involved two parent (male and female) family who are both mutually invested in the success of their kids is generally a bond that both parties mutually agree to as the cornerstone of their marriage.

Once that goal has been met (or termed out) then that relationship must be reestablished and based on a genuine interest and desire for the other person. For a man this may involve his realizing an understanding of tenets of the Game that he's, until then, unwittingly been a party to. For women this may be a longing for renewed interest from extra-marital (but not necessarily infidelity) attentions and desire from other men.

It's kind of telling how men's idealistic concept of love endures beyond his late-life Epiphany stage. In spite of having experienced the consequences and all-downside risks men face in their prior marriages, it's still overwhelmingly men who want to remarry and take another shot at that idealism. It is women, in either their veiled pragmatism or their aging, unrealizable opportunistic concept of love who are more or less indifferent to the prospects of remarriage.

"Most currently divorced or widowed men are open to the idea of remarriage, but women in the same circumstances are less likely to be," says the report, which draws on figures from a survey it conducted in May and June. Almost two thirds of men either want to remarry or would at least consider it, while fewer than a half of women would.

These stats alone are more than enough to verify my assertions of how either sex hold different concepts of love.

Men still dream of an idealistic love, and women have find precious little use for men beyond the practical when presented with the prospect of having to optimize Hypergamy at an age they are no longer capable of intersexual competition.

The Fog of Menopause

December 2, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Strange things happen to women at the onset of menopause. Most mature men who've experienced it firsthand can attest to the obvious symptoms: Hot flashes, loss of libido, vaginal dryness, mood swings and irritability, but do have a quick look at the list I've linked here to get a better understanding of just how nature eventually punishes women as the last of their eggs decay to a fine powdery dust.

Change in body odor, brittle nails, incontinence, weight gain, irregular heartbeat, depression, anxiety, panic disorder, fatigue, allergies, osteoporosis – these late life symptoms are hardly something most men give any consideration for when they're contemplating a *lifetime* of marriage with a woman.

Most of the manosphere will tell you marriage is simply never worth the financial risk, or that a woman always has the option to detonate the marriage and take the kids at a moments notice, but how often do you read a Red Pill guy tell you about how the hot piece of ass who became your long term ONEitis will eventually experience some (possibly all) of the 34 Symptoms of Menopause roughly 20-25 years after you say 'I do' (assuming it lasts so long)?

Those symptoms, in varying combinations, make for some very disconcerting prospects for a guy

who's been a keen ~~supplicant~~ supportive Beta for the entirety of his marriage, believing that the privilege of being married means he's getting his wife's sexual best when it matters most. It kind of puts things into a lifetime perspective when you consider that Mr. Dependability (Beta Bucks) gets to accommodate the symptoms of menopause while Bad Boys enjoyed her sexual best before he arrived on the set.

Add to this that at least 66-70% of (at least western) women will become overweight and/or morbidly obese during their lives and it doesn't bode well for the enduring SMV that most unassuming men are banking on for a long term marriage with the 28-30 year old dream girl who's now suddenly gotten right with herself enough to want to get married.

Side note: it's interesting how closely female-male bone density decay comparison charts mirrors my SMV graph.

Nature Abhors a ~~Vacuum~~ Barren Womb

There's some very brutal evolutionary truth behind the biological realities of menopause.

Anyone familiar with *The Red Queen* by Matt Ridley or *The Selfish Gene* by Richard Dawkins will get the gist of menopause's intrinsic message – survival-side evolution essentially gives up on women once they reach a point where they are no longer reproductively viable.

Hormone imbalances, immunodeficiency, nutritional, vitamin and mineral (most notably calcium) deficiencies, neurological disorders triggered by plummeting estrogen levels, and many more physical debilitations make it obvious that a woman who's reached the age when she ceases to be a reproductive asset becomes a species-collective liability. Unless she has some honored status or useful, learned wisdom to pass on, she becomes dead weight to a human tribe's interests in survival efficiency and propagation.

While it's a testament to our success as a social species that we've achieved a capacity to prolong our lives, there are certain glaring evidences of how our physiology evolved for efficiency within set frames of time during a (previously average) lifespan. The physical changes that come with the onset of menopause and the constancy of presenting the appearance of youth and vigor for women is one such example, post-menopausal hormone therapy another.

So too is the convenient timing of the myth of the biological clock and the social conventions structured around it to provide a woman with the maximum amount of time to sort out her hypergamous options. It's no coincidence that women's Epiphany Phase is concurrent with the latter stages of her fertility window (27-32 y.o.) – the social conventions of the Feminine Imperative are nothing if not efficient at maximizing women's sexual strategy potential.

At every occasion, in every form of media, a rapidly westernizing, feminine-primary social order seeks to reshape and deemphasize the physical realities women of previous eras had the benefit of a socialized understanding (if not a collective wisdom) to accept and prepare for. In an age of hormone therapy, sperm banks and ovum freezing as part of a company benefits program, the latent message to women is that they need not concern themselves with these previously life-fulfillment limiting physical realities to coincide with their personal choices.

The Feminine Imperative will go to great lengths, socially and legally, to convince contemporary women that they aren't in fact tied to the realities of their physical conditions. In a social sense, the incentive is the same "have it all" mentality with the prerequisite social conventions in place to lessen the blow when women realize they can't *actually* realize what the feminine-primary advertising

suggested.

In a physical sense the Feminine Imperative will gratuitously incentivize funding for every feminine-specific medical condition while simultaneously deemphasizing (to the point of encouraging indifference) any male-specific disease, legally, financially and socially. It's a testament to the efforts of the imperative that modern women statistically outlive men in spite of the physical debilitations associated with menopause.

But for all this effort in engineering generations of women to become *über-women*, the same pesky, evolved limitations still influence their decision making.

Echoes of The Wall

New commenter (and I use the term loosely), *unilanter*, graciously provides us with some insight on this with her comments on The Wall:

This is a myth, i can tell you how i know. Any man would pass up a 20 year old in shape woman who is strong and athletic for a 30 something feminine type in a dress who is willing to submit.

Its the same reason men pass up pretty young women from a lower social class bracket in favour of more mature well spoken mutton.

So keep up with the clock ticking nonsense, and remember time waits for no man.

I will let you know how i used to think for most of my 20s! And how i think now.

I used to think, do i have to wait until im too old and tied to feel like going about the world to be able to do so without sexual harassment, do i have to be nearing the menopause to no longer be seen as here for reproductive meat.

Then at age 30, and now at age 33 i look back at all the years of youth and energy and wish i could have had the type of conditional freedom i have now then. Women have to be too old to have the energy to do anything before they get their body for themselves and by the time it comes its not worth having, having to compete with men for your own body is the real reality of women, and yes time is ticking.

I bet i will be there at 40 with unconditional freedom, as in no harassment no matter what i wear or do!

Tick tok!

I found *unilanter's* (perhaps drunken) comment's particularly ironic in light of all the attention generated by various staged and / or edited viral videos recently of women being cat-called while walking for longer than most women's work day in, shall we say, less than reputable neighborhoods. Despite an obvious effort in preserving the necessary female-victimization trope, a certain demographic of post-menopausal women suffering from confirmation bias (and probably some post-menopausal neuroses) genuinely *want* to believe these pseudo-documentaries at face value – even after they've been falsified and confirmed as such.

Ironic, because *unilanter's* rationalizations and denial of The Wall are rooted precisely in the designed social conventions the Feminine Imperative would have both sexes agree upon. There's never really a Wall per se when women are convinced they can 'have it all' socially, physically and psychologically. And again, the latent purpose of this social convention is to convince women (and to evoke agreement among men) that they are exempt from the physical realities that confine them at

various phases of their maturation.

SMV in Girl-World

Women want to be men. This is the legacy that a since-decayed feminist social impetus has imparted to the generations of both men and women who've come after the Gloria Steinem's got married themselves and blew away. Women need to be the *men* of tomorrow. I suppose I should've seen this messaging long before, and in honesty I think the greater part of Matrix thinking revolves around role reversal, but this is more than reversal. Women want to *be* men.

If a man can wait until his maturation develops, his achievements are more actualized and his SMV peaks at 38-40, equalism says "why shouldn't you Man-Girl?"

As I work my way through the second draft of my next book, I'm beginning to see and build upon the real-world physical underpinnings women are subject to which motivate both the social buffers and the reasoning for their moving into the various mental phases of maturity I outline in the Preventative Medicine series of posts.

At an earlier phase, women claim to deplore their sexual objectification while young and subjected to the lascivious attentions of the mythical Male Gaze. This is recently decried by the cat-call videos I mentioned above, but yet before these videos were ever contrived, older women, women in a later phase of maturity, had already decried how horrible it is to be "invisible to men" and how they yearn to hold male attention as they once did in their youth:

Women feel invisible to the opposite sex at the age of 51, it emerged yesterday.

A detailed study of 2,000 women revealed a large percentage felt they no longer received the level of attention they once did after hitting 51.

Many even went as far as to admit they felt 'ignored'.

The women claimed their confidence plummeted after hitting 50 and blamed greying hair, having to wear glasses or even struggling to find fashionable clothes.

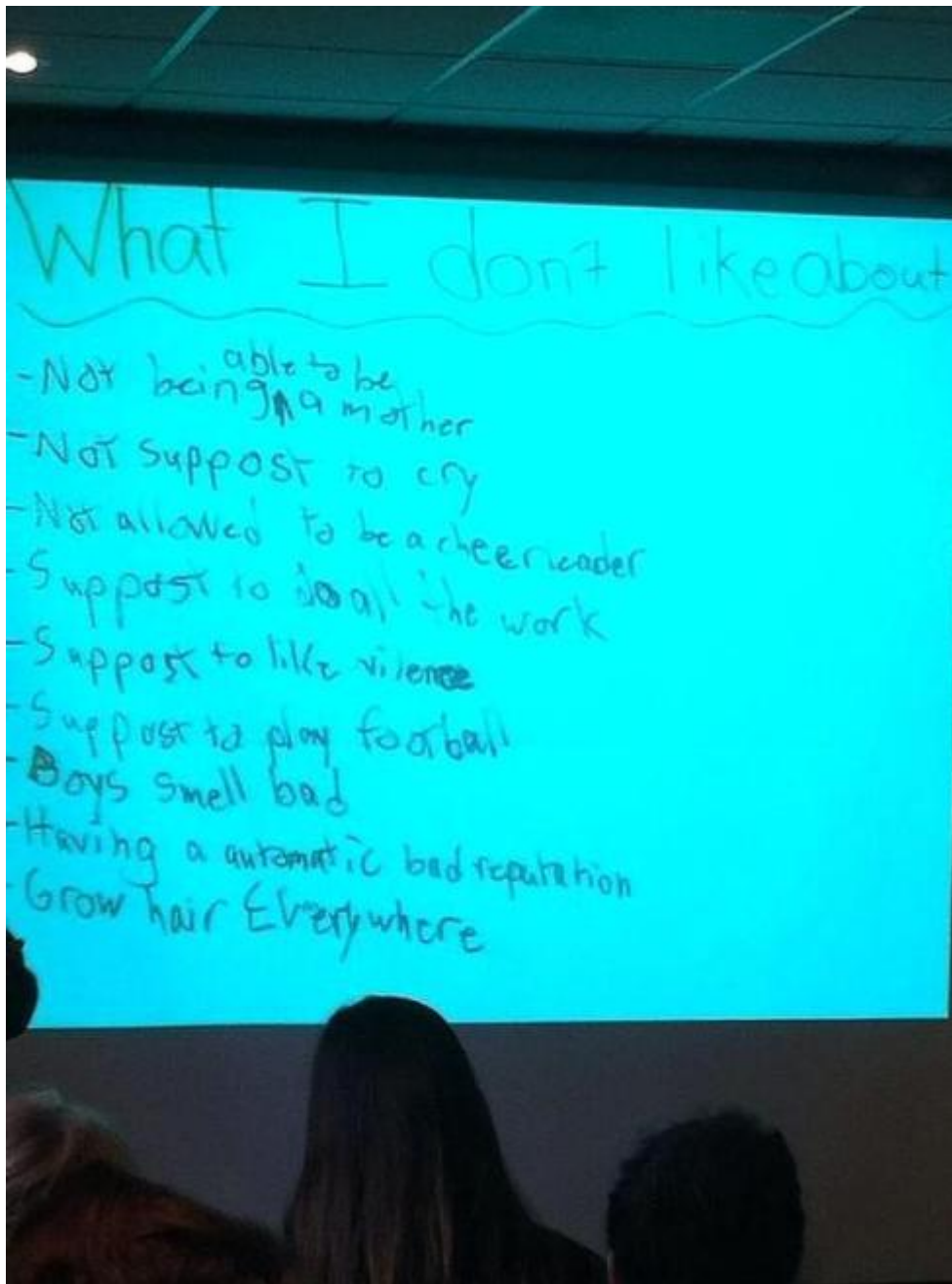
The lifestyle study, commissioned by herbal remedies company, A.Vogel, also found more than two thirds of women over 45 had walked into a room and felt 'completely unnoticed' by the opposite sex.

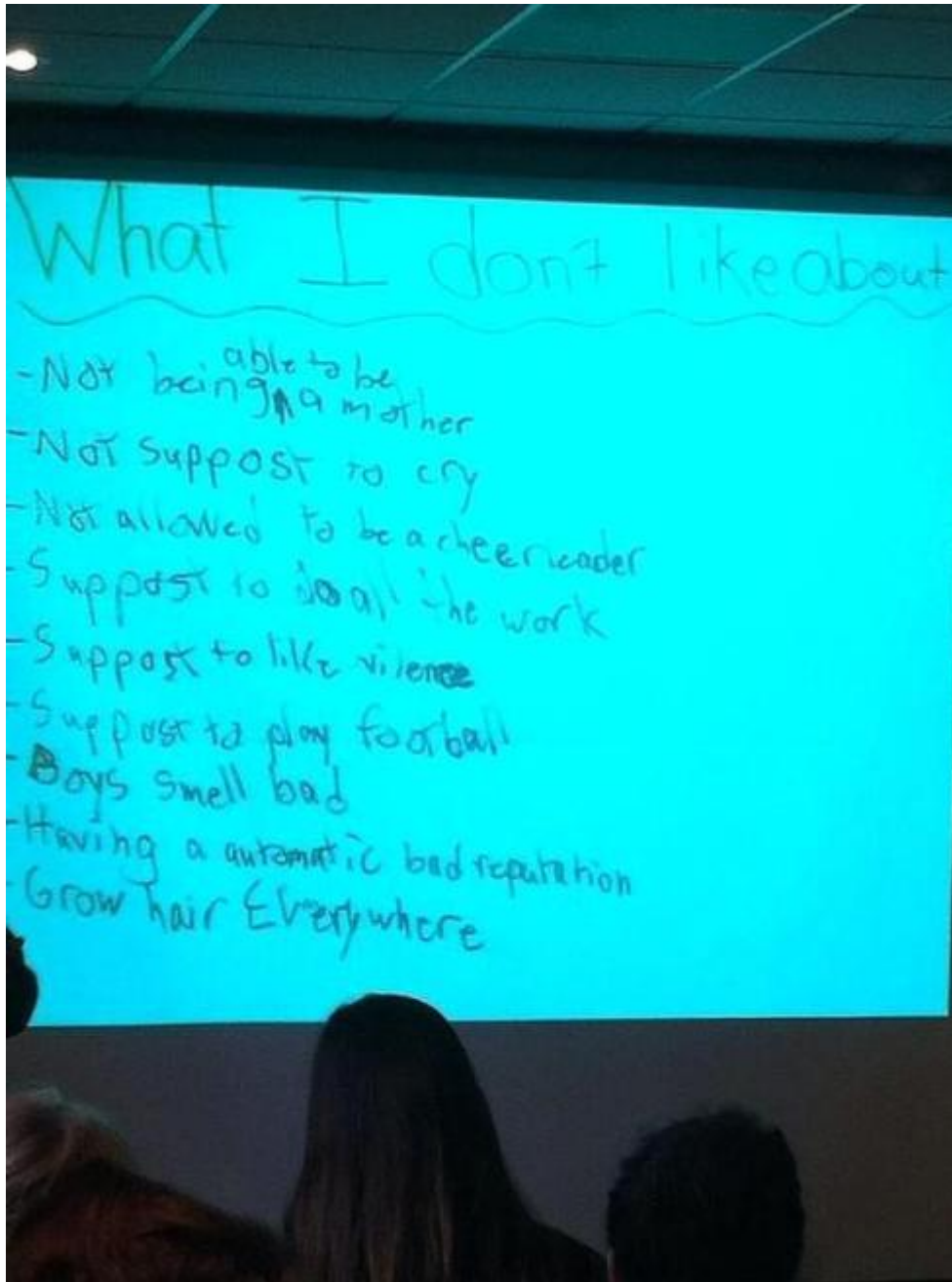
And this is yet again another conflict between what the social conventions of the Feminine Imperative has taught women and the physical realities of the conditions they wishfully hope they can be exempted from. When a man makes women aware of The Wall, intentional or innocently, the response is usually one of "Well, you men get fat and old and insecure later in life too", and that may very well be for the majority of men. However, the difference is men don't have a life-time of social infrastructure to convince and disappoint themselves that they can ever be exempt from a lack of performance.

No social order has ever sold men the idea that they can simply '*have*' it all.

Teach Your Children Well

December 5, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Yes I know my enemies, they're the teachers who taught me to fight me.

Today's picture comes to us courtesy of [popsugar](#) – h/t [heartiste](#) and Zelscorpion.

In honor of International Men's Day, this picture serves as a grim reminder that boys are often pressured to succumb to gendered expectations. Last year, a group of fourth grade boys was asked to list what they don't like about being male, and the sad results were projected in the classroom. It's important to consider what we are teaching young boys about what it means to be a man or masculine. How do you approach gender expectations with your children?

I'm leading off with this for the weekend's discussion post because it encapsulates precisely what I was describing towards the end of my post on [Vulnerability](#), that our modern normative social consciousness is one that is defined by a female-correct, female-beneficial experience. Bear in mind that this projection is from the collected, learned experiences of a group of 9 year old boys who have been conditioned to a self-loathing of masculinity in a feminine-correct social order.

The question, "What I don't like about being a boy" seems fairly innocuous, but in a feminine-correct

social awareness it becomes a litmus test to gauge how well these boys have internalized feminine-correct, conditioned beliefs. Read the list of offending grievances:

- Not being able to be a mother
- Not supposed to cry
- Not allowed to be a cheerleader
- Supposed to do all the work
- Supposed to like violence
- Supposed to play football
- Boys smell bad
- Having an automatic bad reputation
- Grow hair everywhere

The list reads like the table of contents from the textbook of exactly what I'd expect from an organized feminine-primary conditioning, however we need to look deeper. It's important to bear in mind that these uniquely *male* attributes are grievances these boys wish they could alter about themselves. These boys believe their lives would be improved (perfected) if they could be less *like* boys and more like girls. Masculine incorrect, feminine correct.

I'm often criticized of being conspiratorial for my assertion that the Feminine Imperative conditions men from a very early age to accept their eventual Beta supportive role later in life. While this masculine grievance list from 4th grade boys is a good illustration, it's simply one example of the earliest parts of the feminine-correct landscape men are raised not just to internalize, but to evangelize about to other boys / men as well.

The Patriarchy



Amongst the crown jewels of the most useful of feminine operative social conventions is the meta-contrivance of an ever present, omni-oppressive state of masculine social control – the Patriarchy. The term was coined by the luminaries of second wave feminism to give name to an otherwise

ambiguous enemy. That ambiguity was a necessary buffer to mask the real focus of feminism's intended destructiveness – masculinity.

If you read between the lines of Sarkesian's tweet here you can see the presumption of experiential feminine-correctness that is her mental point of origin. Her presumed context for all her public interactions is that any *normal* male reading it, what she believes is logic, will already be prepared to accept that what is in women's best interests *is* necessarily what is in men's best interests.

Thus, deductively, what is perceived by women to be harmful to women *is* necessarily harmful to men – all because the concept of what is harmful or beneficial to either proceeds from a conditioned understanding of ubiquitous female-correctness.

Hardline feminists, female and male, will rattle this trope off in different varieties, but the message is the same, "the Patriarchy hurts men too." The reason this is standard boilerplate is because it presumes a shared state of feminine-correctness, and a shared state of mutual oppression whether a man is aware of his Patriarchal oppression or not.

This social convention is really a form of marketeering; selling a solution to a problem it created itself. The true focus isn't about solving problems created by an imagined male-social dominance, nor is it about marginalizing the less palatable aspects of masculinity. Rather, the true objective is a wholesale elimination of any semblance of conventional masculinity in men.

This learned feminine 'correctness' began with the 4th grade (actually before then) boy's conditioned self-loathing of their masculinity.

"I find myself increasingly shocked at the unthinking and automatic rubbishing of men which is now so part of our culture that it is hardly even noticed.

We have many wonderful, clever, powerful women everywhere, but what is happening to men? Why did this have to be at the cost of men?

I was in a class of nine- and 10-year-olds, girls and boys, and this young woman was telling these kids that the reason for wars was the innately violent nature of men.

You could see the little girls, fat with complacency and conceit while the little boys sat there crumpled, apologizing for their existence, thinking this was going to be the pattern of their lives.

Lessing said the teacher tried to catch my eye, thinking I would approve of this rubbish.

This kind of thing is happening in schools all over the place and no one says a thing.

It has become a kind of religion that you can't criticize because then you become a traitor to the great cause, which I am not.

It is time we began to ask who are these women who continually rubbish men. The most stupid, ill-educated and nasty woman can rubbish the nicest, kindest and most intelligent man and no one protests.

Men seem to be so cowed that they can't fight back, and it is time they did."

– Doris Lessing

While this account is an indictment of the Feminine Imperative, the irony of Lessing's shock and disgust is that in the feminine-primary social environment she's contributed to, only a woman can authoritatively observe and describe men's debasement and be taken with any amount of seriousness.

No man could've written this and been taken as anything but misogyny.

I received a pertinent email from a reader, Dan, this week:

Rollo, why do women raise their sons to be beta?

In my personal experience and from what many men who have made the red pill transition have said, most mothers seem to raise their sons to be beta. From an evolutionary prospective this makes no sense. It would be in the best interest of a woman's genetics and future bloodline to raise alpha sons who can subsequently attract and impregnate more women, yet it seems women overwhelmingly raise their sons to be beta ("women want a nice guy", "just be yourself", and encouraging submissive behavior toward women). I could understand why society as a whole would promote this dynamic because it benefits the female Imperative, but at the individual level, evolution tends to be much more selfish. What gives?

Dan

A woman, your mother, sister, aunt, grandmother and every girl 'friend' you think you have are all in on a meta-shit test – they want you, and their sons, to Just Get It in spite of what they mistakenly believe are in your best interests as a man. You must embrace an Alpha mindset without a woman instructing you to be so or by definition you are not Alpha.

Women fundamentally lack an existential male experience, so the advice, the upbringing, to be more Beta, be more compromising of the masculine for the feminine, stems from women's best guess as to what would make their sons into the best men they *believe* they themselves would like to pair and bond with.

Women's sexual strategy is rooted in dualistic hypergamy – Alpha Fucks / Beta Bucks. Women already feel the familial kin-affiliation with their sons (the comforting Beta bucks security side of hypergamy) thus the Alpha Fucks side conflicts with that investment.

In the case of most single mothers, the hindsight regret of having achieved her subconscious goal of securing the Alpha Fucks genetics in her prime fertility years may be distorted by her inability to adequately realize the Beta Bucks side of her Hypergamy when the Alpha father declines the parental investment she thought would be forthcoming from him. Thus, that Beta Bucks idealization gets transferred to her son(s) and is reflected in how she raises him.

Also remember, Hypergamy is based on two parts, sexuality and security. It also stands to reason that by ensuring her son is a good manipulable Beta provider (by both her and any woman he pairs with) that his provisioning would also extend to her in the event that his father dies or abandoned her.

One last thing, human parenting evolved from the parental investment of a complementary masculine influence to balance a feminine influence. When left to a singular feminine influence in upbringing, you're correct, it makes no evolutionary "sense". Thus we have our contemporary landscape filled with "men" who are overwhelmingly feminized and ill prepared to lead complementary relationships with women.

Towards the end of my Vulnerability post I tackled a documentary by Jennifer Siebel Newsom called *The Masks You Live In*. In that part of the essay I described how the Feminine Imperative coordinates social conventions which invalidates the male experience by fostering the idea that conventional masculinity is an act or a front men put on to distract from what really lies behind the mask – a 'true self' defined by feminine-correct sensitivities and emotionalism:

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that's already been predetermined by his feminine-primary upbringing.

You see, it's not enough to simply raise generations of boys to question what it means to be male, the idea of a male defined masculinity is dangerous to a feminine-primary social order. Boys must be taught to be self-loathing of their maleness, to despise what it is to eventually be a man.

And even that's not sufficient. Men must be continually reminded that masculinity is ridiculous, pitiable in it's attempts to understand the feminine, and that men would already be feminine-correct beings if they'd simply drop the facade of their mask of positive masculinity.

Here's the face of your perfected 'adult' male:

"When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is sexier."

— Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

These are the men that the Feminine Imperative has created. The men who, "want an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, **wants** to do his share in the home." The men the imperative must convince are 'sexier' at precisely the concurrent time that their provisioning and security are most important to women at their necessitous phase of life.

These are the men who made the list of things they were taught they shouldn't like about being a boy when they were 9 years old.

So for this weekend's discussion question I'll ask the same thing popsugar did, how do (will) you approach gender expectations with your children?

Hysteria

December 9, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)

In light of the Feminine Imperative having itself capsized over the UVa rape fantasy retracted by Rolling Stone this month, I was reminded of [this video and post](#) by Heartiste (Roissy) a few years ago:

Basically, the guy had a few friends follow him around the mall, one guy filming him and the other two guys (I can't tell if any of his hired guns were women) acting as his "groupies" or entourage. He goes around identifying himself as "Thomas Elliot" when people, mostly women, ask him his name. Eventually, he begins to pile up admiring and gawking female attention, which only snowballs into more female attention. Apparently, not one of these starstruck chicks thought to question if Thomas Elliot was a real celebrity. **That's the power of preselection and fame; so powerful, it can disengage a woman's neural logic circuitry.**

Heartiste goes on to make the prerequisite Game principle & application observations here, but there is a much larger dynamic in play. While the mall makes for a good setting to test this experiment, it is fairly isolated. A security detail gets assigned to "Thomas Eliot" and even some shops close in order to avoid a crowd panic, but could this dynamic be proven on a larger scale?

This is a very interesting social experiment, particularly when compared to the now infamous (and staged) viral video of [Shoshana Roberts walking around New York](#) and enduring the attentions of men she found less than savory. Interesting because they're essentially trolling for attention from the opposite sex with similar methods, and the results are telling about how each gender perspective generates and reacts to that attention.

Darryl Long made a comment on this topic, and I've been considering it for a while now:

On this topic of how women's attraction changes across their lifetimes I don't think any analysis is complete without looking at the phenomena of teen-idols. As a man who has sisters and daughters its clear that there is something biological going on with pubescent girls in a way that is radically different from boys. Boys may fantasize about a poster girl, but they never fall over themselves for heartthrobs like Bieber, or Lief Garret, and David Cassidy (in the old days). I'm amazed that many of these teen heartthrobs are more on the fair/effeminate side than masculine. They look like they have good genes, but the most important thing is that all the other girls like them. They are male figures that girls lend incredible status making them even more attractive.

Preselection is a very powerful motivator of women's hypergamous decision making process. Even the perception of fame (or even the potential for it) is a prime motivator and incentive to lock down a man who presents the hypergamous optimal ideal – a guy who satisfies the sexiness her Alpha Fucks hypergamous needs require *and* the long term security of provisioning potential from status-confirmed Beta Bucks.

Whether this "famous" guy actually embodies this ideal is irrelevant to a woman's Id-centric psyche. When women are younger, tweens and teens, this self-convincing is much easier since girls lack any real world experience to reference with respect to what the guy really represents. A capacity for

abstract thinking is something that develops as we mature, but the desire to optimize hypergamy is a limbic, instinctual drive for girls and no amount of reasoning can compete with the fantasy of a pre-fabricated idealized Hypergamy.

They *want* to believe it.

Thus we have hordes of girls and young women willing to go to behavioral lengths they would never consider with the *mundane* men they're familiar with in order to just brush with the possibility of that hypergamous ideal. They will literally climb over one another to realize this.

In a Game sense, preselection (and prequalification or 3rd party endorsement) is a very powerful, instinctual impetus for women. Even in marginal, isolated social settings preselection is an overriding imperative:

Your goal should be to attract women effortlessly, so play to your strengths no matter what they are; there is a groupie for every male endeavor. – Roissy

Mass Hysteria

Once you have a basic understanding of the preselection dynamic and how it is an evolved feature of women's psychological firmware, the next step is to understand how the power of preselection influences women (and by association men) when scaled to a feminine social dynamic.

Roissy notes from the first video:

Apparently, not one of these starstruck chicks thought to question if Thomas Elliot was a real celebrity.

As I've noted in prior posts, perceptions are the overriding imperative of the feminine psyche. It's not that women on an individual level don't possess the faculties to discern legitimate social proof, it's that on a social level they *want* to believe in that social proof. The estimation of the collective feminine mindset is a powerful influence on the individual woman since it plays on that non-abstract, instinctual need for a pre-verification of optimal hypergamy.

In other words, the effort of sexual-selection vetting has already been done *for* them by the feminine hivemind.

Verifying legitimate social proof takes individual time and effort. Perhaps not as much as men have a rational capacity for (the New York stunt fooled more than a few tag-along guys affirming the pseudo-social proof), but for women that opportunity for meeting a hypergamously ideal man supersedes the mental efforts needed to verify social proof. The greater mass of women already believe in the preselection and the intersexual competition is on and overt.

I've made the distinction before with regards to women's preferred communications methods; covert communication being women's native language, but when women resort to overt communications it's generally because the content of the information needing to be transferred outweighs the need for *how* it's delivered, or the context of that information.

Transferring information about a man's preselected approval amongst a collective of women is one such override. However, it's very important for men living in a feminine-primary social order to understand that social proof is not just limited to preselection of men as potential partners.

This social proof dynamic extends to the perceptions of women in a collective peer group, as well as men for whom they have no sexual interest in, but serve their material interests nonetheless.

The current cultural atmosphere of male suspicion and autonomous rape-threat assessment of men is another variation of this perceptual, hysterical, collective belief dynamic. Women *want* to believe in the presumption that every man outside of their preselected, collective approved, hypergamous ideal is a potential rape threat. In other words, a man who might, by force or coercion, assume control of her hypergamous sexual selection.

The narrative, the perception, is all that matters.

And like the women who never had an afterthought as to whether “Thomas Eliot” was the real deal, likewise women become so ego-invested in the certainty of their collective perceptions that, even in light of contrary evidence, the only acknowledged verification of that perception is how it makes them *feel*.

This contradiction of a collective feminine hysteria is what many luminaries of the Feminine Imperative are now being forced to confront. It’s important to remember during this UVa / Rolling Stone rape debacle that women, and more than a few enabling male sympathizers, *wanted* to believe this travesty was true in spite of the vaudevillian outlandishments and still refuse to accept that it isn’t.

From Truth to Power:

Denial

The first step to really unplugging from our preconditioning (i.e the feminine Matrix) is recognizing that this conditioning has led to the beliefs we think are integral to our personalities. The psychological term for this is called ‘ego-investment’. When a person internalizes a mental schema so thoroughly, and has become conditioned to it for so long, it becomes an integral part of their personality. So to attack the belief is to, literally, attack the person. This is why we see such a violent reaction to people’s political, religious, inter-social/inter-sexual, inter-gender, etc. expressions of belief – they perceive it as a personal attack, even when presented with irrefutable, empirical evidence that challenges the veracity of those beliefs.

People resort to denial when recognizing that the truth would destroy something they hold dear. In the case of a cheating partner, denial lets you avoid acknowledging evidence of your own humiliation. Short of catching a spouse in bed with your best friend, evidence of infidelity is usually ambiguous. It’s motivated skepticism. You’re more skeptical of things you don’t want to believe and demand a higher level of proof. Denial is unconscious, or it wouldn’t work: if you know you’re closing your eyes to the truth, some part of you knows what the truth is and denial can’t perform its protective function.

One thing we all struggle to protect is a positive self-image. The more important the aspect of your self-image that’s challenged by the truth, the more likely you are to go into denial. If you have a strong sense of self-worth and competence, your self-image can take hits but remain largely intact; if you’re beset by self-doubt, however, any acknowledgment of failure can be devastating and any admission of error painful to the point of being unthinkable. Self-justification and denial arise from the dissonance between believing you’re competent, and making a mistake, which clashes with that image. Solution: deny the mistake. Attribute it to an outside element rather than resort to introspection.

This degree of core-level denial is where the likes of Jessica Valenti, Susan Walsh and Zerlina

Maxwell find themselves today.

“No matter what Jackie said, we should automatically believe rape claims.”

<http://t.co/3HF1XR7jme> True insanity pic.twitter.com/AFXIyn32FS

— Roosh (@rooshv) December 6, 2014

In spite of still growing confirmation that the story was a hoax, femosphere bloggers hold out hope against hope that even the smallest part of a medieval-like rape story to rival Silence of the Lambs *could* be true.

The pivot for this will of course be how the falsehood injures women who genuinely are rape victims, but this is just the shiny keys jingling to distract anyone sympathetic to their ego-investments from the fact that they **wanted** to believe this story was legitimate.

They **wanted** to believe it without an afterthought of critical analysis.

They **wanted** to believe it in spite of the obvious melodramatic dialogue described by “Jackie”.

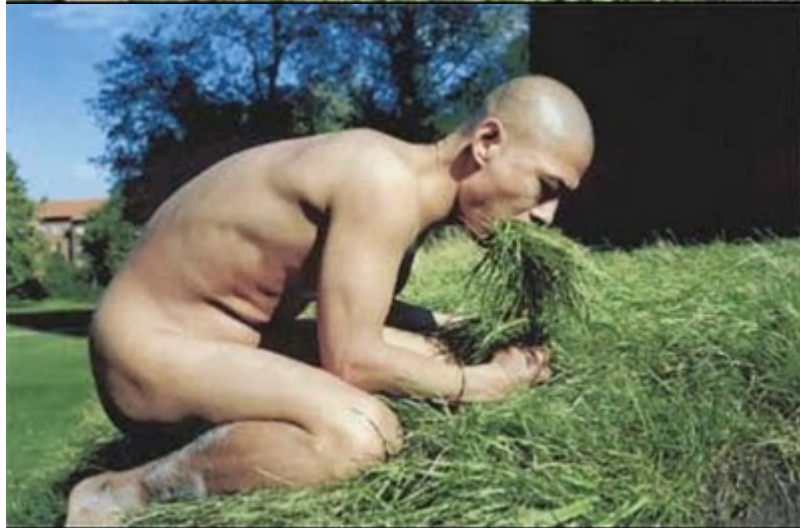
They **wanted** to believe a naive freshmen girl could be frat boy initiation raped for three hours on the shards of glass from a broken glass table and never seek medical treatment or have anyone raise an eyebrow over the bloody mess that her back must’ve looked like as she nonchalantly walked out of the party house.

They **wanted** and still hope that even the most marginal parts of the story might be true. They **want** any shred of hope that will distract from the fact that they must now confront their complete acceptance of this obvious farce without any compunction of critical thinking.

They all have to face the fact that their presumption of male guilt comes before any logic or reason. This is the uniquely feminine hysteria that even men will invest themselves into if it means they can more positively identify with the Feminine Imperative.

Socialized Hypergamy

December 12, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This weekend's discussion post was inspired by commenter Johnnycomelateley

Rape hysteria also has a deeper motive, equalitarianism (high taxes and social distribution) has changed the economic ecology and altered the incentives for female bonding patterns.

Several economists and anthropologists contend that society is transitioning from monogamy to serial monogamy (serial polygyny).

For serial polygyny to be facilitated women require absolutely unfettered, unrestricted, unconditional, uncommitted, unrestrained, unmoralizing, independent and completely free and unqualified safe access to sexual free choice. Unbounded by contracts, agreements, social norms, moral restraints, religious injunctions, social ties, aesthetic norms, maternal obligations, infanticide (abortion), selling progeny (adoption) and economic restrictions.

Anything that is deemed as restrictive is seen as limiting this choice, male spaces, employment obstacles, undesirable attention, unsafe neighbourhoods, male aesthetic standards, religion and of course rape.

What we are seeing is 'choice hysteria', anytime someone somewhere restricts female sexual choice it is met with unbounded fury. Even centuries long legal precedents and

wrongful imprisonment must acquiesce to facilitate free choice.

Here are some quotes showing we are transitioning to serial polygyny.

Murdock's (1967) Ethnographic Atlas categorized just 16% of 862 cultures as exclusively monogamous, with polygamy being found at some level in the rest.

A 2011 study from the U.S. Centers for Disease Control found that just 23% of women and 14.7% of men aged 25-44 had one (or zero) opposite-sex lifetime partners.

Frank Marlowe, Biological Anthropology – Cambridge

When males provide all the income but some have much more than others, richer males achieve polygyny, while ecologically imposed monogamy prevails in case of moderate inequality. When males provide an intermediate level of investment with little variation, females are not excessively dependent on males and serial monogamy may arise.

David de la Croix, Professor of Economics

In a society with few rich males and virtually no rich females, polygyny is supported by rich males, who can naturally monopolize a larger number of partners, and poor females, who prefer to be the n-th wife of a rich male rather than marrying a poor male monogamously.

Eventually, however, the number of rich males increases enough, and poor females prefer to marry monogamously.

Serial monogamy follows from a further enrichment of the society, through a rise in either the share of rich males, or the the proportion of rich females.

Monique Mulder, Anthropology

A key finding here is that while men do not benefit from multiple marriages, women do.

Although the data are very variable (large standard errors), women appear to gain more from multiple mating than do men.

I've written more than a few posts about equalism here, but one thing that needs to be made clear is that a true state of egalitarian equalism among the sexes is neither tenable nor sustainable in any realistic measure. There is always a dominant / submissive dynamic in all human relations (not just intersexual ones), even in same sex pairings. While that dom-sub relation may be flexible in various circumstantial instances, the meta-relationship dynamic tends to place the more dominant personality at the top of an intersexual relation.

For the better part of human history this dominance has been expected from a Man, and I daresay as a species we evolved into that dominant role both physically and psychologically. But for the past 60+ years, since the advent of ubiquitous, unilaterally female-controlled hormonal birth control, the social and physical constraints of women's innate Hypergamy, that had been kept in check by Men's default dominance, has been unfettered.

When I wrote Owed Sex I went into detail about how women's perception of their hypergamous choices have been contained by men:

The premise that a man would ever be 'owed' sex for anything is offensive to the feminine imperative because it offends women's self-entitlement to being filters of their own hypergamy, plain and simple. Women's hypergamy dictates whom they will and will not fuck according to their sexual strategy's most urgent needs.

To presume a man is 'owed' sex for services rendered, or due to his own self-perceived

prequalifications for a woman's intimacy, is to remove women's control of the decision making / filtering process of their hypergamy.

The offensiveness doesn't come from the notion that men would need to perform in order to get sex, but rather that a man might forcibly assume control of a woman's hypergamous determining of his sexual suitability for her.

When I wrote that post it was before the Yes Means Yes law had been enacted as well as before the "rape crisis" hysteria we find ourselves in as the result of the machinations of a feminist writer who actively hunts for pulp fiction rape stories to embellish. All now proven a complete and calculated fabrication.

However the base motivation is still the same, and I agree with Johnnycomelately, the social press for equalism is a suitable mask for socialized Hypergamy.

The Feminine Imperative isn't interested in anything like an idealized state of egalitarian equalism between the sexes; it is only interested in unilateral, uncontested, and socially assured optimization of women's Hypergamy.

Equalism is an anathema to Hypergamy.

So long as women are subject to innate hypergamous influences there can never be a socialized state of egalitarian equalism between men and women. By its very nature the Feminine Imperative will always seek an unequal state – maximal restriction of male sexuality and maximal unrestricted of optimized feminine Hypergamy. The persistence of pressing the idea that equalism between the sexes is a realizable goal state is necessary to achieve those maximized / optimized conditions.

For men, the end result of that optimized state is really a form of normative, accepted, socialized cuckoldry. However, the efforts to achieve this state are in social evidence all around us now.

Milo Yiannopoulos has an excellent two-part article, Sexodus, on Breitbart London outlining the cultural impact socialized Hypergamy is having on men today and how they are "checking out of society".

In part two Milo explains:

Men, driven, as many of them like to say, by fact and not emotion, can see that society is not fair to them and more dangerous for them. They point to the fact that they are more likely to be murder victims and more likely to commit suicide. Women do not choose to serve in the Armed Forces and they experience fewer deaths and injuries in the line of work generally.

Women get shorter custodial sentences for the same crimes. There are more scholarships available to them in college. They receive better and cheaper healthcare, and can pick from favourable insurance packages available only to girls. When it comes to children, women are presumed to be the primary caregiver and given preferential treatment by the courts. They have more, better contraceptive options.

Women are less likely to be homeless, unemployed or to abuse drugs than men. They are less likely to be depressed or to suffer from mental illness. There is less pressure on them to achieve financial success. They are less likely to live in poverty. They are given priority by emergency and medical services.

Some might call these statistical trends "female privilege." Yet everywhere and at all times,

say men's rights advocates, the "lived experiences" and perceived oppression of women is given a hundred per cent of the airtime, in defiance of the reality that women haven't just achieved parity with men but have overtaken them in almost every conceivable respect. What inequalities remain are the result of women's choices, say respectable feminist academics such as Christina Hoff Sommers, not structural biases.

And yet men are constantly beaten up over bizarre invented concepts such as rape culture and patriarchal privilege. The bizarre but inevitable conclusion of all this is that women are fueling their own unhappiness by driving men to consider them as sex objects and nothing more, because the thought of engaging in a relationship with a woman is horrifying, or too exhausting to contemplate.

I don't see men as 'checking out' of society so much as I see them being forced to develop personal and cultural contingencies to adapt to a feminine-primary social order that's based on socialized Hypergamy. The obvious comparisons to Japan's culture of "herbivorous" men is nothing new to the manosphere, but what is new is the increasing awareness of the consequences of socialized Hypergamy.

The MGTOW movement (such as it is) is a good example of this adaptation, but even men going their own way are still directly and indirectly subject to the social pressures created by feminine social primacy and socialized Hypergamy. Irrespective of how insulated a man may think he is with regard to interacting with women, he's still subject to the correlative impact of the societal changes that mandate maximally restricting his sexuality while legislating women's right to optimal Hypergamy into law.

Imagined "rape crisis" hysteria, affirmative consent laws, politicians attempting to redefine rape as men 'misrepresenting' themselves in order to have sex with a woman, and defining domestic abuse as "restricting of finances", higher divorce rates, marriage rates at an all time low, are all evidence of a feminine-primary socialization of Hypergamy that hides behind an egalitarian ruse.

The more men refuse to cooperate with socialized Hypergamy, the more the Feminine Imperative will legislate their compliance with it. But at some point it will reach a state of critical mass. The UVA gang rape hoax, the fem-centric maliciousness of Sabrina Rubin-Erdely and the blind, ego-invested adherence to an unassailable feminine correct narrative of its 'believers' was a good primer for this critical mass.

Most of what I've delved into here has been manosphere staple for more than 13 years now, but the mainstream exposure from the likes of Milo and even the national dialogue generated from the UVA gang rape hoax (as deliberately distractive as it is), is evidence that the previously hidden social machinations of feminine social primacy are becoming unignorable.

As Open Hypergamy and the Sandbergian embrace of women's sexual pluralism becomes more normative, so too will Red Pill awareness become more mainstream. Men aren't dropping out of feminine-primary society, they're adapting contingencies for it, learning workarounds, comparing notes, and a growing Red Pill awareness is at the heart of that adaptation, even for men who've never heard of it.

Estrus

December 18, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Last week saw the publication of the latest paper by Dr. Steven W. Gangestad and Dr. Martie Hasselton titled *Human Estrus: Implications for Relationship Science*. Anyone who's read the Rational Male for more than a year is probably familiar with my citing [Dr. Hasselton](#) in various posts (her catalog of research has been part of my sidebar links since I began RM), but both she and Dr. Gangstad are among the foremost notable researchers in the areas of human sexuality and applied evolutionary psychology. For this week's post I'll be riffing on what this paper proposes with regard to a condition of estrus in women.

In the introduction section of *The Rational Male* I relate a story of how in my Red Pill formative years I came to be a connector of dots so to speak. While I was studying behavioral psychology and

personality studies a great many issues jumped out at me with regards to how many of the principle of behavioral psychology could be (and were already being) applied to intersexual relations. For instance, the basic concepts of intermittent reinforcement and behavioral modification seemed to me an obvious and learned practice of women in achieving some behavioral effect on men by periodically rewarding (reinforcing) them with sex ‘intermittently’. Operant conditioning and establishing operations also dovetailed seamlessly into the Red Pill concepts and awareness I’d been developing for several years prior to finishing my degree.

Since then the ideas I formed have naturally become more complex than these simple foundations, but what I only learned by error was how thoroughly disconnected both students and my teachers were with what I saw as obvious connections. I met obstinate resistance to flat denial when I wrote papers or gave a dissertation about the interplay between the foundations of behaviorism and interpersonal relationships. It was one thing to propose that men would use various aspects to their own advantage, but it was offensive to suggest that women would commonly use behavioral modification techniques to achieve their Hypergamous ends.

This peer resistance was especially adamant when I would suggest that women had a subconscious pre-knowledge (based on collective female experience) of these techniques. I never thought I had brass balls for broaching uncomfortable considerations like this – I honestly, and probably naively, assumed that what I was proposing had already been considered by academia long before I’d come to it.

I was actually introduced to the work of Dr. Hasselton during this time, and along with Dr. Warren Farrell, she’s gone on to become one of my go-to sources in respect to the connection between contemporary behavioral ‘dots’ with theories of practical evolved function in intersexual dynamics. I owe much of what I propose on Rational Male to this interplay, and while I doubt Hasselton would agree with all of what I or the manosphere propose, I have to credit her and her colleague’s work for providing me many of the *dots* I connect.

I understand that there are still evo-psych skeptics in the manosphere, but I find that much of what passes for their piecemeal “skepticism” is generally rooted in a desire to stubbornly cling to comforting Blue Pill idealisms. That said, I’d never ask any reader to take what I propose here on faith, but personally I’ve found that the questions proposed by evo-psych reflect many of the observations I had in my college days.

Hypergamous Duplicity

For the social theater of the Feminine Imperative, one of the more galling developments in psychological studies to come out of the past fifteen years has been the rise of evolutionary psychology. The natural pivot for the Imperative in dealing with evo-psych has been to write off any concept unflattering to the feminine as being speculative or proving a biased positive (by “misogynistic” researchers of course), while gladly endorsing and cherry-picking any and all evo-psych premises that reinforce the feminine or confirm a positive feminine-primacy.

Up until the past two years or so, there was a staunch resistance to the concept of Hypergamy (known as sexual pluralism in evo-psych) and the dual natures of women’s sexual strategy. Before then the idea of Alpha Fucks / Beta Bucks was dismissed as biased, sociologically based and any biological implications or incentives for Hypergamy were downplayed as inconclusive by a feminine-centric media.

However the recent embrace of Open Hypergamy and “Sandbergism” of the last two years has set

this narrative on its head, and the *empowered* women who found the idea of their own sexual pluralism so distasteful are now openly endorsing, if not proudly relishing, their roles in a new empowerment of Hypergamous duplicity.

Your Beta qualities are officially worthless to today's women:

For those of you that aren't aware, women now are often out earning men and more of them receive college degrees than men. As of now there aren't really any programs to help guys out. Assuming this trend continues what do you think will happen to dating? I think that attractive women, will have their pick regardless.

However, for a lot of women, trying to lock down a guy in college will be more of a big deal. I don't think hook up culture will disappear, but will definitely decrease.

With the exception with my current boyfriend, I have always earned more than any guy I have dated. It has never been an issue. I just don't have to think about their financials, my attraction is based on their looks and personality. I am guessing the future will be more of that.

I thought this TRP subred was an interesting contrast to the Estrus theory proposed in the Gangstad-Hasseltan paper (comments were good too). Yes, the woman is more than a bit gender-egotistical, and yes her triumphalism about the state of women in college and their earning is built on a foundation of sand, but lets strip this away for a moment. The greater importance to her in relating this, and every woman embracing open Hypergamy, is the prospect of better optimizing the dual nature of her sexual strategy.

In many a prior post I've detailed the rationales women will apply to their sexual pluralism and the social conventions they rely upon to keep men ignorant of them until such a time (or not) that they can best consolidate on that dualism. Where before that strategy was one of subtle manipulation and pretty lies to keep Betas-In-Waiting ready to be providers after the Alpha Fucks decline at 30, the strategy now is one of such utter ego-confidence in feminine social primacy that women gleefully declare "I'm not just gonna have my cake and eat it too, I'm getting mine with sprinkles and chocolate syrup" with regard to Alpha Fucks and Beta Bucks.

The Estrus Connection

For all of the ubiquitous handwringing the manosphere imparts to the social implications of today's Open Hypergamy, it's important to consider the biological underpinnings that motivate this self-interested conceit.

From *Human Estrus: Implications for Relationship Science*:

In the vast majority of mammalian species, females experience classic estrus or heat: a discrete period of sexual receptivity – welcoming male advances – and proceptivity – actively seeking sex – confined to a few days just prior to ovulation, the fertile window. Only at this time, after all, do females require sex to conceive offspring. The primate order is exceptional. Although prosimians (e.g., lemurs, tarsiers) exhibit classic estrus, the vast majority of simian primates (monkeys and apes) are sexually active for at least several days outside of the fertile period [2]. Humans are an extreme case: Women may be sexually receptive or proceptive any time of the cycle, as well as other nonconceptive periods (e.g., pregnancy).

Do Women Retain a Functionally Distinct Fertile Phase?

Graded sexuality. Women's sexual activity is not confined to an estrous period. But are women's sexual interests truly constant across the cycle? Many female primates (e.g., rhesus macaques and marmosets) are often receptive to sexual advances by males outside of the fertile phase, but they initiate sex less [2].

In fact, women's sexual interests do appear to change across the cycle. Women exhibit greater genital arousal in response to erotica and sexually condition to stimuli more readily during the follicular phase [5-8].

A recent study identified hormonal correlates of these changes by tracking 43 women over time and performing salivary hormone assays [9]. Women's sexual desire was greater during the fertile window, and was positively related to estradiol levels (which peak just before ovulation), but negatively related to progesterone levels (which rise markedly during the luteal phase).

Changes in the male features that evoke sexual interest. Since the late 1990s, some researchers have argued that what changes most notably across the cycle is not sexual desire per se but, rather, the extent to which women's sexual interests are evoked by particular male features – specifically, male behavioral and physical features associated with dominance, assertiveness, and developmental robustness. Over 50 studies have examined changes across the cycle in women's attraction to these male features.

The importance of behavioral features? Whereas preference shifts of major interest early on concerned male physical features (e.g., facial masculinity; scent), several recent studies have focused on women's reactions to men's behavior and dispositions. Previous research had found that women find male confidence, even a degree of arrogance, more sexually appealing during the fertile phase [e.g., 15-16]. Recent studies replicate and extend that work, finding not only that fertile-phase women are more sexually attracted to “sexy cad” or behaviorally masculine men (relative to “good dad” or less masculine men), but also that, during the fertile phase, women are more likely to flirt or engage with such men [17,18]. Females of a variety of species, including primates [2], prefer dominant or high ranking males during the fertile phase of their cycles. These males may pass genetic benefits to offspring, as well as, potentially, offer material benefits (e.g., protect offspring).

Women's fertile-phase sexual attraction to behavioral dominance appears to have deep evolutionary roots.

Much of what's explored here I laid out in Game terms in [Your Friend Menstruation](#) over two years ago, but the implications of the behaviors prompted by women's menstrual cycle and biochemistry strongly imply an estrus-like predictability. This estrous state is a foundational keystone, not just to developing Game, but a keystone to understanding the dynamics behind Hypergamy, women's dualistic sexual strategy, Alpha Fucks / Beta Bucks, and can even be extrapolated into the drive for ensuring feminine social dominance in both overt and covert contexts.

When women embrace a social order founded upon a feminine state of openly revealed Hypergamy they confirm and expose the reality of this estrous state.

Whereas before, in a social order based on concealed Hypergamy, this state could be dismissed as a social construct (and a masculine biased one at that), or one that had only marginal influence to reasoning women with a “higher” human potential. No longer – the confirmation of a true estrus in

women via open Hypergamy literally confirms virtually every elementary principle Game has asserted for the past 13 years.

Dual Sexuality

Within the dual sexuality framework, fertile-phase sexuality and non-fertile-phase sexuality possess potentially overlapping but also distinct functions [22,23]. In a number of primate species, extended sexuality – female receptivity and proceptivity at times other than the fertile phase – appears to function to confuse paternity by allowing non-dominant males sexual access [e.g., 24]. These males cannot rule out their own paternity, which might reduce their likelihood of harming a female's offspring. In humans, by contrast, extended sexuality may function to induce primary pair-bond partners to invest in women and offspring [e.g., 22].

I found this part particularly interesting when you contrast this dynamic with the social resistance that standardized paternity testing has been met with. In a feminine-primary social order based on open Hypergamy, the Feminine Imperative can't afford not to legislate a mandated cuckoldry. If Beta provider males will not comply with the insurance of a woman's long-term security (as a result of being made aware of his place in Open Hypergamy) then he must be forced to comply either legally, socially or both. The old order exchange of resources for sexual access and a reasonable assurance of his paternity is replaced by a socialized form of cuckoldry.

Some studies have found that women's sexual interests in men other than partners are strikingly rare during the **luteal phase**, relative to the **fertile phase** [25,26]. Other research has found moderating effects; for example, women who perceive their partners to lack sex appeal experience increased attraction to men other than partners, less satisfaction, and a more critical attitude toward partners, but only when fertile [27,28]. Fertile-phase women in one study were more assertive and focused on their own, as opposed to their partner's, needs, especially when attracted to men other than partners during that phase [29].

Most research on cycle shifts has been inspired by theory concerning women's distinctive sexual interests during the fertile phase. One study explicitly sought to understand factors influencing women's sexual interests during the luteal phase, finding that, at that time, but not during the fertile phase, **women initiated sex more with primary partners when they were invested in their relationship more than were male partners** [30]. This pattern is consistent with the proposal that extended sexuality functions, in part, to encourage interest from valued male partners. Others have proposed that women's estrus phase has been modified by pair-bonding.

Initiating sex or being receptive to a primary partner's sexual interest during the luteal phase (the Beta swing of the cycle) follows when we consider that a woman being sexual during this phase poses the least potential of becoming pregnant while simultaneously (rewarding) reinforcing that primary partner's continued investment in the pairing with sex (intermittent reinforcement). This is a very important dynamic because it mirrors a larger theme in women's socio-sexual pluralism – it's Alpha Fucks/Beta Bucks on a biological scale.

Compare this intra-relationship predisposition for Beta sex and contrast it with the larger dynamic of open Hypergamy Alpha Fucks during a woman's prime fertility window in her peak SMV years, and her post Epiphany Phase necessity to retain a comforting (but decidedly less sexually exciting) Beta

provider.

Women's sexual strategy on a social scale, mirrors her instinctual, estrous sexual strategy on an individual scale.

Cues of Fertility Status

Females across diverse species undergo physical and behavioral changes during estrus that males find attractive: changes in body scents in carnivores, rodents, and some primates; changes in appearance, such as sexual swellings, in baboons and chimpanzees; changes in solicitous behavior in rodents and many primates [2,31] Because women lack obvious cyclic changes, it was widely assumed that cycle shifts in attractiveness were eliminated in humans, perhaps with the evolution of pair bonding [32].

In 1975, a pioneering study documented increased attractiveness of women's vaginal odors midcycle [33]. A quarter century later, research revealing other detectable fertile-phase changes began to accumulate, including increased attractiveness of women's upper torso odors, increased vocal pitch and attractiveness, and changes in women's style of dress and solicitous behaviors [34]. Meta-analysis of this literature confirms that changes across the cycle in women's attractiveness are often subtle, but robust (K. Gildersleeve, PhD dissertation, UCLA, 2014).

A notable recent study demonstrated that hormones implicated in attractiveness shifts in non-humans also predict attractiveness shifts in humans [35]. Photos, audio clips, and salivary estrogen and progesterone were collected from 202 women at two cycle points. Men rated women's facial and vocal attractiveness highest when women's progesterone levels were low and estrogen levels high (characteristic of the follicular phase, and especially the fertile window).

Emerging evidence suggests that these changes affect interactions between males and females. During the fertile window, women report increased jealous behavior by male partners [25,29,36]. A possible mediator of such changes – testosterone – is higher in men after they smell t-shirts collected from women on high- than on low-fertility days of the cycle [37; cf. 38]. A recent study examined related phenomena in established relationships by bringing couples into the lab for a close interaction task (e.g., slow dancing) [39]. Following the interaction, male partners viewed images of men who were attractive and described as competitive or unattractive and noncompetitive. Only men in the competitive condition showed increases in testosterone from baseline – and only when tested during their partner's fertile phase.

What remains less clear is how we can understand shifts in attractiveness from a theoretical perspective. It is unlikely that women evolved to signal their fertility within the cycle to men [22,34]. In fact, the opposite may have occurred – active selection on women to conceal cues of ovulation, which could help to explain weak shifts in attractiveness relative to many species. Concealment might have promoted extended sexuality with its attendant benefits from investing males, or facilitated women's extra-pair mating. Possibly, the subtle physical changes that occur are merely “leaky cues” that persist because fully concealing them suppresses hormone levels in ways that compromise fertility. Behavioral shifts, by contrast, may be tied to increases in

women's sexual interests or motivation to compete with other women for desirable mates [e.g., 40].

Usually after first-time readers have a chance to digest the material I propose in *Your Friend Menstruation* the first frustration they have is figuring out just how they can ever reliably detect when a woman is in this estrous state. On an instinctual level, most men are already sensitive to these socio-sexual cues, but this presumptuousness of sexual availability is rigorously conditioned out of men by social influence. In other words, most guys are Beta-taught to be ashamed of presuming a woman might be down to fuck as the result of picking up on visual, vocal or body posture cues.

Beyond this perceptiveness, there are also pheromonal triggers as well as behavioral cues during estrus that prompt a mate guarding response in men.

I would however propose that the evolved concealment of an estrus-like state and all of the attendant behaviors that coincide with it are a behavioral mechanic with the purpose of filtering for men with a dominant Alpha capacity to "Just Get It" that a woman is in estrus and thus qualify for her sexual access either proceptively or receptively. Women's concealed estrus is an evolved aspect of filtering for Alpha Fucks.

In addition, this concealment also aids in determining Beta Bucks for the men she needs (needed) to exchange her sexual access for. A guy who "doesn't get it" is still useful (or used to be) precisely because he *doesn't* understand the dynamics of her cyclic and dualistic sexual strategy. Her seemingly erratic and self-controlled sexual availability becomes the Beta Bucks interest's intermittent reinforcement for the desired behavior of his parental investment in children that are only indeterminately of his genetic heritage.

Evidence of this intermittent reinforcement can also be observed in what Athol Kay from *Married Man Sex Life* has described as wives "drip feeding" sex to their husbands. The confines of a committed monogamy in no way preclude the psycho-sexual influences of estrus. Thus placating a less 'sexy', but parentally invested man with the reinforcer of infrequent (but not entirely absent) sex becomes a necessity to facilitate the *prospect* of a future sexual experience with an Alpha while ensuring the security of her Beta.

In closing here I think the importance of how this estrous state influences women on both an individual and social level can't be stressed enough in contrast to the social embrace of open Hypergamy. The Hypergamy genie is not only out of the bottle, but women are, perhaps against their own interests, embracing the genie with gusto.

Just today Vox posted a quick hit article about how men are discovering that pornography is now preferable to relating with the average woman. In an era of open Hypergamy I don't believe this is a rationalized preference so much as it's simply a pragmatic one. Men are rapidly awakening to a Red Pill awareness, even without a formal Red Pill education, and seeing the rewards (the intermittent reinforcement) simply aren't worth the investment with women who blithely express their expectations of them to assume the role they would have them play in their sexual strategies.

Domain Dependence

December 23, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I received the following email from a reader this week:

Hi Rollo, I ran across the below thread on the TRP discussion on Reddit. I'm not normally a big follower of reddit but this one was good and is something that I've thought for a long time. Online Dating really, really, really sucks for men. And turns women into bitches. And has changed the world from an 80/20 market to a 95/5 market. The average male and actually for most above average males too ... like SMV 6s and 7s have been completely shut out. And learning Game does little good for these men.

Was wondering if you'd care to discuss such things.

One of the founding Red Pill principles I explored over a decade ago was the tendency for men (and women) to create Buffers against rejection for themselves. I'll still argue that men being the 'initiator' sex are subject to the consequences of rejection far more than women ever will be, but left unchecked, and if we're honest, deliberately ignored, these rejection Buffers often develop into psychological schemas men internalize as a specific "preference" when it comes to interacting with women:

Buffers are generally the paths of least rejection that become ego-invested

“preferences.” Buffers aren’t so much about those “preferences” as they are about the motivations behind them.

At this point you might be thinking, “well, what the hell, I don’t want to feel rejection, why not employ buffers against it?” The main reason for embracing rejection is that **rejection is better than regret**. Scan back through this short list of buffers; how many of these have become greater, longer term problems for you than a briefly painful rejection would’ve been? Buffers also have a tendency to compound upon themselves in that one tends to dovetail into another, or more, until you no longer realize that they were originally rejection prevention methodologies and gradually become associated with your genuine personality. After a long enough period, these buffers become “just how I am.”

In the past Roosh has gone into some speculation that there will be a narrowing of the already harsh 80-20 rule of the SMP the closer western society gets to a total consolidation of feminine social primacy. Certain bloggers will debate the numbers, but I tend to agree with his proposition, though I’d say that a starting point of 80-20 might be a bit generous. However, considering the comfort with which women and popular culture are embracing open Hypergamy, I think I would actually step up his timetable for ‘Peak Hypergamy’.

For now, men are being presented with some very simple and pragmatic choices:

- **Learn Game, stay in the Game.** Make the most of what they have to work with in their given circumstances and focus on self-motivated self-improvement. In a sense it’s a form of MGTOW, but with the expressed purpose of actively engaging in the SMP as it’s accessible to an individual guy. In other words, don’t wish it were easier, wish you were better – play the game better but always with yourself as your own mental point of origin.
- **Exit the Game.** No one truly *exits* the Game, but they can minimize their active involvement in it. For the most part this doesn’t have to be a complete capitulation to one’s sexless, intimacy-less fate, but it does imply a degree of self-imposed indifference to women’s interest. Unfortunately this option seems the most pragmatic for men who either haven’t the patience or circumstance to opt for improving themselves and succeed at the Game, or they simply don’t see a commensurate reward for the investment they’d need to make in assuming the liabilities that come with dealing with most women these days.
- **Continue on in a Blue Pill ignorance.** Although this ‘choice’ is the most common (i.e. at least 80% of Beta men) it will be the one to disappear the most rapidly. Even without a growing Red Pill community, Red Pill awareness is becoming more difficult for even the most plugged-in of men to ignore. Women’s flaunting of Open Hypergamy and blatant admission to a sexual strategy of Alpha Fucks / Beta Bucks combined with a widespread Red Pill awareness will challenge even the most ardent of White Knight’s and idealistic ‘average frustrated chumps’. Still, there are diehard self-righteous Betas who’s dedication to the path that the Feminine Imperative has set before them has made any deviation from it unthinkable. They build a life of dependency on the untenable Blue Pill goals and the means to realize them.

The problem inherent to all of these options is that to a lesser or greater degree they rely on a static state of a particular environment, condition or domain.

Domain Dependency

Just for the record, yes, I'm quite familiar with the anti-fragile doctrine proposed by Taleb with regard to domain dependency. I do see a parallels in this with regard to Red Pill awareness, but this is in no way an endorsement of the book – I simply don't have enough familiarity with it.

For Red Pill purposes though, Domain Dependence is being good at what you do in one setting, but completely unable to transfer that ability to another setting. I think this dependence is one of the more overstated preoccupations Game critics have in really accepting the validity of greater Red Pill truths. A cheetah is a deadly and effective predator when he can use his speed to run down prey on the wide-open African plains, but put him in the Brazilian rainforest, with its dense jungle, and he's probably going to sleep hungry more nights than not.

Translated into predictable Red Pill critique, the idea is similar – “Yeah, sure, game works well for picking up low self-esteem bar skanks, but I'm looking for a *Quality Woman*.” What's implied isn't necessarily incorrect; the most ridiculed, stereotypical examples of Game came from the trials and errors of early PUAs making observations and applying what they'd learned in a contextual domain – night clubs, bars, etc. While those observations were, and still are, invaluable information to a greater meta-understanding of Red Pill awareness, for the most part those early successes were dependent on that specific (club style) domain.

Game has branched out from that beginning to be applied in broader domains. Thus we have specific areas of application dependency based on what can produce at least somewhat replicable results in those settings. Nick Krauser writes *the* book on day Game, Roosh the book on South America and Northern & Eastern Europe, while other authors ply their trade writing about Game in marriage or under the auspices of religion(s).

And while I have a great deal of respect for the most of them, a creative mind doesn't work like this. The creative mind has the ability to migrate from one realm to another without even thinking about it. It's what allows us to connect this dot with that dot. There is a certain applied reasoning and science behind a Red Pill awareness, but it's important to remember what the 'A' in PUA stands for – *Artistry*.

Crossing Domains

I've known a number of guys in my time who swear that there's nothing hotter than a woman 15 – 20 years their senior. Others love to explain to me how behind the times I am by pointing out the inherent dangers and liabilities of dating single mothers (for anything more than a one time bang). Still others tell me how enthusiastic a lay the obese women they regularly bang are. All of these guys express a *preference* for the type of women they can reliably get into bed with and will staunchly defend and praise their preferred type of woman.

Their domain dependency became their internalized, ego-invested preference.

I've touched on this dynamic in a few of my earliest posts, but I think it's important to realize that domain dependency isn't just about the type of woman you've developed a preference for, but rather how you're predictably rewarded (in this case with sex) within that particular domain. You can semi-reliably do well with Goth girls, fat girls, older women, single moms? It's important to understand the specifics and motivations of the women within that domain. You went on a sex safari in Southeast Asia or the Philippines, yet get flaked on by every western girl you approach? There are (obviously) specifics that influence those domains.

After all of this, the Red Pill is universally applicable, or it's not. The same fundamental Red Pill

dynamics, operating within the context of a specific domain, are applicable with the correct art necessary for that domain.

Red Pill truths are domain independent. Hypergamy is the same to a girl in Brazil as it is to a girl in Vegas. The domain changes, and with it the necessary art based on a woman's incentives and the priorities for that given domain, but the underlying purpose and requisites of Hypergamy is unchanged. Yes, cultural, religious and familial limitations of that Hypergamy may apply within that domain, but root level Red Pill truth is still the prime directive for women.

Within a man's lifetime he will have no choice but to cross into, and adapt to unfamiliar domains many times. These domains are not just locales or social settings, but the specifics of a particular stage of a woman's life as well as his own life. Marriage is a domain. Single man sex life plate spinning is a domain. Online dating, a dependency on impersonal texting, really any of the Buffers I've elaborated on in the past are all examples of a domain men develop a dependency on, and later a rewarded *preference* for.

While it's vitally important for a man to have a solid grasp of the elements of his own, temporal, domain it's equally important to understand how and why he came into it. What rewards did he receive or hope to receive that led to his developed "preferences"? Were those preferences dependent upon a Blue Pill condition for reward?

This is key in avoiding domain specific dependency. That's a pretty tall order for most men, and actually it's one of the prime reasons most Blue Pill men never come to Red Pill truths. The Blue Pill is itself a meta-domain that men are largely conditioned to be dependent upon. Coming to Red Pill truths requires the self-realization of a domain dependency on Blue Pill idealisms, their promised rewards and then letting them go.

It's important for a man to develop a fluidity of transitioning from domain to domain. Red Pill awareness prepares him for fundamentals that will be applicable in all domains, but accepting that those domains exist and influence (sometimes adversely) his 'preferences' is the first step in developing the art necessary to excel in a new domain.

Isolation is dangerous. The presumption that conditions will never change and / or the preoccupation with security is a woman's realm. Men must accept that they must adapt themselves to adequately perform in changing domains.

The Red Pill Lens

December 26, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the results of becoming Red Pill aware is a meta “awareness” of the feminine centric social order we live in today. On this side of the Red Pill it’s almost routine for me now to filter what’s presented to me in popular media, social doctrine or even casual conversation through a Red Pill lens. Whether it’s the latest pop hit lyrics of a song my daughter is listening to in the bathroom, the latest movie or book, or just listening to someone rattle off an old Blue Pill trope in casual conversation, my sensitivity to how thoroughly immersed in fem-cetrism our society has become is overwhelming. I’ve had guys in the manosphere joke with me that having this ‘lens’ is like having the special glasses that let you see the alien/zombies and propaganda in the movie *They Live*. While I get a laugh out of this I also have to think that those glasses never really come off. So when the holiday season comes around this awareness manifests itself more for me since I’m reacquainting myself with family and friends who are immersed in this Matrix and don’t realize they’re mouthing the meme’s and social focus of a feminine centric order.

I think it's kind of ironic that during the holidays we're expected to lock horns with our relatives over the latest generational/political/ideological differences, yet these all take place in a common, feminized social narrative. Your uncle may not agree with you politically, but he'll slap you on the back while you both drink a beer and say, "Women 'eh? I guess we'll never figure 'em out" and expect you to have some common agreement with him in spite of those differences.

I bring this up today (and for this weekend's discussion questions) because it was due to this seasonal Red Pill awareness that I was better prepared to appreciate the holiday classic, *It's a Wonderful Life* from a Red Pill perspective.

I'd just returned from a work trip last week and my daughter informed me that the movie was being shown in our local metroplex theater on Christmas eve. I'd seen it before on TV with all the intermittent commercials, and remembered how tedious I thought it was (it's a pretty long movie for 1946), but she insisted and I wanted to do something with the family. I've never watched the movie start to finish, and when I did pick up scenes on TV during Christmas time, it was long before I had any Red Pill inclination.

Needless to say I was shocked (pleasantly) by how thoroughly Red Pill I found it. If you want to see what a pre-sexual revolution gender dynamic is like, this is your movie. Yes, it's idyllic, but that idealism is founded in a social order, an 'old books' social order, that reveals what our new feminine-primary social order is today. It shows you what we've become, but unfortunately the greater whole of our contemporary society lack the special glasses to really appreciate this distinction.

Some notable scenes:

- George Bailey, the cab driver Ernie and the cop Bert ogle the sexy Violet Bick after she flirts with George and just flows down a busy street to be checked out all the more by every man on the street. In modern terms these men are all guilty of sexual harassment, but in 1928 (the film's beginning) and viewed from a 1946 perspective of that time, there is nothing harassing about it. It's de rigueur, and she enjoys the attention.
- The family interaction between George, his brother Harry, and their father with Ma Bailey just prior to Harry's graduation party. There is matronly deference to their mother, but both of the boys are *being* boys and there is no expectation for them to settle down. Both the brothers are naturally, effortlessly, cocky & funny with the maid and their mother. This isn't a forced attitude, it comes off as both positively masculine and fun at the same time. Also, their father is the respected head of the household, both by virtue of his social status and integrity as well as his position as 'father'. Needless to say, he's never ridiculed as the buffoon he'd be portrayed as on a post-sexual revolution social order, and in fact dispenses a wisdom that benefits George later in life. After the graduation party George and Mary walk home in the odd dry clothes they were able to find after having fallen into the school pool. Mary is in a bathrobe and George in a football outfit. This flirtation and interaction is perhaps one of the best examples I can think of as an old order form of Game. George is cocky, funny, confident, ambitious, playfully teasing and yet still conscious of Mary's perception of him as he effortlessly delivers a positive, masculine vibe. Again, it's idyllic, and men being the true romantics will want to believe such receptivity *could* actually take place without any confusion of signals with an idealized, *Quality Woman* woman like Mary, but it's the atmosphere and the attitude of expecting Mary to respond to George's delivery that belies the era this scene and story was written in. Nothing

seems forced at all, and we don't expect Mary to match George's masculine Game with one of her own feminine-empowered forms of Game. From a Red Pill perspective, we want a gal like Mary to exist, but you won't find her in 2014.

These were just a few scenes I thought stood out, but this film is an essay in the old order social structure a lot of well meaning Red Pill advocates would like to believe is still a possibility.

In the last thread commenter Xsplat asked the question whether an Alpha man could also be a provider. His criticism of the manosphere is that Alpha men are being painted as caricatures of cads, assholes and bad boy players women want to bang as part of their Hypergamous mating protocol. Betas are the opposite of this; good for provisioning only – cuckolds to be used for parental investment with only a perfunctory servicing of mediocre 'duty' sex as an intermittent reward to keep him pulling the cart.

If there are caricatures of Alpha and Beta being drawn I'd suggest this is due more to women and their comfort with Open Hypergamy and men deductively modeling their gender expectations as a result. That said, Xsplat's not wrong. It is entirely possible for an archetypal Alpha Man to be an upstanding member of society, provide for his family and be well respected both by his peers and his wife. The character of George Bailey is an old order example of exactly this kind of man.

In our era women have an unprecedented facility for providing for their own security need, but that doesn't eliminate the root level, emotional need for optimizing Hypergamy with a man who is an Alpha provider. For the most part women simply don't expect to find this optimization in the same man. There are men they want to fuck and men they want to consolidate monogamy with, and finding this satisfaction in the same man is so rare, so unexpected, that his character becomes unbelievable. The George Bailey of 1928 is an unbelievable character in 2014.

As I've illustrated in many a prior post, Alpha is a state of mind, not a demographic. Just because the Alpha energy of a kid like Corey Worthington will get him laid without trying doesn't preempt a woman from being aroused by, and attracted to a George Bailey. Context is king of course, but what matters is that self-interested Alpha mindset. While many a convicted felon possesses this mindset, and receives women's sexual interests as a result of it, I'd still encourage men to use that Alpha energy to a positive, self-benefiting effect.

So the questions for this weekend are:

What Red Pill observations do you find unignorable in contemporary society? It's dangerous to attempt to make others aware of this perception, but do you try anyway?

Do you see examples of the old order as I have in *It's a Wonderful Life*? Understanding the idealisms inherent in it, what other examples of this old order do you know?

Alpha providers, while being an idealistic character, can exist, but are they realistic? I'd propose that embodying this role has become one of being seen too readily as a Beta by women due to the unbelievability of it. Does men's romantic nature predispose them to thinking they can adequately fulfill this role? Does that romanticism expect women to be receptive and appreciative of it? Is that expectation one of investing in Relational Equity?

Mutiny

December 30, 2014 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There are times I'm typing away on a particular topic and I get scooped by my own comentariat.
Quote from BadPainter (emphasis mine):

George – *“She prefers a dual pluralistic feminine sexuality where she can express and enjoy greater sexual freedom and an artificial feeling of control and dominance.”*

Because giving herself sexually to a man who is a provider either makes her a whore (trading sex for material goods), or a slave (giving up power to submit to a dominant man). By chasing Alpha Fux she can submit in that moment and maintain the illusion of independence. By accepting commitment from Beta Bux she gets the very highest price for her sex and can aintain the illusion that's she is not a whore. Combining the two, Alpha Fux and Beta Bux means **accepting a submissive position to a man who provides with an**

expectation of sex.

This is antithetical to entire feminist paradigm of equality with, and independence from, men. To achieve this ultimate feminist goal women achieve equality, and equality of outcome by political policy, and they achieve independence by becoming lesbians.

George's response:

Well put, agreed. I wonder how many women really are successful with this plural hypergamy and how many really aren't. We are seeing many media examples of this and examples of young girls in traditionally masculine leadership fantasy roles (hunger games, etc.). However, I personally know very few real females who are successful with "open hypergamy" and none who characterize real leadership traits. The ones attempting to practice this plural hypergamy expose themselves as the untrustworthy sluts they are, divorced, etc and no man worth a shit wants anything to do with them. They end up extremely insecure bitter hags in short order.

Again BadPainter:

George – *"They end up extremely insecure bitter hags in short order."*

This seems to be the case amongst all women who hold to the feminist notion of equalitarian relationships. And I think generates similar results amongst women who don't actively subscribe to feminism but willingly accept the benefits of feminism. And I think it's the career track reality that does it.

A woman working outside the home must submit to the hierarchy of the work place. The workplace is the Alpha of her existence because it can and will dispose of her as soon as she is unwanted/not needed. The workplace is dread writ large. **When she goes home she can't as easily submit to her beta husband because she knows he can't and won't dispose of her so easily, especially if there are children involved. This is a source of disrespect, she gets away with it because she can. She resists because she has been playing that submission game all day and refuses to simply give in at home.**

Likewise a man having to walk the tightrope of workplace politics being both a good follower and showing initiative, and leadership irrespective of rank and position, has little desire to fight those same battles at home. So he gives in out of exhaustion what he wants is a moments peace where his way is the only way because he's the king of his own castle at least in his own mind.

Both man and woman are ultimately played against each other in this situation. The woman is more resistant to submit, the man more reluctant to dominate because he now has to be more dominant than the woman's work place without the benefit hard dread sans consequences. In the past the practiced amount of domestic dominance required would be reduced or mitigated by the economic reality of the woman's dependence on the man for her material standard of living. Not so today when divorce law favors the woman, and domestic violence laws, and standards for defining abuse only apply to men. Today those influences plus the nuttiness of feminism makes a challenging situation worse as the the gender roles are now competitive instead of complimentary and collaborative

I realize I may raise a few hackles with today's post. And while I won't apologize for what I'm going

to propose here, just know that my intent isn't to offend or injure, but rather to strip away a degree of what I think is a very pleasant, but sugar coated fiction.

Whenever I read or hear a man consistently refer to his wife as his "bride" it alerts me to his Blue Pill state of mind as well as his conditioning. This is a relatively new colloquialism for the Christian set ("christianese"). Generally I hear and read this from Evangelical Christian men because their context (or domain) is one of a self-enforced reverence for their wives. Usually it's meant to be a not-so-veiled attempt at pedestaling their wives in casual conversation with people they think will appreciate it (and hopefully earn cookie points with the wife), but what it reveals in my Red Pill lens is a guy who believes his "voluntary" deference to her makes him more respectable to her.

Before you think I'm unfairly highlighting "Christian Beta Game" there is a similar, but more pervasive dynamic in the married-man set of the manosphere. Whenever I read a man (I've never heard a guy verbalize this) refer to his wife as the "First Mate" or "First Officer" it similarly sets off the same sensitivity I get with the "brides" men – and for much of the same reasons.

Any man with a cursory experience in the manosphere recognizes this buzz-term from Athol Kay's *Married Man Sex Life*. The principle of the term stems from the idea that a husband needs to be the 'captain' of his marriage, his family and the director and decision maker of where that unit will go, what their goals are, etc. On the face of it, this male headship positioning stresses what men (and wives) interpret as an old-order conventional complementarity between the sexes.

A strong male leadership role is very appealing to both men and women, and I'll be the first to cosign the need for a man's 'captaincy' as it were in his marriage and his life in general. This 'Manning Up' into a headship of his relationship hits the right buttons for a man predisposed to Beta complacency (not to mention it gives him a faint hope for resolving a sexless marriage), but also for women who are encouraged by the 'new' Alpha-ish husband they hope will take the lead (usually from her) and potentially generate the tingles he's never quite been able to do for her.

Unfortunately, this push for 'captaincy' is self-defeated by the equalist-mindset compromise of allaying a woman's inherent insecurities by giving her assurances that she will be the "first mate" in this new arrangement. Even in a position of instated headship (relinquished or otherwise), men predisposed to an egalitarian equalism still want to 'play fair' and offer an appeasement for *being allowed* to be the head of the home.

Her voice will be heard, her input will be considered, because he just "loves her that much"; this is the self-satisfying rationale for being allowed to direct the course of his marriage and family. The problems inherent in this are rooted in the compromise of his assuming all accountability for the failures of that arrangement while still granting her his magnanimous assurances that he'll always have her best interests in mind.

Father Knows Best

I overheard a young woman explain what amounted to open Hypergamy to a Beta kid I know over the holiday. At one point she said, "It's women's job to get away with everything they can in life." Then the kid asks, "So what is men's job to do in life?", "Not to let 'em" was her reply.

I've always stressed that the Frame in which you begin a relationship will set the overall tone of that relationship. That's not to say the predominant Frame can't be altered (indeed many men fall victim to their own Beta backsliding in marriage), but that tone, that predominant directorship of who's Frame will set the course for where it goes and how it develops is set *before* you sign on to

monogamy in its various forms. It is either *your* reality into which a woman must enter, or hers that you must enter. Their may be compromises, but these will be colored and characterized by whose Frame is the dominant one in the relationship.

Know this now, your wife, your LTR girlfriend, doesn't want to be your "First Mate".

While you may think you're flattering her with your self-styled magnanimity, this compromise only reflects your Blue Pill equalist hope that she will genuinely appreciate the sacrifices you make in considering her Frame. The dominant Frame (hopefully yours) is what matters. While a wife's input may present you with insight you may have overlooked, she must ultimately acquiesce to your Frame's primacy.

When you consider her a co-equal actor in what you believe is a mutual Frame (or what you've convinced yourself is *really* your Frame to maintain that relationship) you will own your mistakes and failures, but she will share in, and at times take an equal credit for, your successes.

There's a reason that the cliché is "Behind every great man is a woman" and not the other way around. Any man claiming a supportive responsibility for a woman's success – or even being graciously acknowledged by her for it – is perceived as a coattail rider. When it comes to a comparison between Sensitive New Age Guy® and Strong Independent Woman®, a woman is always a support system for a man's success. Men's genuine support is emasculating because 'support' is a feminine role in either an egalitarian or a complementarian relationship.

Down with the Ship

While it may be comforting for a woman to believe her opinion is valued, or that what passes for her newfound submission to his direction is guaranteed by his considerateness, very few 'first mates' are willing to go down with the ship once it starts taking on enough water. The 'first mate' notion is really a win-win situation for women who are already virtually guaranteed of long term support whether her 'captain' sinks the ship or not. With so many reassurances of social, emotional and financial support women can always reserve the right to jump ship should her husband's fates and fortunes not live up to his headship.

When she goes home she can't as easily submit to her beta husband because she knows he can't and won't dispose of her so easily, especially if there are children involved. This is a source of disrespect, she gets away with it because she can. She resists because she has been playing that submission game all day and refuses to simply give in at home.

In other words, the 'captain' is really on his own regardless of his 'first mate's' input.

She's absolved of his failures and shares in his successes – which are made all the better when he convinces himself that the directives of her Frame are really his own. Any consideration for real mutual input will always be mitigated by this foreknowledge of a relatively ensured support should he not live up to the performance demanded of a 'captain'.

Forgetthesky from last week's comment thread:

I think George and Badpainter bring forward an interesting hypothesis above: the idea that women are pursuing an AF/BB strategy so relentlessly not only because a man to exemplify both sides are so rare (though they are unusual), but because women would generally avoid such a man – because she would have no power over him, he would command all spheres. And modern women fear submission greatly, they've been trained to. And they've often

enough never experienced it positively, with so many absent and beta father's around.

A Man needs to command *all spheres* to genuinely be the 'captain', and ultimately this disqualifies any validity of his woman's considered influence on him.

The idea of a needed balance of including a wife or LTR in a man's decision making process is not just the result of an equalitarian mindset, it also serves the Feminine Imperative. While equalism is the root belief, the notion of a mutual (though nominally lesser) inclusiveness works on much the same level as Choreplay. If a man "plays more fairly and evenly" the expected reciprocation *should* be a reward of more of a woman's love, respect and pussy. In fact this is the sell for both equalist Purple Pill inclusivity and doing a feminine defined set of equalized chores.

The problem then becomes one of the observer effect when a woman is constantly aware of the inclusivity, captain-first mate Game that she and her husband are both overtly playing. Observing the process will change it, so any assuming of 'captaincy' and any presumption of a roleplaying legitimacy on his part become suspect of both he and his wife's genuineness. Truly submissive women want a decisive, unapologetic man with masculine determination and ambition for his life, who doesn't need to be told he needs to be so. He 'Just Gets It', and so much so that his Frame is the dominant one from the outset of the relationship without any back and forth about captains or first mates. She enters his reality, or she doesn't associate with him.

Women don't want to be overtly reminded that they're "being included". This is pandering to women who already know they have the blameless option of abandoning or jumping the ship. This overtness then inevitably script-flips to male ridicule.

"I'm the king of the castle. My wife told me I could be" is how the joke that men tell themselves goes, but the self-observation is really one of abdication to a woman's Frame while he lamely grasps at an authority he doesn't believe he's ever earned.

No one laughs at his joke.

Commodifying Love

January 2, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Dalrock gave me something to chew on recently:

In my first post of 2014 I introduced the topic of the ugly feminist. As I explained at the time, this is an old charge but is typically aimed at the superficial instead of the core problem. Feminists are ugly because the philosophy of feminism is ugly. **It is based on avoiding caring for others and being miserly with love.** Several commenters pointed out that this is a devastating charge against feminism, as they could see no viable counter argument for it.

I'm not going to try to offer a counter to Dal's assertion because in essence I think he's correct. However I will suggest that this ugliness is the result of a commodification of love (and with it sexual access) that's resulted from the unfettering of women's Hypergamy. Love and caring is the commodity women's Hypergamy uses to fulfill their dualistic sexual strategy.

To this day my most contentious post (and chapter in the book) on RM is Women in Love. This is primarily due to first time readers taking my assertions to their literal extreme. Women's concept of love stems from opportunism, men's concept stems from idealism. Most women and Blue Pill men take this to mean that women cannot *actually* love a man, and absolutist men angry with themselves for having never understood it think much the same thing, "My God! I knew it all along, women *cannot* actually love a man."

I assert neither of these positions (really the same position) in that post, nor any of the followup post

(that no one seems to want to read once they make up their minds), but what I do assert is:

Men believe that love matters for the sake of it. Women love opportunistically.

Iron Rule of Tomassi #6

Women are utterly incapable of loving a man in the way that a man expects to be loved.

In its simplicity this speaks volumes about the condition of Men. It accurately expresses a pervasive nihilism that Men must either confront and accept, or be driven insane in denial for the rest of their lives when they fail to come to terms with the disillusionment.

Women are incapable of loving men in a way that a man idealizes is possible, in a way he thinks she *should* be capable of.

In prior posts I've also made the case that men's idealistic perspective of love stems from an unending need for performance to merit a woman's opportunistic love. It's not that men want an unrealistic, unconditional love, but rather they want a woman's love to be a refuge from having to perform up to, above and beyond the requirements of satisfying an unending optimization of her Hypergamy. It's not unconditional love they idealize, it's a love that's not predicated on their burden of performance.

What frustrates this love idealism is that men are popularly sold the idea that women's love is based on a mutually similar model. From Disney movies to romantic comedies, to Shakespeare and epic stories, to popular music and the daily talk shows, the message is that love (if it's *real* love) is omniscient, conquers all and overcomes all odds. It's a very seductive message of hope for men whose lives and existences are evaluated on constant performance.

"Could she really love me despite all of my glaring inadequacies?"

"Does she love the *real* me or is it my money and the lifestyle I provide for her?"

The fact that these themes are a constant in human history illustrates the subconscious, peripheral awareness we have of the differing models of love each sex bases their understanding of love on.

The Commodity

What this selling of idealistic love does for men is keep them in a state of perpetual hope that this idealism is shared by both sexes and they can realistically achieve that ideal goal of a love not founded on his performance. It's important to note here that this performance isn't necessarily something a man must make a constant effort to maintain (though this is the usual case), but rather *what* he represents, not *who* he is personally. It may be that his effortless looks or inherent status represents a cue for a woman's optimal hypergamous satisfaction, or it may be the result of years of dedicated performance effort – either way it's *what* that man represents; remove the factors a man possesses that satisfy a woman's Hypergamy and her opportunistic model of love will reveal itself.

Feminists are ugly because the philosophy of feminism is ugly. **It is based on avoiding caring for others and being miserly with love.**

Dalrock's observation here is profound in that it illustrates exactly the state of opportunism on which women base their concept of love. On some level of consciousness women understand the inherent value their love, concern, attention and caring has for men. It's repression or expression is a commodity that has reward value for men who also have an awareness that their performance is what merits a woman's love.

The popular criticism is that this want for an idealistic love is really a man's preoccupation with his need for sex, but this is to be expected from a fem-centric culture that needs women to ration love and caring for men in order to ensure its social dominance. And God forbid a man express his desire for a performance-less based love and caring; he's ostracized for wanting a mother's love (Freudian), being necessitous (thus powerless) and revealing his deficiency in performance.

As Open Hypergamy becomes more proudly embraced and normalized in society, so too will women's sexual strategy be laid more bare. And in laying that strategy bare, so too will women's opportunistic model of love become more apparent to men. This new apparentness is already conflicting with the old-order messaging that kept men hopeful of realizing their idealistic love state.

Women cannot sell Open Hypergamy and the love-conquers-all ethereal ideal love at the same time.

Dal is correct, the philosophy of feminism is ugly, but it's important to consider that feminism is just the current social operative of the Feminine Imperative today. For the moment women can be miserly with love and caring. They can even express resentment for having to be so with men who they doubt are meritorious of it, or for those who don't measure up to the rigors of an increasingly open and increasingly demanding Hypergamy.

They can do this because they understand that the hopeful, idealistic love they have men convinced can be achieved is still a commodity to men.

Before I close, I'm going to give you a bit of Red Pill hope (again). Men and women can and do love each other intensely and genuinely. They can and do see past each other's deficiencies and their love endures. My point with this essay is to reveal how this love develops and the conditional environments it comes together in. In spite of the strongest bonds, there is a threshold at which men's loving idealism and women's performance requirements can test, stress and break that bond.

Men's idealistic love can be strong, as can women's opportunistic love – the two models are not mutually incompatible, and it's my belief that the two are even complementary to each other. Neither is a right or wrong way to love, and neither is the definition of *real* love. Bear in mind these are models that predicate a condition of love, what happens after that is up to the individuals.

Where these models become incompatible is when one commodifies and exploits the condition of love that the other holds. In an era of unapologetic feminine primacy and unignorable open Hypergamy, this commodification undeniably rests with the feminine.

For further reading see the Love series of posts:

[Women in Love](#)

[Men in Love](#)

[Of Love and War](#)

[Burden of Performance](#)

[Love Story](#)

The Love Experience

January 5, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Glenn and a few others had a question about last week's Love Commodity post.:

@Rollo – This seems very inconsistent to me. How can this be true – ” Men and women can and do love each other intensely and genuinely. They can and do see past each other's deficiencies and their love endures. ” While this is true? “In an era of unapologetic feminine primacy and unignorable open Hypergamy, this commodification undeniably rests with the feminine.”

You'll have to forgive a long explanation, I couldn't simply drop this into the commentary, a full post was necessary.

The first thing we need to consider is the Male Experience vs. the female experience. I hate to get too existential, but it comes down to our individuated experiences as men and women. I'm going to give two examples here and this will also cover the Hypergamy is everything thread I noticed the commentary too.

There's an interesting conflict of societal messaging we get from an equalitarian / feminine-primary social order. This is one that simultaneously tells us that “we are not so different” or “we are more

alike than we are different” and then, yet implores use to “celebrate our diversity” and “embrace (or tolerate) our differences” as people.

This is easily observable in issues of ethnicity, but it also crosses over into issues of gender. The most popular trope is that ideas of gender are a social construct and that women and men are comparative equals and only their physical plumbing makes them different in form only.

From a Red Pill perspective we see the error in evidence of this egalitarian fantasy. I’ve written countless posts on the evidential and logical fallacies that make up gender equalism, but the important thing to be aware of is the conflict inherent within that belief – equalism expects men and women’s existential experiences to be the same, while also pleading that we embrace the differences it purports we don’t actually have.

It fundamentally denies the separation, from an evolved biological / psychological perspective, that men and women experience life in different ways. The idea is that it’s the nebulous ‘*society*’ that determines our gender experiences and less, if nothing, of it is truly influenced by a human being’s psychological-biological firmware.

zdr01dz posted this:

I think maybe this is in part because men have no innate desire to marry up. Hypergamy doesn’t compute for us. I know what hunger feels like and I assume women feel it the same way I do. I’m empathetic to poor, hungry children because I know what they’re feeling. **However I have no idea what hypergamy feels like. I’ve never felt it’s pull.**

My second example comes from *Women and Sex* in which I explore the fallacy of the social convention that insists “women are just as sexual as men” and that “women want sex, enjoy sex, even more than men.”

This canard is both observably and biologically disprovable, but the presumption is based on the same “we’re all the same, but celebrate the difference” conflicting principle that I mentioned above. If a dynamic is complimentary to the feminine then the biological basis is one we’re expected to ‘embrace the diversity’ of, but if the dynamic is unflattering to the feminine it’s the result “of a society that’s fixated on teaching gender roles to ensure the Patriarchy, we’re really more alike than not.”

The idea is patently false because there is no real way any woman can experience the existence and conditions that a man does throughout his life. I mention in that essay about how a female amateur body builder I knew who was dumbstruck by how horny she became after her first cycle of anabolic steroids. “I can’t believe men can live in a state like this” were her exact words. She was just beginning to get a taste of what men experience and control in their own skins 24 hours a day and it was unsettling for her.

Women are used to a cyclic experience of sexuality, whereas men must be ready to perform at the first, best opportunity sexually. These are our individuated experiences and despite all the bleating of the equalists they are qualitatively different. As zdr01dz observes, no man has an idea of what Hypergamy feels like. To my knowledge there is no drug or hormone that can simulate the existential experience of Hypergamy. Even if there were, men and women’s minds are fundamentally wired differently, so the simulated experience could never be replicated for a man.

I understand how Hypergamy works from observing the behavior and understanding the motivating biology for it. I also understand that our species evolved with, and benefitted from it – or at least it

makes deductive sense that what we know as Hypergamy today is a derivative of that evolution – but what I don't have is a firsthand, existential experience of Hypergamy and I never will. Likewise, women will never have a similar existential experience of what it's like to be a man.

So it should be an easy follow to deduce that how a woman experiences love, as based on her Hypergamic opportunistic impulses, is a fundamentally different experience than that of a man's. The equalist social order wants love to be an equal, mutual, agreement on a definition of love that transcends individuated gender experience, but it simply will not accept that an intersexual experience of love is defined by each sex's individuated experience.

I have no doubt that there are areas of crossover in both men's idealistic concept of love and women's opportunistic concept, but this experience of love is still defined by gender-specific individuation. By that I mean that women can and do experience intense feelings of love for a man based on her Hypergamously influenced criteria for love.

I'm actually surprised that more women have yet to call me to the carpet about their personal experiences of love from the commodity post, but if you sift through the comments on *Women in Love* and other blog/forum comments you'll come across examples of women describing in great detail how deeply they love their husbands / boyfriends, and are in complete disarray over being told their love stems from Hypergamic opportunism. Again, I have no doubt that their feelings of love are genuine to them based on their individuated concepts of love; indeed they're ready to fight you tooth and nail to defend their investment in those feelings. What I'm saying is that the criteria a man should need to meet in order to generate those emotions and arrive at a love state are not universally mutual as an equalitarian social order would have the whole of society believe.

So, yes, men and women can and do love each other intensely and genuinely – from their own individuated experiences. They can and do see past each other's deficiencies and their love endures. The processes they used to come to this love state differs in concept and existential individuation, and what sustains that love state is still dependent upon the criteria of men's idealistic and women opportunistic concepts of love.

The Cardinal Rule of sexual strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

The commodification of that love state is presently weighted on the feminine because the Feminine Imperative is socially ascendant. The importance of satisfying the female sexual (and really life-goal) strategy takes primary social precedence today. Thus men's individuated experience is devalued to an assumption of an "it's-all-equal" universality while women's is blown up out of all *real* valuation with collective expectations of "embracing their unique difference" set apart from that universality. If men's experience is one-size-fits-all it's really a small, and socially blameless, step for a woman to withhold the reward criteria men place on their idealistic love in order to satisfy their own sexual strategy.

Women's social primacy allows them to feel good about themselves for commodifying the idealistic rewards men value to come to their own state of love, as well as maintain it.

It is one further step to embrace the concept that men's experience of love, the idealism he applies to it and even his own sexual and life imperatives *are* in fact the same as those of women's – while still setting women's apart when it serves them better. Thus the cardinal rule of sexual strategies comes to a feminine-primary consolidation by socially convincing men that women's experience and

imperatives *are*, or should be considered to be, the same as men's individuated experiences. Add women's already innate solipsism to this and you have a formula for a gender-universal presumption of the experience of love based primarily on the individuated female experience of love.

In other words, women expect men to socially and psychologically agree with, reinforce and cooperate with the opportunistic feminine model of love as the equalist, gender-mutual model model of love while still believing that women share their own idealistic model. It's the correct model that should work for everyone, or so women's solipsism would have us believe.

The Remedial Red Pill

January 10, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As of this post there are now 400 essays on Rational Male. And if there's one thing that writing for as long as I have in what's now known as the manosphere has taught me is the difficulty of having to initiate new readers to old concepts. When we get down and dirty in the commentary on a particular topic I tend to assume most commenters are familiar with at least the core concepts I've presented over the years and those who aren't usually ask me for a link they probably could've found just by perusing the sidebar links, categories or a quick term search to see what I've post about a particular topic.

Still, this doesn't seem to placate the disease of attention deficit disorder common to people who want to find whatever fault they can to defend the narrative they've invested themselves in. The problem then becomes one not unlike playing whack-a-mole where I've got to post links in comments or tweets I can only hope the critic will actually have the temerity and patience to read. Usually it comes back to TL;DR and they never really consider a rebuttal to their 'Gotcha' that I covered, in some cases, a decade ago.

As the manosphere and Red Pill awareness go more mainstream I expect this intellectual lethargy to increase on the part of those who are ego-invested in the continuance of a feminine-primary social order. As I've posted before,...ahem, the Red Pill is a Threat to the comfort and certainty of men and women conditioned to be dependent on its continuance:

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

I'm proud to say that the comments in the last post reached a record high of over 700. And while I'm appreciative of that it does have the unfortunate effect of burying some really interesting commentary deep in the thread. Towards the 5th page of comments I got the following post from a commenter going by the handle 'Alpha Female'. The consequent posts were a screed of what even the newest of Red Pill men can recognize as standard Gender Studies Major boilerplate.

I can't say as I was surprised to see 'Alpha Female's' comment on this week's post since I was

already aware of [her previous foaming rant on the Women in Love post](#) under the telling monicker of *'The Best Thing You'll Never Have'*.

Against my better judgement I'm going to pick her comment apart here for this week's discussion. Just so you know, I'm fully aware this is feeding a blatant troll. I also understand that Ms. Alpha lacks the critical thinking skills and curiosity to make even a cursory attempt to search for any of the 399 prior posts (a third of which I wrote for SoSuave over a decade ago) that *might* actually give her pause to think I'd covered them before.

Try not to think of this as a courtesy to Alpha Female, her argumentative style is one of presuming personal truths that fit her ego centered reality are the universally accepted ones. Think of this as more of a remedial lesson in Red Pill theory/ideology/practice and background for those new to Red Pill awareness.

Feel free to pick apart any or all of her initial list below in the comment thread. You can pick up the old thread to see where her rabbit hole goes [here](#), but as you'll probably expect most of the conversation revolves her own personal experiences and veers off into "[ooh ooh, men do it too](#)" and "[people are all different](#), society sucks" tangents. Like most bad debaters, she flits from one issue to another when a snare she wasn't expecting to conflict with her 'correct' reality holds her on that challenge for too long.

1. Equalitarian and "female-primary" social orders are not synonymous nor interchangeable. I assume you know the definition of equalitarian, yet you are using the term interchangeably to mean a female dominant social order. First example of flawed reasoning in this article.

Actually the only error is in AF not having searched the term "equalism" here, but keep that in mind, it's going to come up often in this post. I've covered egalitarian equalism both [here](#) and [here](#).

She is correct though, they *shouldn't* be synonymous or interchangeable, but unfortunately the Feminine Imperative, and its predominant social arm of feminism, has conflated them both to serve a purpose for going on 70 years now. Universalism and Equalism have been the cover story to sell a feminine-primary social order since the late 60s.

It would be very simple if, as she constantly parrots, the definition of equalitarianism was only limited to a belief in 'equal rights' for all. Very few people are going to argue against *that* ideology, but the fact is that her ego-preferred definition has been contorted to be a useful tool of the Feminine Imperative.

The social veneer of 'equalism' was a necessary social convention in recruiting men to disavow their conventional masculinity (which later would be redefined by the feminine for them in later generations to better fit women's dualistic sexual strategy) as well as their self-interests and adopt the idea that a nebulous 'society', and more specifically a Patriarchal one, was the source of gender roles they were told they should find oppressing.

Thus the synonymous association of a 'faux equalist' equalitarianism was paired with feminine social primacy. Equalism is simply the religion of feminism because it can hide the more egregious aspects of its agenda (unfettered Hypergamy for instance) behind a social convention that very few people would want to 'be against' – those who are are easily ostracized as "backwards" anachronisms by way of that definition. So the "flawed reasoning" really comes down to the semantics of the fluid definition the Feminine Imperative has prepared for women like AF to use and the observable facts of the utility it serves the Feminine Imperative.

Feminism has never been concerned with true egalitarian equality. Feminism has only ever been an effort in retribution and restitution. Our present social state of Open Hypergamy and feminist triumphalism is an indictment of that fact.

2. “The most popular trope is that ideas of gender are a social construct and that women and men are comparative equals and only their physical plumbing makes them different in form only.” There is evidence that exactly this is true.

This is interesting, because she cites no evidence. That’s because there is exactly zero evidence this is the case and increasingly science is proving exactly the opposite, much to the ideological discomfort of “equalists”. Men and women’s brains are literally wired differently (if she’d had the curiosity to look at this link I provided in the post she found so offensive she’d know this).

But we don’t even need those studies to grasp this most basic of human truths – we already know that men and women’s biochemistry and endocrinology work and affect their respective sex’s bodies and minds differently. Whether it’s the dominant presence of estrogen, progesterone and oxytocin in women or the dominant presence of testosterone in men, the body state – behavioral effects and emotional stimulus of those hormones make us fundamentally different beings – and that’s a good thing.

Complementarianism benefits women *and* men.

Furthermore, each sex evolved into different gender roles according to these biological predilections. We can split hairs as to which sex *should* be more suited for higher order vocations based on intellect and personal merit, but the obvious fact that men are more physically suited to certain tasks, and women are also similarly suited to other tasks – yet both complement the other – is inescapable.

Part of the evolved male neurological firmware is a natural aptitude to accurately and forcefully throw an object from a very early age – an evolved behavior necessary for survival and hunting. Yes, girls can be taught to throw as or more effectively than a boy with the right training, but it’s the natural unlearned aptitude boys have that puts the lie to the “we’re all born the same” blank slate trope.

So the question then becomes one of determining which sex’s strategy stands to benefit most from advocating for a belief that all humans are a blank slate, biology is meaningless and all gender is a social construct. Which sex has their interests served in lowering the bar and “leveling the playing field” to become more like the other?

Examine how being transgender impacts someone’s gender. You believe in a heteronormative gender binary which clouds your judgment and makes you incapable of understanding how gender relates to power dynamics in society. Until you can grasp that gender is defined by more than genitals, you will continue to write this complete and utter tripe that disparages women for the sake of helping you feel superior (which a truly superior person would not do).

Transgenderism is a mental disorder:

In the vast majority of cases, children who say they’re transgender and act that way change their minds about being the opposite sex—if you just leave them alone. According to a recent Hastings Center report, gender dysphoria does not persist into adulthood in up to 73 to 94 percent of cases (citing the World Professional Association for Transgender Health,

which noted dysphoria continuing in only 6 to 23 percent of boys and 12 to 27 percent of girls.)

[...] Heyer's blog cites a national survey of more than 6,500 transgenders that asked the question, "Have you tried to commit suicide?" Forty-one percent answered, "Yes." That's astonishingly more than the national average of less than 2 percent. Virtually all people who attempt suicide are suffering from some form of mental disorder or depression. So it should seem clear that blaming society for that depression will not address the dysphoria and depression an individual feels.

The term "heteronormative" is a common trope taught by Gender Studies academia with the latent purpose of canonizing a new definition of the term by demonizing and marginalizing the fundamental truth that gender finds its 'normative' condition in an evolved 'hetero'sexual biology – and yes, that is a binary, one from which you cannot escape. Just ask the 41 percent of depressed and suicidal transgendered people about their attempts to escape it.

The roots of gender are written into your DNA. That hetero normative state is responsible for producing you. Try as you may to convince yourself socially or psychologically it's otherwise, you will never escape the biomechanic foundation that influences your motivations as a man or a woman.

With regard to how gender influences social dynamics, the Red Pill is the direct result of, and logical contingency to the feminine-primary social engineering the Feminine Imperative has instated into society over the last 70 years. If it weren't for that foundational recognition of feminine-primary social power by the Red Pill you wouldn't be reading this blog.

I do agree on this, gender *is* far more than genitals. Once an ideologically 'correct' form androgyny and egalitarian equalism enter the public sphere, the biological influences on gender determines who will play the perpetual victim and who must play the role of victimizer.

3. "It fundamentally denies the separation, from an evolved biological / psychological perspective, that men and women experience life in different ways." All people experience life in different ways. You are overvaluing the common experiences that you have with men and undervaluing the common experiences you have with women. The binary that you use to define your superiority is again hampering your ability to understand that you are not defined by gender and your experiences will never perfectly align with any other human being's experiences and that you share lots of common experiences with BOTH men and women.

AF's out of context quote only makes my preceding point for me:

I've written countless posts on the evidential and logical fallacies that make up gender equalism, but the important thing to be aware of is the conflict inherent within that belief – **equalism expects men and women's existential experiences to be the same, while also pleading that we embrace the differences it purports we don't actually have.**

I found this interesting considering that it entirely contradicts point 2 – if gender is self or socially assigned and we're all alike (blank slate) independent of biology this then precludes independent differences since we're all supposed to have some 'enlightened' higher-self capacity to rise above them. In other words all people should be inherently bisexual and born with the capacity to fluidly transition from one set of arousal cues to the opposite in any given environment. Androgyny should

be the normative in that model. Yet we find that in nature androgyny and homogeneity lead to evolutionary dead ends

But if that's true then homosexuals, and heterosexuals aren't born the way they are, they're behaviorally conditioned into their sexual alignments and gender roles by "society", right?

Individuals do experience life in different ways, but each of those individuals are still subject to their biologically determined physical influences and the environments they find themselves in.

4. Hypergamy is conflated in your mind with gender, when it is absolutely normal for people in both genders (and not all people in either gender) to branch swing from one mate to the next based on perceived value or sexual attraction. Males engage in this behavior all the time. Notwithstanding the obvious mountain of evidence you have at your disposal to verify the fact that I'm stating, it is indisputable that the incidence of infidelity in males is higher than in females, yet you claim women cannot "love" a man in the same way that a man "loves" a woman.

Hypergamy is the biologically influenced normative state of females to prefer men of a sexual market value above their own perceived sexual market value.

This metric is determined (again) by the inescapable biological realities of the influence women's hormonal and menstrual cycles, and the evident behavioral effects play on their sexual selection strategies. The influences of women's innate ovulatory shift behaviors and preferences define the Alpha Fucks / Beta Bucks sexual strategy on both the personal and societal level.

Remember the usefulness of the "equalitarian" term as defined by the Feminine Imperative we discussed above? Women's innate, biologically determined and sex-specific Hypergamy is where that conflation finds its purpose. AF makes the same comparison to men's sexual selectivity being itself a form of hypergamy because she fundamentally clings to her ego-investment that 'all are equal' and men's sexual strategy serves the same purpose as women's. It is not and it does not, and any basic knowledge of parental investment theory as well as the biological realities of men's reproductive methods once again put the lie to her assertions. Men quantity, women quality, and no one's ugly after 2am.

Women cannot sell Open Hypergamy and the love-conquers-all ethereal ideal love at the same time. Neither can they sell Open Hypergamy and the premise of egalitarian equalism – particularly when AF's feminine-primary boilerplate is refuted by statistics taken after the advent of unilaterally feminine controlled hormonal birth-control.

You see, it's was a useful trope that men cheat more than women when Hypergamy was more socially concealed, but in an age of unrestricted, socially mandated Open Hypergamy the only question that remains is whether a man will choose to be cuckolded before or after he's invested himself personally, emotionally and financially in monogamy with a woman who's looking for an "equal partnership" (now that she's less able to arouse the Alpha bad boys she's happy to tell him about).

But, wait, if we're all 'equal' and the plumbing doesn't matter, wouldn't men and women cheat equally?

5. "I can't believe men can live in a state like this" were her exact words. She was just beginning to get a taste of what men experience and control in their own skins 24 hours a day and it was unsettling for her.' And yet asexual men exist, which directly contradicts the

anecdotal evidence you use to support your non-fact based argument that men are simply horny all the time and are therefore experiencing a condition that women cannot even begin to fathom. I mean when you write this tripe, you are well aware of the many logical fallacies that you use to justify your beliefs, are you not? I hope you are. And if your response is “Well those asexual men are just exceptions to the rule” or “hyper sexual women are the exception to the rule” is simply to say that “I know my theory has been disproved but I would rather ignore the facts and evidence that do not support my claim in favor of plowing on so that I can continue to demean females with my outdated 15th century mindset.”

Put an ‘asexual’ man in the private room at the Spearmint Rhino in Vegas and we’ll see how ‘asexual’ he really is. Again, ‘asexuality’ is an evolutionary dead-end. Only in our present social state of enlightenment do we entertain the “equalist” notion that an ‘asexual’ person in anyway represents anything significant to human development.

However AF still doesn’t grasp that the ‘anecdotal’ example I give here has been repeated in *every* woman who’s taken anabolic steroids, and *every* woman ever proscribed hormone therapy to aid her flagging libido and mood swings after menopause. It’s a good thing gynecologists and endocrinologists don’t share her opinion that we’re all the same except for the plumbing. It’s interesting that we’ll prescribe hormone therapy for menopausal women and transexuals, but we’re expected to accept that ‘asexuality’ is normative and not an ill.

I should also add that AF has very poor debate skills.

6. “So it should be an easy follow to deduce that how a woman experiences love, as based on her Hypergamic opportunistic impulses, is a fundamentally different experience than that of a man’s.” Your logic is inherently flawed, **[presuming the condition]** and then you make an assertion that there should be a logical conclusion that the assumptions you have not and cannot prove **[already present in the post]** should mean that all women experience relationships in exactly the same way **[what part of individuated experience did I lose you on?]** .

Let me make a correlation. **[I reject your reality and replace it with my own]** I am reading misogynistic psychobabble from overly emotional men **[projecting bias]** that demeans women and places them in a position beneath men **[implied nowhere in the essay, and in fact I concede that women do love deeply based on their opportunistic criteria]** based solely on their genital composition **[“equalist’ binary presumption and again not implied in the post]** , so I conclude based on this evidence (and my evidence is actually supported so it is very different from your flawed premise **[support that is never supplied and expected to be presumed as valid]**) that all men view women as inferior beings that are not worthy of equal treatment. **[presuming a truth. treatment is not to be conflated with expectations of stimulus to predicted behavior]**

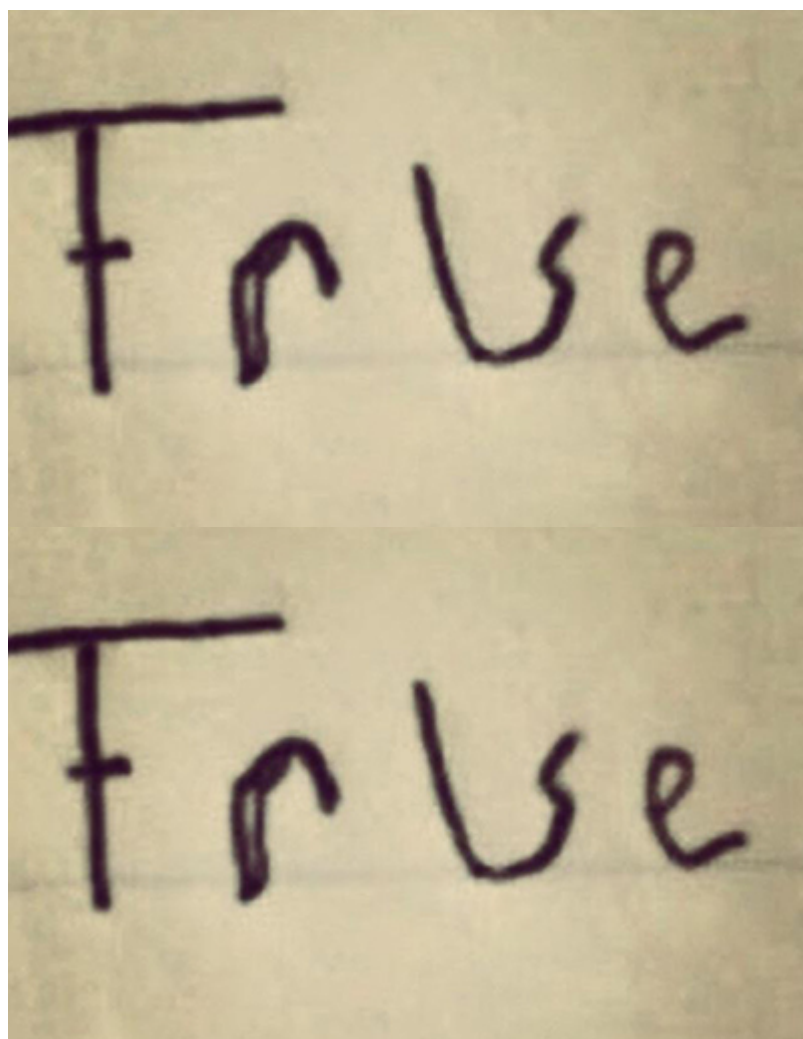
That is the logic you use, and it is absolutely worthless. **[straw men always nod their heads in agreement with your reality]** The saddest thing about it is that people with this mindset purport to be pseudo-intellectuals and use junk science to support their claims **[still waiting on your non-junk science]** while men of lower intellect just eat it up because it makes them feel all rough and tough and superior for a while. **[yes, because spending hours a day reading a blog is a better high than getting drunk or going out to do something productive]**

Group think is a terrible and scary thing, **[you're right about that]** as this blog proves time and time again.

Final note: I realized in the time it took to compile this that Alpha Female is really an comment thread attention whore who's need for catharsis over her sadly Hyena-like marriage motivates her to write stream-of-consciousness diatribes to support truths she needs to support her ego-investments and self-image.

Acing the Test

January 13, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the first observations formal PUAs had when they were testing and refining their methods was that of the now ubiquitous shit tests women would present them with. It's important to put this testing dynamic into context because, as most any guy who's ever made an approach will tell you (not just PUAs) there comes a stage in that approach when a girl will set up a challenge for a guy. However, as any married man will tell you, that's not where the shit tests end.

Over the holidays I was hanging out with my brother and watching my niece and nephew interact. My nephew is 16 and his sister is a very mature 12, but to see them interact, it's one shit test after another. There's the fluid teasing and taunting that comes from siblings that genuinely like each other (well, mostly), but as I watch these two interact I thought back to how my brother and I used to give each other shit, smack each other around and basically roughhouse like boys used to be able to do before a feminine-primary society decided they needed to be medically sedated for their 'condition'.

I've explored this in [Amused Mastery](#), but there's a natural flow that's learned between an older brother and a younger sister (or sometimes a capricious younger brother to an older sister) that translates to an intersexual relating with men and women later in adulthood. My brother is very conventionally masculine, a somewhat natural Alpha in his mindset, and his positive masculine frame carries over into his role as a father. This sets the environment in which his son and daughter are learning intertersexual interactions with one another. Both are very headstrong, but also respectful in

a way that only a positively male dominant father can inspire.

I bring this up because I feel this learning illustrates both the problem most men later have with shit tests as well as the key to capitalizing on them.

No Passing

You'll notice I didn't say 'pass' the shit test. I think it's a misnomer to view shit tests as a *pass* or *fail* proposition. Most men like that easy binary win-lose proposition, but the problem I have with that is that 'passing' a shit test implies finality. You will always be shit tested by a woman, so you never really pass that test, however you can and should turn those tests to your advantage.

Many a well meaning Red Pill woman (and a few Purple Pill 'life coaches') who don't like offending the delicate sensibilities of today's virtuous women like to call these tests 'fitness' tests. The renaming sprays a bit of perfume on an otherwise unflattering aspect of women's Hypergamous psyches, but under that scent is the same truth,...

Women's shit testing is a psychologically evolved, hard-wired survival mechanism. **Women will shit test men as autonomously and subconsciously as a men will stare at a woman's big boobs.** They cannot help it, and often enough, just like men staring at a nice rack or a great ass, even when they're made aware of doing it they'll still do it. Men want to verify sexual availability to the same degree women want to verify a masculine dominance / confidence.

I think the early PUAs were correct in calling these test 'shit tests' because the nature of those tests they met in their field approaches were very much like the 'shit' they'd given and been given by their male peers throughout much of their lives. Part of the male experience is giving your friends 'shit', ribbing them, messing with them and otherwise talking 'shit' with them. If you're in a fantasy football league you probably get that "smack talking" has been raised to an art form.

In this context it's not so much a fitness test as it is a form of male-specific camaraderie – if it's a test of anything it's a test for the social intelligence that a guy *gets* that his friend is giving him 'shit' and can laugh about it and give as good as he got. This is part of men's preferred overt form of communication which baffles women unfamiliar with it; if I'm playfully insulting you, if I'm messing with you, it means I consider you a friend and I expect that you'll 'just get it' that you know this when I do.

Sadly this is often the first offense women take when they insert themselves into Male Spaces. They take the 'shit talk' personally, or at the very least have to make an effort (they believe they shouldn't have to) to communicate in the open, often vulgar, but no less meaningful ways men do. Unless they were raised in the increasingly rare household of a strong masculine influence (fathers or brothers) it's likely these women won't "just get it" and bend their efforts to change that communication to something she's more comfortable with, and something her feminine-primary expectations convince her is *correct*.

Getting the Test

Even if you had the benefit of having your bratty sister punch you in the arm after teasing her you may not realize this is a form of shit testing you. One of the most important aspects of dealing with a shit test is understanding the basic fundament of Just Getting It:

She want's you to 'get it' on your own, without having to be told how. That initiative and

the experience needed to have had developed it makes you a Man worth competing for. **Women despise a man who needs to be told to be dominant.** Overtly relating this to a guy entirely defeats his credibility as a genuinely dominant male. The guy she wants to fuck is dominant because that's 'the way he is' instead of who she had to tell him to be.

Observing the process will change it. This is the root function of every shit test ever devised by a woman. If masculinity has to be explained to a man, he's not the man for her.

A woman wants to know a guy Just Gets It, but she still needs a method to determine that he does – ergo she shit tests. For women, this method must be in as covert a form as possible to protect the integrity of not exposing her own sexual strategy to *herself*.

When openly analyzed this seems like madness to men's striving for a rational solution to a problem, but her method comes from a subconscious want of not having to convince her hindbrain that he does in fact *get it* – and gets it so well that he neither acknowledges it overtly nor asks for her assistance in figuring her shit test out.

Observing and / or explicating a process will change that process, and a woman's Hypergamous hindbrain knows this.

From Plate Theory VI:

Essentially a shit test is used by women to determine one, or a combination of these factors:

- a.) Confidence – first and foremost
- b.) Options – is this guy really into me because I'm 'special' or am I his only option?
- c.) Security – is this guy capable of providing me with long term security?

I would also add that these requisites imply a testing for masculine dominance as well as his sexual market value. Women want a man that other women want to fuck, and other men want to be. The conflict inherent in women's shit testing is that she must simultaneously determine a man has other sexual options than her while also attempting to limit those option and making herself his primary focus.

There's always been some debate as to whether women are unaware of their subconscious shit testing or if those tests come from a fully aware and deliberate intent. I understand the rational want of men to hold women's feet to the fire and accept a personal responsibility for their action – shit tests naturally seem like a huge waste of time, not to mention duplicitous and false to men who value straight-talk solutions – but I'm going to argue that these tests are both intentional *and* subconscious depending on the context in which she delivers a shit test.

However, whether intended or not, it's more important for guys to *get* that a woman's testing is rooted in her inherent Hypergamous uncertainty. And that uncertainty extends to both the Alpha Fucks and Beta Bucks aspects of her Hypergamy. Women's doubt of a man's Hypergamous suitability is a constant, though subconscious effect for her.

Active Testing

When a woman actively, consciously, shit tests you, understand that it is always intentional. This type of shit test is the most common one PUAs encounter in the clubs or whatever their preferred venue may be. With the exception of maybe Day Game, women in these arenas are expecting men to sarge them, and therefore the propensity to deliver a prepared shit test is a conscious decision on her part. For the most part these tests amount to a fun game for her that serve the purpose of determining a

guy's SMV and his Hypergamy optimization potential.

An active test is entertainment to her in the same way it is for a bratty sister and her older brother. There's usually a lot of witty (hopefully on your part) push-pull to this shit test exchange, but the latent purpose is her subconscious probing you for the possibility that you might 'get it' – that you might be able to *play* the game rather than having to explain it to her or having it explained to you.

As I've stated before, a woman who is into you won't confuse you, but a lot of men (particularly overly conditioned Betas) come to believe that any impropriety on his part might be taken as an offensive so they never boldly push back on these test as they should. They fall back on the "Yes M'Lady" white knight script they believe will set them apart from "other guys", but the guys who 'get it' aren't confused by shit tests. A big brother hits his bratty sister back when they're play fighting; not so much as to harm her, but just enough to show her who's stronger, who's in control of his situation and isn't afraid to push her back.

If a woman is not testing you in an environment where she could reasonably be expected to actively be doing so, she doesn't have the interest in you to do so. A lot of men mistake a woman's "Bitch Shield" as a cue of disinterest or disgust, when in fact these are often calculated shit tests. There are many ways to push past a Bitch Shield for a guy with the brass (and interest) to do so, but it's a woman's indifference, not her poised contempt, that cues disinterest.

Active tests are what single men are most likely to encounter in women, and it's important for these men to understand that this type of test isn't something you pass, but rather something you capitalize on. For a guy with even a basic grasp of Game these test should be considered nothing but softballs for him to hit out of the park.

Things to remember are Amused Mastery, Command Presence, Agree & Amplify and a basic Cocky & Funny ambience while employing them. I should also add that women deliberately putting themselves into social environments (like a club) who are delivering active shit test are likely at the ovulation point of their Estrus phase – adjust your Game (and birth control methods) accordingly.

If you recognize that you're being actively shit tested always remember, *play* with her, and play *with* her. Shit tests of this nature are opportunities to build attraction as well as arousal, and women want you to *get* that they are opportunities.

Passive Testing

While active testing is done in awareness with intent by a woman (with only a passing element of her subconsciously doing so), a passive shit test is a reflexive, subconscious test rooted in a woman's Hypergamous insecurities. In an active test, the latent purpose is one of playfully determining Hypergamous optimization of a new prospective mate. A passive test is rooted in the Hypergamous doubt that a woman's choice to settle with that man was in fact the best optimization her SMV could afford her.

Passive testing always asks the question that her nagging, hindbrain Hypergamy can't give a voice to, "Did I make the right choice? Is this guy really the Alpha I thought he was or could be?"

Passive testing is constantly exacerbated or defined by her previous sexual experiences (or lack thereof) or the fantasies of what could be if her circumstances were to change. For women, this is the mental space where the Alpha Widow dynamic is harbored. This is a where the subconscious testing of the man whom she consolidated monogamy with meets her unconscious comparing of him with her past, idealized experiences – or the experiences she believes could be possible *if* she could

determine his suitability for her.

For the most part these tests are ones of measuring his performance and provisioning capacity against his Alpha tinges generating capacity. Passive tests are insidious in that they need a satisfaction of so many Hypergamous elements: Alpha Fucks, Beta Bucks, the outperforming of past or fantasized sexual competitors, pushback masculine dominance, status, and many other prerequisites of long term Hypergamous optimization.

As you'll probably guess the passive test is usually reserved for marriages and LTRs (live in arrangements being common). Any woman not familiar enough with you won't give you a passive test, however you might get one from your mother or a close female relative who needs some reassurance from you (or wants to put you in your place as a Beta). Passive tests seem to be the most hurtful, but it's important to predict when they'll come, what's triggered them and the root insecurity behind them that women either aren't consciously aware of or can't openly reveal because, once again, it ruins the game and her determining if you 'just get it' without being told.

As with active tests demonstration, not explication, is the key to resolving and capitalizing on them. These are the types of tests that aggravate most men because they generally feel they're locked into solving them. Thus, they make grandly overt affairs of bringing a woman's 'bull shit' to light in an effort to quell her insecurities, but also to feel like they're reasonably holding her personally accountable for her "stupid shit testing".

And as with most similar efforts, appealing to a woman's reason never 'solves' her problem. Hypergamy doesn't reason, Hypergamy only feels. Demonstrating you *get* what she's doing will help you capitalize on her insecurities far more than explicating that you know what she's doing by shit testing you.

You'll probably have guessed that passive tests are most commonly generated while a woman is in the luteal phase of her menstrual cycle, but it when that insecurity relates to her partner's Alpha suitability there is some crossover into her proliferative phase. It's important for married men to determine the nature of his wife's insecurity with regard to her tests and when they're most commonly delivered.

If she's testing you at or around her ovulatory window, if she's regularly insisting on a Girls Night Out around this time (yes, it's a shit test), if she's not sexually interested in you during her estrus, it's likely she's uncertain about your Alpha Fucks suitability to her. If her tests come during her luteal phase, if she's nagging or provoking you about money, emotional availability or even how she wants to live closer to her parents, it's likely her insecurity is based on her perception of your status, provisioning capacity or your Beta Bucks potential to make more of it.

While these types of shit tests based on Hypergamous insecurity may seem like a lost cause, understand that many of the same techniques used to capitalize on active tests still apply. Not all passive tests are delivered in the negative, and applications like Command Presence and Agree & Amplify demonstrate to a woman that you *get* it, that you see her tests for what they are, and you're prepared for them without revealing the game you both know you're playing.

Even well timed Amused Mastery (after you've established mastery of her) is enough to defuse a shit test with potentially negative implications. Once the precedence of your mastery is set it's an easy fallback she'll expect from you.

Granted, there are more direct ways of demonstrating your optimization to her – staying in better shape than she's in is an obvious one, casually emphasizing passive dread (a.k.a. married social

proof) is another – but the important part is recognizing what aspect of her Hypergamy is generating that insecurity.

In closing here I feel it's incumbent upon me to address the most obvious response most guys will have to all of this: "Fuck that, I'm not dealing with her shit, just don't get married, just don't put up with it, just go your own way, call her on her bullshit" to which I'll say, "yeah, you're right, it makes more sense just to disconnect entirely".

It would be great if women could be relied upon to be rational, reasonable agents as most would like men to believe they are. I mean, they should be, right? You should just simply be able to say to a girl or your wife "Hey I know all the games your playing and why you're playing them, so lets just drop all of the pretentiousness and get down to fucking and living, OK?" But all this amounts to is negotiating for her genuine desire. Real desire on a woman's part never comes from rational, reasonable explanations of why she should desire you, it comes from your demonstrations and your example.

Even the men who rule their women with an iron fist will *still* deal with women's tests directly or indirectly without even realizing they're doing so.

“She turned on me”

January 19, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the last comment thread Rational Male regular, Glenn, had an interesting exchange that went like this:

My marriage exactly. And she really did turn on me by the time my daughter was 2, also having two miscarriages. It was as though a switch went off and she simply fucking hated me. In my case, I had too much dignity and many women who were interested in me who seemed quite fine, so I put my foot down and my ex then just began an affair with a Plan B she had in the wings (hotties always have a Plan B guys, especially wives). She married him and destroyed him too, but it wrecked my relationship with my daughter along the way. So much destruction and pain.

I often look back on my marriage now from the RP perspective and have started to blame myself for not being more dominant and not seeing shit tests for what they were etc, but I also wonder if there was anything I could have done? She was hot, there were always good looking guys willing to fuck her – I mean, is it just inevitable for some women?

As I’m finishing up the final edits of the next book, I’m once again reminded of its main purpose – a cautionary explanation of what men can expect of contemporary women at the various phases of their

maturity. In *Anger Management* I detailed the anger men direct at themselves, not at the women who followed a natural predictable ‘flow’ of rationalizations and social conventions they can be expected to as their conditions in life dictate. Naturally any anger a man may deal with or express in this regard is always presumed to be directed towards women. A feminine dominant social order is one founded on the innate solipsism of women.

Now, before I dig in a bit deeper here, I want to make clear that while Glenn’s comment started my thinking process about this week’s topic, what I’m going to get at here isn’t a reflection on anything personal. His story of being “turned on” by a wife he believed was playing on his team is a very common one related by many a post-divorced man using the hindsight of a Red Pill lens.

I’m adding this caveat since only Glenn can really say for himself whether his mindset at the time he first met, and later married, the wife who turned on him was colored by Blue Pill idealism and / or a Beta self-perception. My guess, as with most men in his situation, was that he actually had what was a realistic expectation of a reciprocal relationship based on what he thought would be her genuine appreciation of his efforts and merits.

Betas at the Epiphany

I’ve discussed in several prior threads the Alpha Fucks / Beta Bucks strategy women use in both the short and long term. What I think needs a bit more explanation is the long term effects of that strategy on the Beta man’s mindset as a result of his fem-centric conditioning.

When a woman approaches and enters into her Epiphany Phase, she has a limbic understanding that her genetic chips need to be cashed in with a man who has ‘proper’ long term provisioning potential. For the greater part, those men are at least expected by women to have a Blue Pill, Beta conditioning that will make them more compliant with, now, what’s becoming an unignorable open Hypergamy.

These are the men Sheryl Sandberg describes as,

“...someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home.”

These are nice euphemisms used to describe a man willing to accept his position of powerlessness in the grand scheme of feminine-primacy and open Hypergamy for his participation in realizing women’s dominant sexual strategy.

The Beta man encountering this new found attraction convinces himself that women’s interest in him is genuine and organic. In a sense it is, but although this attraction (not to be confused with arousal) is perceived as genuine on the part of women, it’s an attraction born of necessity. That necessity is the need to consolidate on monogamy with a man who’ll willingly ignore not just her past Alpha Fucks indiscretions, but participate in what he’s been conditioned to believe is his duty as a man from society and start to build a “mature adult” life with her.

A Beta at the Epiphany phase believes his ship has finally come in and his self-righteous AFC strategy of patience and perseverance will be rewarded. The social conventions at the time make him believe he’s to be more lauded for ‘forgiving’ a woman’s past, irrespective of whether he can expect praise for looking past her misgivings.

The Alpha Widow or *carousel* riding wife-to-be may then convince herself that she in fact actually sees an Alpha potential, or a potential for long term success, in ‘settling’ on that Beta in the long term. While I have had men relate horror stories about women knowing that they were settling and

being insecure about their futures before or at the time of their wedding, I'm going to suggest that this foreknowledge is rarely a conscious aspect of women's insight. "Turning" on their husband-to-be later in his life rarely a preconceived plan, but it is a predictable outcome for men who persist in a Beta mindset throughout their marriages.

Getting Her Settled Best

Saving the Best continues to be a seminal post on Rational Male, not the least of which because so many men could relate to the experience. However, this may not have been the experience of discovering a sexual past his wife had no intention of ever allowing him to share with her, but rather the expectation men have of receiving a woman's 'sexual best' in marriage. That may not amount to the sexual experimentation she had in her Party Years, but for a Beta who believes his patience and virtue are to be rewarded at long last it is an expectation of enjoying the same or better sexual urgency his wife-to-be shared with her past lovers.

That Beta believes it's his turn, because why else would a woman commit to a lifetime investment in a man she didn't think was her best option?

Remember, during the Epiphany Phase a woman's rationale for choosing the Beta for a long term investment is because she's "experienced it all" and finally "knows better than to keep dating the Bad Boys who don't appreciate her." Thus the Beta believes he *must* be the best option for her by virtue of her investment in that belief.

And if she's finally come to realize he's the best option, why would she *not* expect to enjoy her best sexual performance with him? After all, even Sheryl Sandberg said, "...in time, nothing's sexier."

For the Alpha Widow marrying the Beta-in-waiting, the comparison of his sexual appeal with prior lovers conflicts with her need to finalize the long term security she couldn't with her previous Alphas (or the men she perceived as Alpha). Thus comes reserved, self-restrained and self-conscious sex with her new Beta provider. She knows that sex with her Beta lacks the intensity of her prior lovers, but falls back on her Epiphany Phase rationalizations that she's "doing it for the right reasons this time".

That right reason being of course getting pregnant to further consolidate long term provisioning.

Our Beta simply lacks the same sexual experience as his wife-to-be to know any better (unless of course he finds proof of that experience later), but he gradually suspects her progressive lack of passion, reservations and self-consciousness by comparing it to porn or some of the other women's he's had sex with.

Social conventions abound for women to rely on as they become less incentivized to have sex with their Beta after the first child. Body image considerations, 'mismatched libidos' and "well, sex is supposed to taper off after marriage, everyone knows that" are just some of the prepackaged tropes ready for use.

The Turning

Once the first (and possibly second) child arrives, a woman's order of intimate priorities changes, "turns" to that of the child. The sex "reward", the 'cookie time for good boy', for desired behavior or performance 'turns' off, or sex is used as an intermittent reward for desired behavior (i.e. Choreplay). Sex becomes a utility; a positive reinforcer for her Beta increasing his provisioning capacity rather than the true visceral enjoyment she had with her past lovers.

This new functionality sex represents to a wife becomes 'turning' on her husband who believed he

would always be her most intimate priority. In the instance of a woman marrying her ‘Alpha Provider’ this may in fact be the case, but as with the hierarchies of love that Alpha doesn’t have the same concern with, and didn’t marry his wife under the same pre-expectations a Beta does.

For the man who persists in his Beta mindset (or the guy who regresses into that mindset) this ‘turning’ becomes more and more pronounced. The turning comes out of the bedroom and into other aspects of their relationship – finances, familial ties, her expectations of his ambitiousness, his asserting himself at work or with their mutual friends – on more and more fronts he’s compared to other men and the ghosts of the Alphas she knows or has known.

Even though the Beta is aware his children are now his wife’s true priority, his Blue Pill conditioning still predisposes him to sacrifices. Again, he meets with ready-made social conventions that shame his discontent; “Is sex *all* that’s important to you?” It shouldn’t be, because it’s really “what’s on the inside that counts”, but he can’t shake the feeling he’s slipping out of her respect.

This is when Beta Dad doubles down. His Blue Pill expectations of himself require an all-consuming, self-sacrificing predisposition. The horse will work harder. His wife may have lost respect for him by this point, but his sense of honor and duty press him on. He doesn’t want to be like his oppressive or non-present father was. He wants to ‘out-support’ his father’s ghost, or what he believes ‘other guys’ would do when their marriages get tough.

So he waits it out, but she’s ‘turned’ on him by this point. It wasn’t planned, but all of his martyr-like determination only makes her that much more resentful for having settled on this Beta. After a certain stressing point, her disinterest or indignation goes even beyond his capacity to stay committed to a losing investment. These are the guys who tell me, “Damn Rollo, where were you when I was 30? I wish I’d known then what I know now.”

Do all marriages and relationships follow this schedule? No, but it’s important that men know the signs, understand what’s really expected of them and know when they’re being settled on despite all a woman’s self-interested refutations of that. It’s important they realize that performance isn’t limited to how well they meet a woman’s expectations, but that performance means ignoring those preconceptions and exceeding them because he has a passion to excel on his own, and for himself.

It’s important that he lives in his own Frame and that any woman, wife or otherwise, participates in his Frame at his pleasure. Beta men rarely have those expectations, beginning from a position of scarcity and a preconditioned responsibility to forgive a woman’s sexual strategy while still being gushingly appreciative that she *chose* him to settle on.

Arm Candy

January 23, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In Monday's post comments there was a lot of back and forth, but in the latter pages there was an interesting exchange I thought might make for an interesting weekend discussion. Commenter Kryptokate resurrected an old feminine social convention I recently covered in *[Validation Hunting & The Jenny Bahn Epiphany](#)*. The premise of this convention is that men seek out, and motivate themselves towards highly attractive women because they enjoy the validation or affirmation they receive from their male peers when they're seen paired with an HB9 high SMV woman on his arm. The "arm candy" trope is a useful convention for women in that it assuages her bruised ego and competition anxiety by converting a man's natural desire for a high SMV woman into a perceived

insecurity of his (really *all* men by association).

Kryprokate:

I'm sticking with my assertion that lots of guys love to show off a hot woman to other guys to gain their respect and increase their status. I'm not saying ALL guys want to do this and maybe you don't, but lots of them do. I don't want to "show off" a guy either — I'm an introverted homebody and don't want a guy for anything but to stay home with, talk, have sex, watch movies, etc. But lots of men love to show off to their peers just like lots (probably most) women do.

Johnnycomelately:

Men don't seek validation through females, men desire females objectively, tits are tits, don't matter what the guys thinks. You think men watch porn to get validation?

Women desire to be desired, the process is completely about validation.

Problem with female desire to be desired is that it is not a very high bar to pass, I find it humorous that women brag-splain about getting sex from men.

"Heck, give me ten minutes to download an app and I could get a man to have sex with me in 30 minutes. Nothing to write home about."

And from the *Validation Hunting* post:

The idea that men "seek validation" for their earned status or to 'right' past wrongs to their egos while they were working their way to that status is a social convention. **The Feminine Imperative relies on memes and conventions which shift the ownership of women's personal liabilities for their sexual strategy to men.**

When men are blamed for the negative consequences of women's sexual strategy it helps to blunt the painful truths that Jenny Bahn is (to her credit) honestly confronting in her article at 30 years old and the SMV balance shifts towards enabling men's capacity to effect their own sexual strategy.

One of the unique aspects of the Feminine Imperative is its fluid ability to craft social conventions that obscure the worst misgivings of women's dualistic sexual strategy (Hypergammy) and redirect the liability for them squarely on men's shoulders. I covered many of these conventions in *Operative Social Conventions*, but chief among them is the utility of shame.

Shaming features in a majority of feminine social conventions used against men because women are conditioned to fear social ostracization as part of their same-sex peer socialization. Little girls punish each other by 'not-being-friends-with' another girl in their peer clutch. Using shame is a skill women learn early in life to effect the ends of their developing solipsism.

If men can be shamed into believing that their natural predisposition toward sexually desiring high SMV, physically ideal specimens of women is due to an insecurity with their personal status the effect would be one of leveling the SMP playing field. "Men only want hot women to feed their egos and impress other men" translates into shaming men (the more desirable men who can merit the attention of a high SMV woman) for being insecure with the perceptions of other men.

This carefully removes any negative association with women's competitiveness for higher tier men, convinces women themselves that "men are just like that" to Buffer against rejection, and puts the

burden of that competition on the man in the hopes that he'll pair with a woman who is of lower SMV for fear of being shamed about his "insecurity" of wanting other men to see his status as higher than it should be.

Thus, the optimized ends of Hypergamy – a woman pairing with an SMV superior man – are better effected by a social convention.

I should also add that this social convention dovetails with another useful convention that relies on a similar dynamic – that of women complaining men sexually objectify women. The simple truth is that it's part of men's neurological firmware to see women's bodies as objects. It's a well studied fact that when men see an arousing woman's semi-nude body it triggers the same area of our brains associated with tool use. Sexual objectification is a feature for men, not a bug.

I've gotten into this debate on other forums and comment threads, but it bears repeating. My N-count is a bit more than 40 women, and of those women never did I make an approach (or go along with a woman opening me) with a forethought of wanting to impress my male friends. In fact there were some women I got with I'd rather my friends at the time knew nothing about.

The debate usually spins from there about how men just "do it unconsciously". That's an easy fallback, but I'd argue that the limbic and visceral incentive of wanting to sexually experience a smoking hot HB9.5 supersedes any subconscious thought of how good a guy will look when he shows her off to his buddies. I've been with strippers, a girl who was in Playboy in the 90's, and several other women most guys just fantasize about – half the reason I stayed with the BPD girlfriend for so long was because she was just so fucking hot – but not once did I have any thought of brandishing any of them to improve my status with my peers. In fact I preferred we just get after it at her or my place than make any conscious effort on my part to show her off.

From 20 Questions:

This'll sound facetious, but I've never thought of sex as being "validating" or ego-affirming. I honestly think a lot of that expectation comes from a feminized conditioning about "how sex *should* be" for men. I was, and still kind of am, more into sex as experience. It's always been something fun to enjoy with a woman for me, not some *meaningful* act of cosmic significance. I've had sex with women I loved and women I didn't, some were memorable, some were...meh. Even in my bluest of blue pill days my 'validation' came from other sources, not sex.

So the question for the weekend is this, as a man, do you give any headspace at all to considering how your status might improve with other men if you're seen with a hot woman?

When you see a guy who's physically an obvious 1-2 SMV degrees lower than the woman he's with, do you think any better of him or do you presume the imbalance is due to some other external factor (such as wealth or fame)?

Do you see the method behind the madness of shaming-down apex Men in order to better optimize Hypergamy for "lesser" SMV women?

Loyalty & Hypergamy

January 27, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I actually had another post warming up for this week, but I received the following correspondence from a reader whom I've promised to keep anonymous. I don't do 'guest posts' on Rational Male, however I do repost some comments and email I receive on occasion, and in light of the recent discussions on the male concept of love and shit tests I thought I'd let this stand on its own today:

Rollo,

I know it's been a long time since you posted your piece, "[Soldiers](#)", but it struck a nerve with me. I'm not sure what kind of new insight (if any) you can get from my experiences, but I left the Air Force 6 years ago and have found the transition to civilian life much more difficult than I had expected. After reading your post and reflecting, I also realized that the values the military instilled into me set me up for a lot of difficulty with women down the

road. I only wish I had something like your blog as a resource when I was 21.

I went to one of this country's military academies at the age of 17. I am 31 now and am still friends with some of the guys I went through basic training with. The basic training experience was 6 weeks long, and physically and mentally very tough. At the academies this environment gets drawn out (in modified form) through the entire first year, where we are plebes and function as sort of second-class citizens beneath all upper classmen. There is a lot of adversity, a lot of animosity directed at you in such a system, but you come to realize later on it's a kind of "tough love". These experiences forced us all to bond with each other, and help each other out through some very rough times.

I spent too many years of my life hoping that I could find a relationship with a woman that would be on par with the relationship I had with my male military friends in terms of honesty, loyalty, trust, forthrightness. I ended and/or sabotaged a number of relationships with women because I was looking for this kind of "love" I had for my brothers and could never find it. I had always assumed that I would find a form of "love" that rivaled all other relationships I'd had previously. Loyalty was (and is) a major virtue for me, and I never felt like I was finding that with the women I dated. In the military I developed a pretty keen eye for bullshit, and every relationship I had with women, even the best ones, I found my bullshit alarms going off at some point. Now I realize what was tripping my bullshit alarm—hypergamy. Hypergamy is directly opposed to the concept of loyalty. I could tell when women were being shifty.

Part of the reason I could tell is because I had actually swallowed a version of the red pill as a cadet, though I'd never actually heard the term before. A few of my friends are what they call "naturals". They helped to undo a lot of the extreme blue pill notions that I had been raised with.

Years of movies and TV and guidance from authority figures had trained me to look for "that special girl". One of my friends in particular introduced the idea of being "kind of an ass" to girls, and only showing the nice side later (because I really was a nice kid). Never lead with your nice side, he advised me.

We also fucked a lot of girls with boyfriends. I saw some of the most disloyal and underhanded behavior out of women during that time. I remember when my friend was urging me to make a move on a girl we'd been talking to in a bar for some time. I said, "oh she has a boyfriend". He asked, "well did she bring him up in conversation? Unless she brings it up it's fair game. And you don't address it either. Don't say anything about the boyfriend, just keep the conversation elsewhere for the entire night." It worked. Tactics like these worked over and over again, and while I enjoyed the hell out of this new found power, I was becoming more uncomfortable about the nature of women. It's only due to my sense of morality and loyalty to other men in arms that I didn't fuck the wife of an army guy who was deployed. I felt too disgusted with myself to go through with it... she, however, didn't seem the least bit troubled by her marriage.

Fast forward to my adult life, I decided that I should be looking for a good woman to settle down with. See, I had never swallowed the Red Pill completely—I resisted the harsher implications of it. I told myself, NAWALT, and that I just needed to look for a good girl. The One. I understood so much that so many other guys don't get, but I was still holding out

hope for The One. I figured I would find this One at some point in grad school. After all, this is where all the smart, motivated, good girls are, right?

In two relationships the girls wanted to be exclusive with me. I said yes quickly, because exclusivity was what I wanted too. It wasn't too long after that that my bullshit alarms got set off. One girl, leading into Christmas break, said she was going to a techno show in a city about an hour away from our school. I was planning on studying for a final, so I didn't bother trying to go. As the date neared I realized I felt comfortable about the final and I wanted to go out that night. I asked to go with her—she said no. And this is where I could see the hamster frantically spinning its wheel.

All her reasons were obvious bullshit. I know when a girl is seeing another guy, because I've been the other guy. I know what the stories are like. I ended it. I was heartbroken. I wondered constantly whether I had made the right call. I missed her desperately, and I constantly questioned whether my radar had been off. My male friends (now thoroughly blue-pill, as I was attending a liberal civilian grad school) told me I was overreacting and being paranoid and jealous and not respecting her space, blah blah blah... A whole year later a girl I was friends with let slip that my ex actually was meeting another guy in the city, and fucked him the day after I dumped her.

No surprise—but I was quite upset that a few other girls I was “friends” with had known and never told me. They could have saved me a lot of grief. But then again, they were women—I don't quite get it, but it's like all the girls were sticking up for each other and covering for each other, even though they weren't really close friends. It's almost as if they felt they needed to cover up the tactics that women use, and keep the men from knowing about them—as though there was a driving need they had to keep men in the dark as to the true nature of women.

In fact, I have never been steered in the right direction in relationships by any woman. And this will bring me around to my next point—the feminine dominated civilian environment—especially academia.

The second grad school relationship followed a path that was remarkably similar to my first—in fact, looking back, I have had three major relationships, with girls who wanted to be exclusive, and they have ended because the girls were becoming involved with other men.

University life was especially difficult to adjust to. There was a lot less voicing of opinions and a lot more concern over offending others—that was one of the first things I noticed. I also noticed that many of the men seemed timid compared with my male military friends. See, this grad school was almost an extension of high school.

Approval by the females was very important, you could not anger them. The men were incredibly concerned with their popularity, and with getting to know the right people. I figured out early on that pissing off one of the cuter girls could lead to social death. And even apart from the girls, the men didn't seem to act like men I had known.

There was a hierarchy in the school, and these young men followed the rules of this hierarchy. They would not challenge any male who was deemed to be “socially superior”. This blew my mind, because my military friends would never have accepted such a thing. We had a group, a crew, and we could always stand our ground, and if push ever came to

shove then we might have to fight someone—if it meant protecting our dignity. I also figured out that physically standing my ground wasn't socially acceptable in this environment.

I realize I may sound like some sort of thuggish asshole with a persecution complex, but I was responding to some blatant disrespect that shocked me. In the military, the men I knew wouldn't openly disrespect or ridicule a man—unless they were looking for a fight. Actually, in the military I recall a lot more general respect between the men than I found in grad school. The grad school men felt like women to me—gossipy, petty. Overall, the male virtues that I had learned in the military became unimportant in the culture I found myself in.

Other values took priority, and I think this may be the Feminine Imperative you spoke of. Conflict was always to be avoided. Drastic effort must be taken to avoid offending others. Most of the men were willing to undercut each other for just a chance to be with one of the prettier girls. And the pretty girls—they walked on water, constantly had a harem of beta males tending to them. Actually, I watched several of these girls cheat on one boyfriend only to begin dating his friend. The social power of the prettier women cannot be overstated. I dated and dumped two pretty girls in a row (for the reasons I stated above) and quickly found myself on the outside of most social events.

I saw a lot of truth in your thoughts about military men. Some military men are some of the most Alpha dudes I've ever met. My military friends changed me from a dyed-in-the-wool beta to an Alpha that could fuck other dudes girlfriends with far too much ease, and stand up for himself (a modified pseudo-alpha, obviously I wouldn't need to write this letter if I was a true natural alpha). But a lot of military men, Alpha though they are, have not actually swallowed the red pill completely. Somehow, I'd like to be able to get that message across, because there's still a lot of NAWALT and One-itis in the military culture, even though it is a predominantly alpha culture. I am just grateful that I came across your blog.

After two failed relationships I was feeling like shit. I had tried looking for The One, and tried to have an Open and Honest relationship with lots of Communication and it failed dramatically. Now that I've found your blog I've come to terms with a lot of what had been plaguing me about women. I'm back to spinning plates, and I really do think it's the best option for any male in today's society. I'm still a little bitter about these red pill truths, but I'm no longer trying to fight against them.

I have a good correspondence with men in the military and it's one of the more humbling aspects of writing what I do. I've had men on deployment send me pictures of their worn copy of *The Rational Male* on the barracks bed and I get chills. I'm glad I can help these guys transition from the idealism they have in the military to the often tragic Red Pill realities they encounter when they're discharged. This reader makes an interesting point I hadn't considered in the Soldiers posts; there is a modicum of loyalty and respect men develop amongst themselves (even between different branches of the military) while enlisted that they believe will be relatable and respected by the women they encounter after their time in the military. They believe that the idealistic male concept of love (and in this case love for their military brothers) is the same concept women will share when they enter civilian life. Young men entering into military life out of high school have (in most cases) 4 years to learn an idealism based on the Old Set of Books, is it any wonder they become suicidal after they are forced to

come to terms with the disillusionment of that idealism in the face of the feminine-primary reality they enter when they're discharged?

22 Veterans per day take their own lives.

Father Knows Best

January 31, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I received the following from Mark Minter in this week’s comment thread. Regardless of what your or my opinion of Minter is, I will admit this is an area I haven’t explored before:

I have a request for a post. It is for a rework of a Rational Male post sometime back about sons of divorce that try to be “better than dad”.

I would think you might have more to say on the topic since a couple of years have passed since you posted it.

Or perhaps how a newly red pill divorced father might approach his son, especially if there has been a period of estrangement.

I have a “date” for a phone call with my son after quite a long period. You might imagine my relationship with my “old family” is sort of “interesting”, to put it euphemistically. My daughter has dropped my last name from social media accounts. My son calls himself “Younger Minter” and his assumed “middle name” is “Fucking”. Sort of a throwback to mine back in the day, but he seems quite pissed though.

I have been told these things can be quite emotional, and then a flurry of contact, but then a “backsliding” away from contact. Inevitably and probably rightfully so, he has innate

loyalty to his mother. And he grew up in one of places that is so liberal it is often referred to as “The People’s Republic of ...”

So the question is “How to bring him along?”

If by “*bring him along*” you mean convince him you’re not the asshole he’s convinced you are, that’s really subjective to your personal history and how amenable he is to listening to your side of the story. That said, there’s a world aligned against you that’s likely conditioned your son not just to hate you, but to loath his own sex by association with your past decisions and circumstances.

My intent with this weekend’s discussion isn’t to run Minter up the flagpole, but rather delve into a tough Red Pill area – reestablishing a lost or misguided connection with a son or daughter, from a post-Red Pill awareness perspective.

The post Mark is referencing was *Promise Keepers*. In that post I hit this situation from the opposite side:

Slay the Father

One common theme I’ve encountered amongst the more zealous beta White Knights I’ve counseled over the years has been this determination, bordering on fanaticism, with outdoing the life-performance of their asshole fathers. Before I go on further, many of them had legitimately rotten, alcoholic dads, who were abusive to them and their mothers. Others had the perception of their fathers colored for them either by their ‘strong independent®’ single mothers, or by watching their fathers resolve their own beta tendencies in a post-divorce life. Whatever the case, each of these guys had a mission – to be a better man than their father was, protect their mothers, and by extension the future mother their girlfriends and wives would become for them. His father’s personal failings would be his personal triumphs.

Being the father in this scenario and attempting to reestablish an after-the-fact, positive connection with a son is a very tall order. It’s almost easier to address the particulars of a daughter with ‘daddy issues’ who’s absent father contributed to her ‘victim status’ condition than it is to consider the upbringing and feminine conditioning a boy receives in his father’s relative absence.

The difficulty being that a son will have every negative perception of his father reinforced for him by a feminine-primary social order. Even in the rare instances when an insightful mother doesn’t resentfully color her son’s negative perceptions of his father during his formative years, there is an entire world of feminine social conventions pressing and affirming that impression into him.

From *Daddy Issues*:

Matrix Fathers

Have a look at postsecret this week. It’ll all be gone by Sunday so have a look while it lasts. This week’s thread is the usual fare for Father’s Day, a hearty “Fuck You Dad!” or “You’re the reason I’m so fucked up!” interspersed with a couple ‘good dad’ sentiments so as not to entirely degrade the feminized ideal of fatherhood – wouldn’t want to discourage men’s perpetual ‘living up’ to the qualifications set by the feminine imperative. There has to be a little cheese in the maze or else the rat won’t perform as desired.

I always see a marked difference in attitude between mother’s day and father’s day, especially now that I’ve been one for 14 years. I was listening to a local talk radio show on

the ride home Friday that was opening lines for callers to express their ‘*gratitude*’ for their fathers, as they’d done the previously in May for mother’s day. Damn near every caller had the same “fuck you dad!” story about how shitty their lives were because of their father’s influence or his lack thereof. One girl had called in to bleat out her story about how her dad had left her mother 30 years ago and for the last 10 years she’d sent him a father’s day card with a big ‘FU’ on it to tell him she’d never forgive him. Another guy called in to say how horrible his dad was for leaving his mom and how he sends her a father’s day card because he thinks she fulfilled a masculine role for him that he owes some gratitude for.

Father’s Day is a slap in the face for me now – not because my wife and daughter don’t appreciate me as a father, but because it’s become a big “fuck you” Mr. Man. It’s now a reminder (as if we needed a special occasion) that masculinity, even in as positive a light as the Matrix might muster, is devalued and debased, and we ought to just take it like a man and get over it.

It’s a difficult task to unplug a man who’s a friend and open his eyes to Red Pill awareness. That guy has to be seeking answers to really be open to having his ego-investments in his conditioning challenged and realigned – you can’t really *make* a man Red Pill aware, he’s got to come to it in some fashion. This is a very important distinction to make when the man you’re attempting to unplug is your own son.

A father in this predicament has the double jeopardy of clearing his name as a father *and* as a representative of masculinity – the representation of all the negative aspects the Feminine Imperative has ever embedded into him about the taint of his own masculinity. As I mentioned in Promise Keepers, some of the most ardent anti-conventional-masculinity crusaders I’ve ever encountered all had the common denominator of a ‘bad dad’. There are no ‘deadbeat mothers’.

Minter’s not the first father to ask me for advice about this. One of the more painful aspects of waking up and accepting Red Pill truths is coming to terms with the consequences of basing your past decisions on a Blue Pill paradigm. I can empathize with younger unplugged Betas getting angry with themselves for having wasted part of their lives with the effort of chasing after the carrot of Blue Pill goals, but it’s an entirely different anger older men feel after coming to realize that their lives and the lives of their children (the only reason to get married, remember?) are the results of their Blue Pill decision making.

Fortunately I had my Red Pill awakening prior to my daughter being born and had the foresight to live by example. However I know enough men in similar straights as Minter to see what an impossible task it is to untangle the past Blue Pill version of themselves with the Red Pill aware men they’ve become. I do not envy them.

I think the questions for the weekend are obvious:

I understand that Mark is seeking reconciliation here, and it may not even be warranted, but what would advise you men in a similar situation?

Attempting to unplug a friend, even one in a trauma that makes him ready to hear Red Pill truths, is a difficult task, but when that man is your own son how do you go about it?

Bear in mind I do understand that raising your son by a Red Pill example would be ideal. I’ve written about it before. What I’m asking is how to approach a young man already steeped in a Blue Pill feminized conditioning for the better part of his life and make him Red Pill aware? That kid may be a

son who's made it his life's mission to be a "better man" than you based on the definition of a feminine social doctrine that's taught him to hate you, his own sex, or at the very least would prefer he remain confused about masculinity until after he's committed himself to useful Beta provisioning when a woman needs it most from him.

I'll give my own response in the comments.

Related:

[Dreams of the Future Past](#)

The Art of AMOG

February 3, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

If you know the enemy and know yourself you need not fear the results of a hundred battles.

One of the more contentious aspects of intersexual competition the early PUAs hit upon was the phenomenon of the AMOG – Alpha Male Of Group – and how *‘that guy’s’* apparent social dominance focused all interaction within a peer group on himself. The AMOG was an easy parody of a guy to hate on for early Game practitioners because his archetype was so relatable for men looking to improve their chances with women they’d never been able to consider before they discovered Game. The nefarious AMOG was their worst cock-blocking villain.

For a recovering Beta experimenting with Game for the first time it was bad enough that the very real, in-his-face proposition of rejection by women was always to be considered, but to have to account for a guy that looked (in his mind) like the typical jock who regularly out-Alpha’d him back in high school seems like an unfair obstacle to need to overcome. I think that a lot of men’s competition anxiety focuses on a very overdramatized caricature of the Alpha ‘bullies’ they were familiar with when growing up.

This characterization is also the basis of the long-clichéd plot of every boy-meets-girl, boy-overcomes-shyness, boy-overcomes-bully-to-get-the-girl story ever told, and not just by Hollywood.

While female written romance stories revolve around multiple suitors for a woman protagonist to tame the most Alpha among them – usually ending with the one who’s a misunderstood asshole to everyone but her – male written romance generally centers on an underperforming Beta male (with a heart of gold) who, through extraordinary circumstance is placed in a position of outperforming all of his previous rivals for his dream girl, or the girl he *‘should really be with’* instead of the shallow girl he thought would be so great. Instead of selfishly abusing his newfound Alpha powers by kicking sand in the faces of lesser Betas, he fashions himself as the hero exemplar of how Betas should act if they find themselves in a similar empowerment.

The stories of Spider Man, Captain America and even Back to the Future follow these male-romance scripts to the letter, but in every case the Beta-with-a-chance has to teach the bully a lesson before he can qualify for the girl’s attention, much less her intimacy. This clichéd story arch is a manifestation of men’s internalized understanding of their burden of performance. And while I can’t entirely assert this is an intrinsic part of men’s own mental firmware, I have to speculate that the fantasy of fulfilling it is part of men’s ubiquitous need to adequately perform for women’s intimate approval.

Regardless, the objective purpose is still to ‘get the girl’.

Examples of this Alpha bully archetype are part of most men’s formative learning. Not all men learn the lesson of the bully (some play the role with relish), but if we hold to the 80/20 rule of the manosphere we’re statistically looking at around 80% of (Beta) men who do. From grade school to high school to college, *that guy*, the douchebag, the guy who can’t help but actively or passively draw attention to himself, becomes the AMOG – and damned if he’s not the most contemptible bastard (or type of bastard) you know.

I’m highlighting *that guy* because more often than not he’s less a real person and more a

manifestation of the anxiety that results from men's insecurity about performing adequately for feminine approval. It's easy to poke fun at the guys you see on hotchickswithdouchebags.com because they're representations of the bully you hate. They're the Jerks that every woman loves and every 'normal' guy vainly tries to make women rationally understand are the worst possible romantic option for them.

One very difficult hurdle men have in unplugging is getting past what they believe is the emulation of the Alpha Jerk who so regularly outperformed them, if not bullied them – yet, his asshole ways were still undeniably effective with the women he wanted to get with. Thus, for men who come to Red Pill awareness there's a natural resistance to become *that guy*.

This AMOG archetype impression is tough to confront for men, but it's important they do so.

This impression for men is an incredibly useful tool to effect women's sexual strategy later in life when the woman (or type of woman) he's held in such high regard and pined to be intimate with for so long finally "comes to her senses" around her Epiphany Phase and accepts him. For men with this AMOG mental impression, that woman's acceptance comes with a certain degree of (sometimes smug) vindication. He waited her out and finally she's "*realized*" what he's been trying to make her see for so long – he's actually the 'perfect boyfriend' for her.

He doesn't realize he's just playing the convenient 'savior'-provider role women's sexual strategy has conditioned and prepared him for, but believing his Beta Nice Guy life track has finally won out over the nefarious AMOG in his head is a strong reinforcer of a belief women need him to strongly believe when it's time to cash in their Beta Bucks chips and her SMV starts its decline.

And therefore those skilled in war bring the enemy to the field of battle and are not brought there by him.

I'm going to flip your AMOG impression upside down now. *That* AMOG isn't the one you should concern yourself with.

Most of the first PUAs always suggested a process of containment and isolating your target woman in order to 'poach' her from *that guy*. I understand the proposed isolation idea is to remove a girl you like from her social group, but the effect is really similar to Mate Guarding – isolate her awareness of all other sexual competitors and focus her on yourself.

However, unless you're making your approaches in clubs or loud bars it's likely the context you're *working* on a woman in isn't one where an active, in-your-face AMOGing is happening. Isolation becomes a security measure to focus her on you being her best immediate prospect.

Roissy once stated that there are groupies for every male endeavor, I should also add that there are AMOGs in every male endeavor. Every group of nerdy programmers, geeks, chess club, your bowling team and even in your Bible study group, there's an AMOG. Some are more significant than others, but rest assured, you know him, or you will.

Most men will compartmentalize themselves socially so as to best facilitate their chances of meeting, banging, marrying or otherwise interacting with women. This compartmentalization is really a form of Buffering against rejection, but it's also a logical social positioning of a man putting himself into an environment where he can (hopefully) excel and be noticed for it.

All warfare is based on deception – Bear this in mind when you enter into a new social group dynamic or an unfamiliar social environment. You are an unknown commodity and therefore your strengths are novel to the group. Your weaknesses (your Beta-ness) will be more obvious than your

strengths and thus more easily attached to you.

Playing to one's strengths usually involves defining a man's social environments. King Douchebag at a Vegas pool party is excelling in his environment, just as Bobby Fisher is at a chess tournament. One reason less 'socially adept' men enjoy more confidence at a ComicCon is because the environment buffers their social deficits, but emphasizes their particular talents. The first mistake most men make when considering an AMOG situation is underestimating the importance of that environment. In high school the environment was probably set for you, but as an adult you've got a greater degree of control over it.

Bear this in mind when you're confronted with a guy "all the girls love". There's a tendency on the part of Beta leaning guys to think the AMOG is a 'natural' Alpha when in fact he's really domain dependent on the social environment you share with him. Of course there will always be guys who excel in almost any environment because Hypergamy is universal to women and a 'hawt guy' is 'hawt' to all women, but remove him from his preferred domain to one you're better adept in, or, outperform him in his domain with a particular strength or expertise you possess in such a way that he's forced to acknowledge your skill.

To know your Enemy, you must become your Enemy.

The caricature of an in-your-face belligerent AMOG is really a social anomaly, and usually your experience of him is the product of an environment you're not at home in. Far more common however is the AMOG who is unassuming, affable, and honestly a guy you probably can't help but like. In fact this likability is his primary appeal. Obvious Alpha superiority combined with even a marginal humility makes for an irresistible AMOG to women.

One of my best friends to this day was a guy I despised when we were in high school. We ended up becoming lifelong friends, but initially I hated him for having such a natural Alpha affinity with the girls I wanted to get with. I actually attribute part of my early 20s sexual success (and if I'm honest some proto-Red Pill awareness) to many of the lessons women's behavior around him taught me.

Both the nervous Beta and the PUA like to encourage the idea of an AMOG as being the drunk, loud-mouthed frat boy who pushes you aside to get to the girl at the bar you're sarging ("Step aside McFly!"), but the Alpha Male of the Group to really consider is the guy women can't stop talking about when he's not even present. He's the guy who leaves the room and girls giddily huddle together to agree about how 'hawt' he is. He doesn't even have to be in the group to be the Alpha of it.

The best form of social proof is the unsolicited kind. The kind where women can't help but talk about a guy, and ask his Beta-chump friends how they can get to know him better.

He who knows when he can fight and when he cannot, will be victorious.

In the immediate sense, unseating this AMOG would be a challenge only the most exceptional men could hope for. He's established in his environment and his status and social proof is perpetuated for him within his social group. This situation may seem hopeless, and if your goal is to supplant him you'd have to really consider what the rewards would be in doing so, however there is much to learn from him within your shared environment.

Pose as a friend, act as a spy. Befriending the AMOG may be your best option as it opens you up to his social proof as a peer. You may not replace him in the short term, but if you're spinning plates as

you should, his confirmation of you as a peer will only benefit you. This confirmation will allow you an insight into the dynamics of that social environment. Your ultimate success doesn't lie in destroying the AMOG, or becoming one yourself, but mastering a shared environment in which your strengths are best applied.

The supreme art of war is to subdue the enemy without fighting.

Pretend inferiority and encourage his arrogance. The opportunity to secure ourselves against defeat lies in our own hands, but the opportunity of defeating the enemy is provided by the enemy himself.

This tact is useful for both the in-your-face AMOG as well as the non-direct, status affirmed AMOG. Sometimes proving one's superiority is simply allowing the mediocre enough time and opportunity to self-destruct. The trick of course is in being prepared to swiftly capitalize on that AMOG's missteps.

Law 33 – Discover Each Man's Thumbscrew

Everyone has a weakness, a gap in the castle wall. That weakness is usually an insecurity, an uncontrollable emotion or need; it can also be a small secret pleasure. Either way, once found, it is a thumbscrew you can turn to your advantage.

In the early part of my career in liquor branding I worked for a very rich man in his mid 60s. This guy had quite the resume of "successes", but for the greater part they'd come from his self-importance and borrowing money than any real talent of his own. He was the owner, but had a reputation for attention seeking and a love of flattery that bordered on arrogance. Usually this would come at the expense of whomever happened to be outshining him as the master.

He was a consummate AMOG, but with no real legitimacy. At one point we had an important negotiation with a Chinese distributor to get our brands into an Asian market and as he'd typically do he wanted to entertain the reps over dinner after a big trade show we'd met them at. They were impressed with me because I was responsible for the creative side of the company, but even with my own deferential credits to my 'boss' he took it as an opportunity to AMOG me in front of his new 'friends'.

I actually saw this coming (it'd happened on other occasions) and I had a good prior knowledge of the sensibilities of the Chinese from my time in doing casino marketing, so I *diplomatically* let him hang himself with his self-aggrandizement and bluster at my expense. Predictably the reps were off-put by this and we lost the distribution. The good news was that about a year and a half later I was offered a string of very lucrative branding contracts for several of this Asian company's holdings (2 of which I still front now) because of this patience and letting my boss implode. And all I did was see it coming and let him convict himself.

Every AMOG has a weakness to exploit. Sometimes discovering this requires a patience most guys simply don't want to wait around for, but with a bit of tact and attention it doesn't take long. I think the older a man gets the easier it is to judge the character of others (or it should) – you experience the "types" enough to gauge a predictable character action.

There's an old, but fantastic breakdown of the classic Boyfriend Destroyer script on RSD Nation. I won't repost it here, but if you take a moment to read the script, the premise is one of breaking down a boyfriend's reputation by indirectly whittling away at the most predictable areas of contention in most relationships. Emphasize his Beta attributes while *leading* (not telling) her to consider and appreciate your Alpha attributes.

Yes, it's bad form, and yes, your efforts would be better applied to new prospective plates to spin instead of working on some girl with a boyfriend. However, it is an excellent study in understanding how to deconstruct an AMOG and learning his *thumbscrews*.

Amused Mastery isn't just a technique to hold women's attention, it's also an effective tool in defusing an AMOG. Once you have an understanding of that AMOG's weakness – a penchant for self-aggrandizement, a taste for booze or a *kind* of woman, lack of legitimate ambition, Beta thinking/behavioral tendencies, etc. – the plan then becomes one of emphasizing those character flaws indirectly by exemplifying counter-strengths to those weaknesses.

Women love a man who Just Gets It, and the best, playful way of expressing that is with Amused Mastery; but it's even more sexy when that Mastery extends to men who she perceives are your intersexual rivals. This then, by association, compliments her ego for your Amused Mastery of her.

Two Camps

February 6, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I thought this was an interesting take from Striver in this week's comments. I think this part has some merit...

Once gut level violence is tempered, men want to be the hero, the doer, who is rewarded for his deeds by a woman or women. Game is inherently feminine, an admission that women have won. Game involving talking and "communication" – does that sound masculine?

However, I disagree with him here...

As far as whether Game is necessary, any sex that doesn't produce surviving offspring is just recreation. If your n count is 100, and no babies are produced or all potential babies are aborted, then it's the same as n count 0 except for how it makes you feel. If women choose to sleep with the alpha players, then have babies with the beta shlubs, that's the COMPLETE game.

This fundamentally ignores the biological root of women's Hypergamy. The ideal evolutionary outcome is for a woman to optimize Alpha Fucks *and* Beta Bucks. Ideally a woman who breeds *and* consolidates on monogamy with a man best exemplifying these aspects is the evolutionary "winner". If that's not possible, or not optimal, the ideal evolutionary winner is the woman who breeds with an Alpha Fucks man, and consolidates provisioning with a Beta Bucks man.

A lot of Blue Pill men feel a sense of vindication for the Epiphany Phase "success" they finally get with women once their long-term usefulness to women finally outweighs women's ability to attract more Alpha Fucks ideal men. It's a validation of their self-styled perseverance and some qualifier of what they convince themselves is the 'real' attractiveness women have for that self-righteous Beta provisioning.

The fact is that this is an old-order, old-SMP misbelief. In all of the eras preceding the advent of unilaterally feminine controlled birth control both sexes shared in the social responsibility of controlling women's innate Hypergamy (AF/BB). However left to her own, unconditioned, expectation to responsibly assume control of her Hypergamy, women default to separate ideals for Alpha Fucks and Beta Bucks.

In other words, women *prefer* a breeding model that separates men into two different varieties – the kinds of men women want to fuck and the kind they want to marry – or "the kind of man your mother wants you to marry and the kind of guy you leave him for to be with."

So ensaturated into our social fabric is this understanding that even men will reinforce the archetypes. I have a 16 year old daughter, and even Rollo Tomassi would want his girl to be with 'truck guy' instead of 'girly car guy'. Across all generations it just makes better sense, right?

I've mentioned this before in the Myth of the Good Guy. It's amazing to me that men still seem to think they can embody the nobler aspects of both the Alpha Jerk and the comforting Beta to become a mythical *Good Guy* that women will naturally recognize, appreciate and prefer in comparison to the Jerkish Alpha Bad Boy or the Sympish Beta Nice Guy. The sell is one of combining the best of both archetypes and thereby satisfying women's need for an optimized Hypergamy.

The mistake in this, of course, is presuming women have the foresight to identify and appreciate the aspects that *should* satisfy an optimized state of Hypergamy. What *Good Guys* don't consider is that women simply don't have the depth of experience with men needed to recognize or appreciate 'the best of both types' at various phases of their maturity.

For instance, young women in their peak SMV years (22-24) are simply not the demographic of women who complain of men's lack of maturity, their unwillingness to commit or how they need to Man Up and accept some 'grown up' responsibilities. Peak SMV age women aren't concerned with long term commitments or provisioning from nice, dependable, Beta men – they're too preoccupied with enjoying that SMV peak with Alpha lovers, and understand that offers of commitment from Beta men are cheap and plentiful.

Yet even for an older, presumedly wiser, generation, the resourceful Alpha "has more sex appeal" than the sensitive, attentive, comforting Beta Herb male.

"I'd Rather Cry Over An Asshole Than Date A Guy Who Bores Me"

At least with the dick, there's a spark there — even if it's just one you're trying to catch. At least with the asshole, you're wasting your time on someone entertaining. At least with the guy who'll bring you undeniable rage and pain, there's a feeling there.

The problem with *Good Guy* ambitions of being the best of both Alpha excitement and Beta comfort is that women are incapable of appreciating either of these aspects simultaneously. The predominant need women feel for Beta comfort, dependability and provisioning during their Epiphany Phase just prior to the Wall is unrelatable to a woman in her peak SMV years when her predominant sexual focus is on exciting Alpha recklessness.

I speculated in *Myth of the Good Guy* that in today's sexual marketplace women simply don't believe the average man is capable of being the best of both types. I still hold to that assertion – only apex Alpha celebrity men are in anyway believable, but mostly due to women creating this optimized character for themselves. However, and probably more importantly, women aren't interested in Alpha excitement and Beta trustworthiness in the same place, in the same man, at the same time.

This separation of Alpha exciting men from dependable (but boring) Beta men is a direct result of the social "empowerment" women have been afforded, and socially engineered by the Feminine Imperative, for the past 5 generations.

This separate-guys-for-separate-purposes is the end game for Socialized Hypergamy – left to the unilateral control of women, Hypergamy doesn't recognize men who embody a long term optimization of Alpha Fucks / Beta Bucks. Instead Hypergamy, unfettered by social restraint, prefers short term mating with exciting, but dangerous Alpha genetic potential, and an enforced long term responsibility to the cuckoldry of parentally invested, emotionally invested, dependable Beta providers.

The separate need for these archetypes does not occur at the same time in a woman's progression of maturity. In fact the only area of overlapping need for these types is exactly the pre-Wall ages of 29-31 for women (i.e. the Epiphany Phase), the age range when the majority consensus of women agree that they *want* to marry and settle down.

From a strictly evolutionary perspective Striver's assertion that Betas get the last laugh in the genetic olympics is correct. Nice Guys may finish last, but no one says they don't finish at all. But do they finish *best*?

Unfortunately, on a subconscious level, women's sexual strategies, which then translate into social doctrine, develop contingencies for duping Betas into provisioning for children not their own, or are 'outsourced' as parents once they've been removed from the family unit. Either that or they're relegated to progressively sexless status of nominally male providership and parental investment. A Beta fathering children is common, but there's more to raising a child than just the combining of alleles.

Are Cads Outbanging Dads?

You'll notice I titled this post "Are the cads **outbanging** the dads?" That was deliberate, because there remain questions about whether cads are actually breeding more or less than dads. Outbanging is different than outbreeding. A woman could casually ignore potential beta dads throughout her teens and 20s (her prime years) for a sterile ride on the cock carousel with alpha males, only to settle down later with a beta male and bear him 1.8 children. Cheap and easy contraceptives thwart the natural procreation advantage that alpha males would normally have over beta males in the state of nature, so it is very possible that alpha males could be winning the Banging Sweepstakes while losing the Breeding Sweepstakes.

Evidence that cad outbanging and supercharged female hypergamy is occurring resides in the later age of first marriage rates, and the lower overall marriage rate, as well as the higher STD rates among women.

And there is evidence for cad outbreeding as well. Serial monogamy — which is a form of soft polygyny — is on the rise, and men who have had more than one partner have more children than men married to one woman.

On the other side of the debate are the GSS (General Social Survey) gurus who marshal self-reported evidence that dads are winning the breeding wars over cads.

I remain skeptical of the GSS data, but give it its due. My contention has never been that cads are having more children, but rather that cads are having more premarital sex than dads with higher quality (read: better looking) women when those women are in their sexual primes. This, not the discrepancy in fertility rates between alpha and beta males, is the contraceptively-aided shock wave that is roiling the sexual market and upending organic rules thousands, perhaps millions, of years old.

A society of both cad ascendance and civilization is unsustainable and incompatible. One or the other will go, and the pendulum with either swing back to dads or civilization will regress to accommodate the rise of women choosing cads. All social and economic indicators (particularly the debt overhang), and my personal experience in the bowels of the dating market, lead me to be pessimistic about a happy resolution to this building tension. Hopefully, I'm wrong, but in the meantime I'll do what is necessary to secure my pleasure.

If the Chevy Colorado commercial is any gauge of our current sexual marketplace (and I realize it was supposed to be satirical), the female meta-desire for Alpha breeding opportunities far outstrips any notion that more Beta men are the preferred long-term parental mating choice of optimized Hypergamy.

This commercial is yet another shining example of mainstream society's increasing comfort with Open Hypergamy. In that post I outlined the conflict that occurs between women comfortable and

prideful about revealing the duplicity of their sexual strategy, and the women less able to capitalize on that openness and cling to a secretive Hypergamy. However, men too are invested in that conflict. When laws mandate a father be held financially and provisionally responsible for children that are not biologically his own (either by his choice or a woman's overt cuckoldry) you can see how Hypergamy is literally an imperative that directs men's lives to optimize it. In a social order founded upon women's unrestricted Hypergamous influences no man, Truck Guy or Prius Guy, is ever truly the father of his child.

Topping from the Bottom

February 9, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In last week's post I had an exchange with yet another attention seeking girl of 25. I won't be giving her any more than what she already thinks is her due writing for XOJane, however the topic of BDSM came up and I wanted to explore that a bit this week.

It's no coincidence that the movie adaptation of 50 Shades of Grey is opening on Valentines Day this Saturday, so rather than my annual V-Day post I figured I'd also do a bit of early prognosticating about the knots the fem-stream media will be tying themselves into by this time next week.

Just as a recap, the exchange with this girl centered on her dissatisfaction with her boyfriend's assertiveness and dominant status with her. At her insistence he Alpha'd up for her, but I was incredulous about her believing he'd done so, and with any amount of genuineness. For a man to Just Get It, he must get it on his own. Any woman inserting herself into the process of him *just getting* that he ought to be more dominant with her defeats the legitimacy of that change with her.

Observing a process will change that process. Just as genuine desire cannot be negotiated, neither can genuine change in a man's mindset be negotiated at a woman's insistence.

Hypergamy only believes the dominance of a man that a woman finds in him, never the one a woman needs to create in him.

During this exchange our goth girl mentioned she was into BDSM and the whole picture came into perspective:

Now I got it.

Sub in the dungeon, Dom in public. Most women into (overt) BDSM have issues with reconciling their desire for being dominated by a man and submitting to him in any other aspect of life.

I'm not surprised you felt the need to ask him to be more dominant. It's not about his asserting himself with others it's about your need for a genuinely dominant man giving you tingles. You want him to dominate you, but it doesn't come naturally to him.

It sounds better to promote the image of him being a socially dominant character who's come into it because you want that guy to *be* the character you fantasize he is in the dungeon.

You want a guy who's genuinely dangerous, objectifying and powerful when you're having sex, but you want the security and trust that comes from knowing he's really safe, in control and socially dominant enough to ensure your security with his decisions.

That's why BDSM is appealing to feminists. The dominance gets them off because it's *wrong*, a taboo they shouldn't really like because the feminist dogma says it's disgusting to submit to a man (especially for an "*empowered*" woman), but the fantasy aspect of it legitimizes the desire and separates the "real" woman from the "sex act" woman.

I'm using the term "dungeon" metaphorically here, but I think it's apt for any sex environment we put ourselves into with another person. One of the many aspects of masculine ridicule is the caricature of the strong, dominant business man paying for and playing the *role* of pathetic, tortured submissive to his vinyl-clad dominatrix with a whip, knee-boots and a bad attitude. The cliché serves the purpose of male ridicule of course, but it also reinforces the the latent message that those CEOs who rule the world, in their sexual selves, are really pathetic ass lickens who get off on humiliation from strong, independent women. Their sexual identities is who *they* really are.

Commenter 447 followed me up in that thread:

Things/actions that are called BDSM or can be put into that category (which can even be acts without any fetish objects, basically even normal, hard sex where the man just has his

way with a female can be put there by twisting semantics) just *concentrate and thereby CORNER* all of femininity into ONE corner of the spectrum of life: Sex.

That explains a lot – from the massive number of Shades of Grey-Copies sold to the (sometimes almost comical) attempt of many young women to be “sexually perverted” even if they are not:

It is the only socially acceptable form known to them to be truly female today: By being a “whore”.

Only banged one feminist – can just add +1 to the description above – the more feminist bullshit they talk, the more they desire to be a sex slave or even an abused victim(!) in the bedroom. +1 to “explanations for rape hysteria” btw.

Roleplaying Games

As women find themselves coming into the open acceptance of Hypergamy and recognizing the social control they wield, the overstated perception they have with regard to their sexual market value will inflate with their collective egos. We address this often in the manosphere about how women’s self-perception of their SMV is grossly, unrealistically, inflated by social networks, media and popular culture. My assertion here is that BDSM – not just the overt kind, but the interplay of dominance and submission in any sexual intercourse – will become women’s fantasy outlet for a natural desire to be dominated by men.

In the case I illustrated with the CEO relegating himself to his mistress as a slave, so too will women’s sexual selves be a *role* they’ll play, and that role will be normalized for women through a feminine-primary social order. While men can be comfortably ridiculed for their desire to be dominated, women are sold the idea that their sexual selves are **not** their *real* selves, thus the need to be submissive can be forgiven of the strong independent woman® because her sexual self is not “who she really is.”

The Feminine Imperative defines for men that his ridiculous sexual identity *is* who he really is, but for women her sexual identity is a *role* she plays that insulates her from her real ‘empowered’ identity. Through this roleplaying, women can reconcile and satisfy their real need of masculine dominance while maintaining the strong independent woman® identity that feminine-primary society expects of them.

In this sense women are put into a socially acceptable, socially expanded, form of topping from the bottom. The idea is that women can safely control and accommodate that want of sexual submission without losing self-respect by challenging the feminine social narrative of female state control. So long as that desire and the act are considered a fantasy that they can separate their *true* selves from, the sexual submission to a dominant man they desire can be balanced and reconciled *if* that act isn’t who they really are.

Furthermore there is a tantalizing sexual *wrongness* to engaging in submission only in a sexual theater. This is what fem-stream media will twist itself into knots about in the week following the opening of 50 Shades of Grey. In an era of Yes Means Yes consent forms and fantastical, falsified, rape hysteria, the go-to rationale for the runaway success that 50 Shades of Grey will undoubtedly be will be exactly this “it’s a fantasy so it’s ok, it’s not the *real* woman” separation of desire and ego preservation.

This is how the rape fantasy elements will be dealt with in the aftermath of so wildly popular a

movie. It turns women on because it's not *supposed* to turn them on. What fem-blogs will confront is the true nature of women's Hypergamy being openly (likely proudly) embraced, but at the same time conflicting with the rape culture messaging that's been pounded into our collective consciousness for the better part of 2014. Feminine duplicity will be on display and women will either say it's their due, it's "not for real" or that it's Patriarchal sexual repressiveness that's brought them to this (male shame).

Dalrock delivered this fantastic comment in one of my threads years ago, but I'm reminded of it now:

These women don't just want to build a better beta, they want to tame the alpha. In fact, I think the former is just another way they are trying to approach the latter. They want to take an inherently unsafe activity and make it safe. They want to submit to a man without having to submit; they want a man who can tame their feral self. They want him to trip their danger signals. Even better if he is a stranger from a strange land.

They want this all to happen without giving up their freedom; they want to play this out in the context of serial monogamy, so they can feel loved while also claiming their promiscuity is moral. They want to lose control to a string of strangers who have all of the hallmarks of very dangerous men, and they want a promise that this will always end well.

They want to know that this will be safe, without it losing the excitement of it feeling unsafe. They are telling men to build a sort of serial monogamy amusement park where they can ride the roller coaster and experience the fear of falling or crashing, while knowing that just behind the scenes grown ups are actually in charge and are responsible for them safely feeling unsafe.

One more thing. As I mentioned above they don't want to be hemmed in. So instead of building an actual amusement park, they want roller coasters to spring up randomly in the same exact circumstances where the real danger they mimic would appear. They want to be driving their car on the freeway one instant, and the next experience the fear of careening out of control the next. They want to impulsively jump off the edge of the Grand Canyon and have a parachute appear and deploy at the last minute. And all they ask is your guarantee that all of this will be safe.

The safeness women hope to effect for themselves can't be entrusted to men. The dominant Alphas are inherently dangerous, and the more Beta men are too commonplace and less empowered than women themselves. The solution then is to rig the social structure to accommodate women's thrill-seeking by socially *expecting* men to accept being topped from the bottom irrespective of "who a woman really is."

The main reason 'goth girl' will never be content with a boyfriend she had to encourage to be more dominant is because his passivity was his mental point of origin for him. He's already safe, before he's allowed to play the *role* of dominance by her.

A Note About V-Day

If you haven't read my previous V-Day post you may want to before Saturday. Considering it falls on a weekend and the impending "we're just as sexual as men" lather women will likely work themselves into over 50 Shades, it might be a good refresher. I understand that some of my manosphere contemporaries are getting onboard with the billing that 50 Shades' release will make for orgy-like conditions on V-Day, and while I'll concur for the most part I think there are far more

significant considerations men need to be aware of.

For the married or LTR man who's wife insists on taking him to see the movie, or one who insists on a GNO with her semi-monogamous girlfriends there will be no post-movie orgy. One of the most common rationales I hear from men when their woman wants to go off with her friends to a male strip 'revue' is "hey, let her go have a good time, she'll just bring that sexual impulse home to me, right?" These men are only rationalizing their part in their own cuckoldry.

The real question is how into sex do you think your wife would be after your coming home from hitting the strip club with your boys, downing three \$12 appletinis and smelling like stripper perfume? Or better yet, perhaps you suggest you both hit a strip club together after you watch 50 Shades? You're only taking that sexual energy home for each other after having outside sexual cues turn you on. Christian Grey will be the man fucking your wife while you sit on and watch.

For single men the situation is a pussy bonanza if you can play the 'lonely hearts club' Game correctly. On any other V-Day I'd suggest men capitalize on GNOs and women commiserating about how inadequate men are these days while they tie one on. The likelihood that an order of 50 million women will have seen 50 Shades just prior to hitting the bars with their girls on this night only makes your efforts that much easier with better sexual dividends.

While not overtly playing the Christian Grey role, if you cop the dominant energy (or if that's what you're about already) you can help a girl work off that energy. It would be too easy to say these women will be primed for Game, but remember, feminine-primary acculturation has taught her to justify the action of her sexual self apart from her *real* self. Saturday night may be the one time getting a girl to sign a sexual consent form will work in a man's favor.

All that said, the opportunity for observing open Hypergamy in the field will be hard to ignore. Enjoy the mental-hamster contortions women will use to justify behaving exactly like the cads they claim to hate, and their sad sack Beta men sitting dutifully at home changing diapers while the girls are being girls. My advice would be to use that open Hypergamy environment to your advantage, but demonstrate it, don't explicate it to them.

Be aware. You will see a great many Red Pill truths come to light in a short time frame. It may be a shinning opportunity to make your Blue Pill friend Red Pill aware.

Lonely Hearts Club Game

February 13, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Just a blog / book update here first: I'm ass deep in the final edits of the second book so if my comments attention seems sparse now you know why. I'm not a full time *author* so I have to balance my work life with completing-a-book-life and when it gets down to the final phases it closes me off to all leisure and personal time. This is only the second time I've done this and I've come to realize

it's best to put in the extra effort now than have to go back and reedit and update errors later.

Unfortunately this also forces me to concentrate on aspects and concepts of prior topics with a magnifying glass and I have to make a real effort not to get repetitive in my blog posts. Once the book drops my focus will be on the blog more intently.

Zip asked from this week's post comments:

For single men the situation is a pussy bonanza if you can play the 'lonely hearts club' Game correctly. On any other V-Day I'd suggest men capitalize on GNOs and women commiserating about how inadequate men are these days while they tie one on. The likelihood that an order of 50 million women will have seen 50 Shades just prior to hitting the bars with their girls on this night only makes your efforts that much easier with better sexual dividends.

While not overtly playing the Christian Grey role, if you cop the dominant energy (or if that's what you're about already) you can help a girl work off that energy. It would be too easy to say these women will be primed for Game, but remember, feminine-primary acculturation has taught her to justify the action of her sexual self apart from her *real* self. Saturday night may be the one time getting a girl to sign a sexual consent form will work in a man's favor.

What is "lonely hearts club" game?

I'm probably not the best guy to ask about the particulars and techniques – [Christian McQueen](#) or [YaReally](#) might be better professors here – but I can give you a basic outline and the mechanics behind LHC Game.

The idea is pretty simple: Single women have a penchant to get together with the express purpose of commiserating about their sex lives, complain about the substandard men who are in their lives, complain about the men whom they wish were in their lives and to generally open themselves up to opportunities of meeting new prospective men all at the same time. I suppose I shouldn't limit the Lonely Hearts Club just to single women since when you "get any group of women together and you can be sure they'll talk about their husbands — and it will rarely be complimentary."

I should point out that a GNO is not necessarily a Lonely Hearts Club because the dynamic and purpose is different. Girl's night out may be a pretense for the LHC, but not always the purpose (think bachelorette parties, etc.). Valentines Day get togethers and "Hen's Nights" however are prime examples.

As I've illustrated before, women talk, men do. Women's gatherings are arranged for the purpose of relating to one another and in this instances it's to commiserate. One reason I advise men to keep their mouths shut and work a 'breadcrumb' line with women is exactly because of this dynamic – women cannot keep a secret and particularly if it relates to a man she's interested in or involved with.

The Lonely Hearts Club is a unique situation for a guy and represents some real advantages for sarging. Women in these 'peer clutches' may seem like they're in bad moods and resistant to men intruding on their set, but the 'lonely' predisposition actually makes women far more approachable for a smart player.

Try not to think of these women as being 'lonely' (though they might be) so much as being discontent with their lives, the men in their lives or the type of man they wish was in their lives. It's

this emphasized state of discontent in which you'll capitalize.

From V-Day:

Note to PUAs

Valentine's Day is ripe with opportunity for an enterprising Man with the ability to see it. Go hit the clubs tomorrow night, particularly the ones that cater to a 25-40 y.o. affluent crowd. There's a million different venues you can hit, all with promotions to help single ladies feel better about not having a date – usually with genderist drink specials to help your approach too. You'll notice impromptu GNOs (girl's night out) set up just for this occasion to prove to themselves "they don't need men to have a good time." A good PUA couldn't arrange a better opportunity to hook up in multiple sets.

Don't go play 'pity friend' with any girl on V-Day, don't be the "you're such a great friend" consolation date.. Call up your best wing man and sarge on the best night of the year to sarge. Wedding receptions aren't even as good as V-Day for this.

This dynamic will be even more pronounced tomorrow after these LHCs / GNOs are let out from the debut of 50 Shades of Grey and make a beeline to their favorite martini bars. Modified versions of the Boyfriend Destroyer approach I mentioned in The Art of AMOG will do well for PUAs if you tweak it to presume these women are out in groups with the express purpose to 'get revenge' on no-good boyfriends or substandard men who don't compare to Christian Grey's sexual and personal dominance. You'll find Lonely Hearts with bad (see Beta) boyfriends are already doing most of the 'destroying' work for you.

Law 32 – Play to People's Fantasies

The truth is often avoided because it is ugly and unpleasant. Never appeal to truth and reality unless you are prepared for the anger that comes for disenchantment. Life is so harsh and distressing that people who can manufacture romance or conjure up fantasy are like oases in the desert: Everyone flocks to them. There is great power in tapping into the fantasies of the masses.

Being that oasis after Lonely Heart Club women have worked themselves into a proliferative phase, ovulatory lather from watching 50 Shades of Grey with their reaffirming girlfriends will make for a pickup environment that you'll rarely find so easy to accomodate.

In fact I'd suggest that your opportunity for managing a three-way might never be better. If you play to one woman's fantasies in the LHC you're likely hitting the right buttons for a few others in the group too. That's not to get your hopes up, but rather to illustrate that, if you can manage even a marginal amount of social proof with the clutch, one or more women in that group will likely preselect you for their approval and affirm their girlfriend to go make out with you in the parking lot. The socio-sexual dynamic is charged if you can present yourself as 'close enough' to the fantasy one or more girls associates you with.

The trick of course is not to overplay that fantasy so much as to tip your Game hand. If you *are* Christian Grey (the prevailing fantasy), you dress the part, talk the part and act the part, even drunk women will call your bullshit. If you're subtle in playing to her fantasy, you're commanding, you're focused, well dressed (but in a casual way) you'll be able to close, pull, whatever with a facility you wouldn't be able to under normal conditions.

As I stated in Art of AMOG, know your environment and know your quarry. Be prepared to avoid women who are too drunk. Issues of consent and rape-fraud notwithstanding, a sloppy drunk woman is never a good intimate experience. And intoxicated they will be; drinking is a good indicator of an LHC, but they won't be in the over-the-top drink mode of a GNO or a bachelorette party.

The key to managing drunk women is to catch them after the first drink, but before the third one. Women commiserating aren't trying to relive their sorority days, but I think most guys severely underestimate the drinking habits of modern women. Take it from a guy who's worked in liquor branding for the last 12 years, women are far more prone biologically and habitually to drinking more than they believe is their actual tolerance threshold. In an age where women believe they should be the equals of men, alcohol tolerance is a glaring example of the real physical differences between the sexes.

So, feel free to discuss this over the weekend. I'd love to see some 'live' comments from the field on Saturday night if you're so inclined. I'm actually working a cocktail promo for most of the night, but I'll keep an eye on the iPhone. Field reports are encouraged.

End of Life Issues

February 16, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had an interesting experience this weekend with a man I used to do peer counseling with almost ten years ago. The guy's wife had heard I'd moved back to northern Nevada and asked if I'd spend some time with him as he's been suffering from cancer, and honestly, he's in death's waiting room. He's late 70s now but when I first started counseling the guy at university he was one of the tougher men I knew in trying to expose to what's now the Red Pill.

He's never really accepted the fundamental truths and for literally his entire life he's been struggling with the frustration that Blue Pill men all do when they simply don't understand that the set of books they believe women – particularly older women from his generation – should be playing fair by. It was particularly disheartening to listen to him *still* complain about his wife's lack of sexual interest in him.

For her part she'd completely checked out of anything intimate with him beyond the perfunctory duties of being civil with her husband years ago. As his illness has progressed he's become less mobile and more resentful of her indifference to him. From my perspective, coming back into this

story after almost ten years, it struck me how a Blue Pill conditioning solidifies into a man's life in his later years. Revealing the Red Pill truths as to what's brought him to where he is now is almost too cruel to torture him with, and honestly he wouldn't accept it.

I've always advocated that unplugging men from the Matrix is like triage, save the men you can, read last rites to the dying. For those who don't come to terms with the Red Pill and the true nature of the realities of the sexual marketplace at least there's some hope that eventually they will experience something similar to what the Red Pill defines for them and they'll have pause and insight to reconsider those truths. That's the bitter taste of the Red Pill – there's no going back once you start to see the behaviors and relate them to Red Pill principles.

I read guys on the TRP subreddit forum who are newly unplugged who really have a tough time coming to terms with that new reality. They get pissed off, they want to cling to the "it's not really that bad" or "not all women are like that" conditioning and throw their hands up in disgust with the Red Pill and move on.

Only they can't. Four months later they come back to the forum after having a woman behave exactly as the theories predicted they would. There's a manosphere saying that women hate the Red Pill because it more reliably and accurately predicts human behavior than feminism ever has. That Red Pill awareness and predictability is tough to shake for guys who want to go back to the comfort of believing there's still hope for them in a Blue Pill world.

This Old Man

I realize this is going to get depressing here, but it's important to consider the totality of what a lifetime of Blue Pill ignorance represents to a man at his end. There are going to be men who will never accept Red Pill truths. They will never make the connection that the rule book they think everyone is working from is a plan with the intent of consuming him all the way to his death-bed. For whatever reason anything counter to their preconception of how women and men ought to relate to one another simply doesn't register for them.

I'll continue with my story about this man, but before I do I think that for anyone to have a complete understanding of how what we call Red Pill awareness affects our lives as men we need to consider how that awareness plays out across the span of our lives. Red Pill awareness, what I call positive masculinity, and the counter to a social order founded on the Feminine Imperative is still in its infancy. Some guys want to characterize it as a return to what was once conventional masculine ideals, and while I think that has some merit things simply aren't going back to what men romanticize they were with women.

In the 'sphere there's a particular focus on how men can get the desired results they want in their personal and intimate lives by applying what Red Pill awareness helps them to reasonably predict. That's fine for PUAs, maybe MGTOWs, and in the meantime MRAs will channel the parts of the Red Pill they do accept to increase awareness of men's issues. But all of these branches and all of their interests are applied in the *now*.

My father died from complications of Alzheimers in 2010. My brother and I had him provided for in an assisted living facility for the last year of his life and it got to the point he couldn't recognize either of us or his grandchildren. It was very difficult to watch my Dad who was a brilliant man, but a life long Beta, decay to a shell of himself. However even while suffering from memory loss, he was still clinging to the behaviors his Blue Pill conditioning taught him would make him appreciated by the other women in the facility.

My Dad taught me the meaning of the Savior Schema throughout most of his life – if that post seems poignant to you it's because I learned it well from my old man. His 'dating' methodology was always based around a strategy of what he could do to better solve, buy or otherwise alleviate the problems a woman had in the hopes that a reciprocated appreciation of it would result in intimacy. The old set of books, he had them memorized.

I mention this because even with his mind addled by dementia some part of his subconscious still expected old women, women he had no idea what their names were, to reciprocate their love and intimacy for doing their gardening or fixing something for them. He couldn't remember my name, but he could remember being slighted by women not giving him a kiss or patting him on the back 'for all he did for them.'

This is just one example of the extent and consequences of Blue Pill conditioning. Using Red Pill / Game to pick up or live a better life with women, or extending that awareness to other aspects of one's life is commendable and a betterment to a man's life, but appreciating that betterment is incomplete without acknowledging the consequences of what a Blue Pill life path looks like.

When I agreed to spending most of my day with this man I had a kind of idealistic want to create a memorable time for him. He's still pretty together mentally, but physically the guy can't walk for more than 30 yards without getting winded. I took him out to the casinos, he hung out with me and some of the guys I snowmobile with, we drank good bourbon and I had hoped he'd get out of this self-pity by just doing something different for him.

He wouldn't have it. All he could talk about was his resentment of his wife's treatment of him "after all he'd done for her over the years". He'll be gone inside a year or two and he complains about Blue Pill frustrations as if there's a chance he might live a better life in the future.

Last April I lost one of my most prized greyhounds to osteosarcoma. He was only 8 years old so it was kind of tragic, but I'd had him x-rayed and caught the signs early enough to manage his pain for an extra month before the pain was too much for him. Literally the day I had him put down, to the hour before, he insisted on going outside to walk in the grass and breath the air, he leaned on me like greys do, but it was an acknowledgement of him knowing it was his time. That dog took the last train home with more dignity and self-awareness than this man will.

I'm not a big fan of Abraham Maslow and his hierarchy of needs, but I do accept his concept of having 'peak experiences'. I think there is a Blue Pill presumption that those peaks are only peaks if they include their ONEitis girlfriend or wife along there to experience it with them. This is a tragedy because it disqualifies those fantastic life experiences (even stressful ones) because that Beta want of a mutually shared love precedes the capacity to recognize those great peaks.

It is important from a larger meta-life experience to understand just what the implications of a Blue Pill existence are and rise above them. Red Pill awareness isn't just about getting better and hotter women, it's about living a better life – when you're 22 and 92.

Memento Mori

February 20, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

sjfrelle hit me with this question from Monday's post:

Rollo, what are your real "feelings" about this blue pill guy. Are you surprised that you couldn't peer counsel him to come around to your perspective? Or are you frustrated that the Blue Pill Feminine Imperative and social conventions are like a black hole and sucked him in and wouldn't let go?

Lets just be clear about something I'm not sure I've ever addressed before, I never expect *any* guy to come to a Red Pill perspective. I'm thankful guys find this blog, I'm glad I can help and my book and writing here is accessible, but I don't expect men to accept any of it. If I expect anything it's that the vast majority of men will resist even a passing reference to anything counter to their Blue Pill conditioning like a cornered animal. Most men are completely inured and dependent on an intergender social system and a set of rules they've been raised to believe is fair (if not grossly weighted in their own favor) and women are abiding by. They believe that contenting and satisfying a woman's sexual strategy is a realizable life success.

I've always said unplugging guys from the Matrix is like triage, but this man was like reading last rites to a guy 10 years ago only to find out he hasn't died yet. It's no secret that I've personally known a man who hung himself and two more who swallowed bullets as a direct result of their inability to come to terms with their shattered hopes of an ideal Blue Pill life. It's one thing to have men commit suicide because their ONEitis fears of losing "the best girl they'd ever get" leave them, but it's quite another to watch a similar man waste away to the end of his life still grasping for the hope that in the last half hour of his life that Blue Pill goal might be realized if he's only good enough.

I never expected him to unplug even then, but to see the guy still grasping at Blue Pill ideals because he utterly has no other frame of reference put the totality of a Blue Pill existence into perspective for me. I'm all about guys spinning plates, enjoying more and better sex with them or their wives, and certainly about adopting an Alpha mindset and behaviors that facilitate doing that, but it's important to also remember that the importance of a Red Pill awareness has much broader implications. It can literally save your life.

Anyone wondering why I have a problem with purple pill advocates pandering to the sensibilities of their majority female readership (i.e. clients) by encouraging Blue Pill half-measures to men's lives should keep that in mind.

When you become Red Pill aware you become more conscious of how the conditioning of a Blue Pill mindset predisposes men to frustration because Blue Pill idealism is really unattainable by design. You also become aware of how dangerous that frustration has the potential to be for men who can neither handle the Red Pill truth nor the constant measuring and failure to achieve Blue Pill goal-states he's been conditioned to believe are attainable, and other men have.

That frustration can be dangerous to both himself and others, but that's in the *now*. Precious few men in the 'sphere consider the long-term consequences of the life of a man immersed in Blue Pill idealism, responsibility and promises that keep him grinding on until he's reached the end of his

usefulness to the Feminine Imperative.

“He was never much of a man...”

Since I started writing on SoSuave, and especially more now that I’ve detailed [Open Hypergamy](#), I’ve had many guys relate a similar story about how their grandmother, mother or mother-in-law had just openly told him or his wife that her husband was never “much of a man”.

These women are all in their late 70s to early 80s and it’s like at that point all bets are off and what do they really have to lose by letting their daughters and granddaughters in on grandma’s words of warning about “settling” on a man? I’ve even had women readers relate how their own mothers confessed that there was a “just part of her she just could never share with a man like her father.”

These Alpha Widow confessions usually came after her husband was in the ground or had been delivered to the assisted living facility and too far gone to really register the gravity of her real estimate of him after living the better part of her life with him. The guys who relate these stories to me are Red Pill aware so their jaws dropping came with a little knowing expectation, but imagine how the Blue Pill husband of the daughter of one of these elderly women must process that confession. What mental contortions does a man need to do to fit that information into a Blue Pill mindset?

I think when a woman has nothing to really lose by copping to it is when they’re most comfortable with Open Hypergamy. This same comfort is becoming more common for younger women due to the social and personal security they’re ‘entitled’ to now, but for women who don’t really feel that security has solidified until their golden years this admonition and confession of Open Hypergamy almost seems like a relief to them. A relief in the hope that they’ve warned their daughters or granddaughters to opt for monogamy with an exciting Alpha lover/husband (no matter how perceptual) rather than regretting the ‘safe bet’ she made by settling on her Plan B man, her Beta-dependable husband she conveniently ‘found’ in her Epiphany Phase.

As women age towards their later years the urgency to warn younger generations of the sisterhood about the results of their hypergamous life decisions becomes more pressing. To be sure there’s a degree of desire to live vicariously through their daughter’s and granddaughter’s experiences, but more so this confession is for their own need of closure – a final coming clean about what was really influencing those past decisions and living (or not) with them. There comes a point when admitting the ugly truth feels better than worrying over keeping up the pretense of concern.

Far too many Blue Pill men (even young men) are terrified of living the life of the lonely old man. They imagine that if they don’t comply with the Feminine Imperative’s preset relational context of women that they’ll live lives of quiet desperation. I outlined this in the [Myth of the Lonely Old Man](#) – the threat point is one where men are encouraged to believe that if they don’t comply with women’s relational primacy they’ll endure a life of decaying loneliness into old age, unloved and devoid of children who’ll comfort them bedside as they peacefully pass into the next life.

What these Blue Pill men fail to realize is this is simply one more part of the feminine-primary fantasy they’re condition for. Do a Google image search for “end of life issues”, see all of those pictures of grandpa holding hands with wife and family in a clean comforting hospice bed saying his last goodbyes before he passes on? That advertising is the Blue Pill fantasy. In all likelihood you’ll die in an elderly care home, from lung fluid buildup, in the middle of the night with no one around or a complete stranger in the bed next to you. I understand that’s a depressing thought, but the truth of it is you’ll really have no influence in deciding how you’re going out at that stage, and hopefully that

wakes you up about living a Blue Pill existence based on fear, compliance and appeasement till death do you part.

Put that into perspective with a man who wakes up to his conditions.

Die Alpha

Now before I get the predictable “not with my grandpa” stories, let me just say that you’ve got to put the generational differences into perspective.

When I published Empathy I figured I’d get some backlash from women in the oversimplified binaries I’ve come to expect. So before those same sputterings arise let me unequivocally footnote here that women are absolutely capable of a learned empathy and sympathy for men. However those sympathies, like genuine desire, cannot be negotiated for. Whatever your misguided concept is about how Relational Equity should merit a woman’s sympathy or respect, those are only valid and genuine when a woman freely gives them to a man she perceives as Alpha, never as something he’s due.

In every story you’ll hear about how the wife, kids and grandkids gathered around the family patriarch in the hours before he passed, understand that he was in all likelihood a respected dominant Alpha for most of his life. I want to add a bit of balance to the Blue Pill elderly I described this week, so let me also say I’ve known a handful of Men who died Alpha. These are the Men for whom a widow and his kids honor his memory once a year. They go to the gravesite because he was worth the cost of putting him in the ground instead of a cheap cremation.

The Invisibles

February 24, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Forge the Sky:

The heart of all this is: in a woman's mind, humans have three genders. Women, alphas, and betas. The problem is, it's difficult to distinguish between the latter two as there are no clear biological markers; a few un-fakeable traits like height and muscularity give an indication, similar to how long hair tends to indicate a woman, but not infallibly so.

But women have different relationships with them. To women, betas are friends, helpers, co-workers, employees, servants; unless related by blood, they are practical beings only. There is no romance to them. They are useful, fun, maybe even someone to be a little affectionate toward so long as they remain useful, but they have no deeper self, no soul, no mystical thing to bind to.

Alphas are something else entirely. They are actually people – people drenched with desire, romance, spirit. Him, she can respect. In greater cases even worship. It matters little how well he performs objectively, so long as he does nothing to make her doubt her assessment of him as alpha. If he does perform, she admires and praises his performance – but she's doing that about something or another regardless, even if she's gushing about how he bought her a bag of skittles.

No woman will stand beside a beta as he faces, and succumbs to, death. Not unless it's convenient, or she would be shamed otherwise. It simply would not make sense for her to

do so. Would you hold your employee's hand as they lay dying? Only if they had a fatal accident right in front of you. Past that, condolences to the kids.

Men see two genders. Men and women. Better and worse, more and less attractive, but no fundamental difference. Without being trained in a (for us) counterintuitive mindset, we will by default project our understanding of gender upon women. And so we try to improve our beta game, instead of flipping the script.

The blue pill is miserable because it is learned helplessness. From within, it is the cracking of an invisible whip, punishment meted capriciously and without time or reason. There is no pattern or method to the blue pill man's pain.

FTS must've been reading my mind this week because his comment made a perfect segue into what I've been developing this week. The most salient part of this comment, I thought, was "Without being trained in a (for us) counterintuitive mindset, we will by default project our understanding of gender upon women."

This was a good observation because there are intrinsic parts of the male psychological firmware that the Feminine Imperative picked up on long ago and deliberately co-opts to better aid in optimizing women's control of Hypergamy.

From the utility-need side of Hypergamy, this mostly manifests in various forms of serviceable security. The Beta Bucks aspect of Hypergamy can be distilled to a need for security, protection, and a certainty that a woman and her offspring will be insured against any uncertainty. Every psychological and sociological dynamic that contributes to feminine-primacy keys on this need for existential certainty. The War Brides dynamic, the evolution from old-order chivalry to modern feminism, and now the social / legal handicapping of men to ensure that feminine-security certainty above all other considerations are all manifestations of this need.

The Feminine Imperative learned long ago that men's innate protectorate instinct for the feminine was its second most valuable means of masculine control – the first being men's 'always on' sexual impetus. Thus pairing the two as a means of control is a simple deductive proposition for the imperative. The rudimentary connection being, "protect the woman and I get sex."

This is the unspoken exchange that's part of our evolutionary past. Men are nothing if not deductive (yet creative) problem solvers, and women have used this to their hypergamous advantage since our hunter-gatherer beginnings.

This is what confounds modern men under the auspices of our present feminine-primary social order. We're emphatically told that women "never owe men sex", yet the latent message is, and has always been, "but, if you perform to her satisfaction, she *might* be more inclined to give you sex." Carrot to pull the cart, I know, but this mental algorithm is a sociological buffer for women – exclude the sexually unworthy, but leave an acceptable caveat in order to leverage the possibility of sex with those who are still useful in providing security.

Bear this in mind the next time you read a story about a savior White Knight who was beaten to a bloody pulp for his effort to protect a woman from the "predations" of some Alpha(s) she likely wants to bang anyway. Men will project, by default, our own gender interpretation onto women, and sometimes pay the price for it. Betas believe the feminine-primary, equalist advertising that men and women are functional equals while still force fitting an expected, old-order, male-protectionism (completely based on an unequal state presumption) into that belief – often at their own expense.

Invisible Men

While I disagree that there are no distinct physical and cultural markers that women use (sometimes subconsciously) to distinguish Alpha men from the bulk of Beta men, I strongly agree with the distinction and characterization Forge the Sky makes with how women regard Beta men.

The vast majority of men are sexually invisible to women, but all males are visible in terms of their utility to women and the role those men are expected to play in deference to women's solipsism.

There's an important difference in that visibility with respect to men and women we need to consider.

I expect that female readers will trot out the "ooh, ooh, men do it too" counter that women are invisible to men who don't see them as a sexual prospect. That may be the case, particularly for mature women convinced they should be sexually viable into their 50s, however, those women's functional utility is never an issue for men. Neither is it an article of attraction for a man. As much as a feminine-centric culture would like to convince women of the opposite, men simply don't factor a woman's provisional utility into their attraction equation.

Invisible men never become visible to women until either those men intrude on a woman's awareness or she has a specific utilitarian need of him. At this point, whether due to arousal / attraction awareness or her specific need (usually protection or security insurance), that man must perform to *prove* his maleness. He must qualify for her visual acknowledgment of him.

Over prolonged periods, this invisibility, and the fear of having his insistence rejected, can influence men's overall perception of women and their intergender interpretations. Invisible men tend to confuse a woman's utility interests in him *as* genuine indicators of interest (IOIs). The Feminine Imperative prepares for this 'mixed message' with a constant, self-perpetuating social narrative that tells the invisible men they are never, under any circumstance, *owed* a woman's intimacy – it is always a gift, a reward, for her approval.

Despite this aspect of their social conditioning, the Invisibles still read more into those IOIs and perceive that a woman's attraction is a genuine extension their own serviceability. This is the foundation of the Savior Schema. Much of what the manosphere considers sexual 'thirst' is a direct result of the scarcity mentality that results from an Invisible becoming an unexpected service-providing option for a woman.

Invisible men become more compliant when women's utility needs make them visible. They confuse their use with genuine appreciation and desirability.

If we consider the 80 / 20 rule of the sexual marketplace and figure that 80% of Beta men are sexually invisible to women we get a broader perspective of how the gender landscape has evolved in an era where women's security-side needs are planned for and met with a relative degree of certainty.

I had a teenage kid I used to consult who related this story about how one of his nerdy friends had somehow spontaneously generated the interest of a girl who was an obvious two points above his SMV. His initial frustration was one of wonderment about how this guy could be 'dating' so hot a girl while he wasn't bumping the needle with even the girls he thought were a point below himself.

His nerdy friend assumed the predictable self-righteous Beta position that some "special" girls just understand and appreciate guys like him in favor of the brutish jocks "society tells them they *should* like." All this came two weeks before that year's homecoming dance (and after-party), where she promptly left him to go dance and party with her girlfriends and their jock guy-friends for the rest of the evening.

This kid had served his utilitarian purpose of fronting the money for the evening, a limo, corsage, photos (of their group) and the bit of risky underage liquor he could manage. In spite of all that he still refused to make the connection of his being used for her purpose. Invisibles feel validated in their own manipulation because that utility made them visible (“do my homework nerd”) even if just momentarily. As bad as that extortion was, that brief moment of visibility implies the prospect that *another* woman in the future (a *really* special one) will also appreciate his utility and reward it with her intimacy.

Needless to say, this visibility differential becomes an internalized factor in men’s approach to women. There are ways an invisible man can make himself visible; all require effort and risk. As I stated before, a man remains invisible unless his physical presence and arousal prompts make him unignorable, his performance is outstanding enough to draw attention or he simply asserts his visibility towards that woman. Physical bearing and performance recognition being the Alpha Fucks side of the Hypergamy equation is an easy follow, but a man asserting himself and his personality is where the Red Pill and applied Game come into play. This prospect will always imply risk of rejection until such a time that an Invisible’s confidence supersedes his self-image as an invisible.

We had a long discussion in the last thread about the mindset of the MGTOW contingent of the manosphere and the sentiment of men wishing to remove themselves wholesale from the sexual marketplace. I understand this sentiment and I know men, like Advocatus Diaboli, who have legitimately recused themselves from the SMP, but it seems to me this want is the result of having been invisible to women for so long. They get to a point where they become invisible by choice.

The Third Sex

I can’t finish this essay without drawing attention to FTS’s first observation:

The heart of all this is: in a woman’s mind, humans have three genders. Women, alphas, and betas. The problem is, it’s difficult to distinguish between the latter two as there are no clear biological markers; a few un-fakeable traits like height and muscularity give an indication, similar to how long hair tends to indicate a woman, but not infallibly so.

After I’d reconsidered this I had to dig out my copy of Plato’s *Symposium* and pore through it to read the part where Aristophanes proposed that there were, in fact, three sexes (in primal times) that their all-male discussion collective ought to consider:

There were three sexes: the all male, the all female, and the “androgynous,” who was half male, half female. The males were said to have descended from the sun, the females from the earth and the androgynous couples from the moon.

A lot is being made of transgenderism recently and the fluidity with which people want to arbitrarily “gender-identify” borders on the ridiculous, but FTS’s observation has more implications than I think most are aware of. I’m sorry to go all philosophus on you, but I can definitely see parallels with the symbolism Aristophanes suggests and the female perceptions of the division of maleness FTS brings out here. Although Aristophanes would say that these primal beings split into gays, lesbians and heterosexual beings, I’d suggest that this primal awareness stems from a male understanding of the division of Alpha and Beta men and how women perceive them, visibly and non-visibly.

I covered this a while back in [Queens, Workers & Drones](#):

Selective Breeding

So powerful is this sense of entitlement, so consuming and convinced of the correctness of their purpose is the feminine that women will literally breed and raise generations of men to better satisfy it. Hypergamy is cruel, but nowhere more so than in the relationship between a mother overtly raising and conditioning a son to be a better servant of the feminine imperative.

But to breed a better worker, the feminine imperative's queens can't afford to have any corrupting, masculine, outside influence. On a societal scale this might mean removal (either by disincentives or forcibly) of a father from the family unit, but this is the easy, extreme illustration. There are far more subtle social and psychological means that the imperative uses to effect this filtering – via mass media, social doctrines, appeals to (feminized) morality, the feminine is placed as the *correct* imperative while the masculine is filtered out or apologetically tolerated as vestiges of an immature and crude reminder of masculinity's *incorrectness*.

Yet for all of this social engineering Hypergamy still demands satisfaction of women's most base imperative, Alpha seed. The queens need physically / psychologically dominant drones – if just for a season and at their ovulatory pleasure. While beta workers are endlessly vetted in sisyphian tasks of qualifying for the acceptance of the feminine imperative, the Alpha drones live outside this shell; their qualifications only based on how well they satisfy the feminine's visceral side of hypergamy.

The great irony of this social solution to hypergamy and long term parental investment is that the vast majority of the offspring of this arrangement would be raised to be better workers. Those betas-to-be boys must be insulated from the corrupting influence of the drones lest they devolve into the Alphas they crave yet cannot control. It may seem counterintuitive, to raise what should ostensibly be optimized genetic stock as a cowed, sometimes medically restrained, feminized beta males. However it is through this harsh conditioning that truly dominant Alphas must rise above. Essentially the genetic lottery isn't won by women in such a social environment – it's men, or the ones who rise above in spite of the conditioning efforts of the feminine imperative.

The Isolationists

March 2, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Pandora at [Sosuave](#) has a conundrum for us to solve today:

It seems there are two contradictory schools of thought on dating:

- 1.) You hear from one side of the argument to pursue your interests in life and women will come to you. This is what the MGTOW movement espouses. Im not sure if men can even be totally indifferent to the power of pussy. But some believe the total indifference is the key to a fulfilling love life. I have found that if you are indifferent then you will get nothing and be celibate. This doesn't sound very good.
- 2.) The other argument is that you should not be indifferent at all. This school of thought

says that dating is purely a numbers game. Its similar to sales. The more women you meet the higher the likely hood of one of these women liking you. The more approaches you do the more lays you get. Simple statistics. This school of thought is the opposite of indifference. This is the way i personally go about dating and i have had mediocre results. This is represented by the NEXTING mentality.

Not sure which one to choose or which one is correct. I do know that i am tired of being a slave to vagina. I do OK but it takes a ton of work to get one mediocre lay. Its not good for your self esteem either. Being rejected or toyed with mentally is unhealthy for your psyche. Most of my friends are also slaves to getting laid. Roosh V made a post about how " His Boner is his master".

So is it " Pursue your interests in life and women will take care of themselves" vs " Go out and do the field work"..which one will lead to a more fulfilling life?

Before we get down to nuts and bolts here let me address this last part first. There is no such thing as a "fulfilled" life. God forbid you reach fulfillment in life. The human state is one of a perpetuated discontent, and so long as that discontent is constructively pursued, this is a good thing. When anyone presents you with a plan or an abstract for life fulfillment, understand that they are selling you something based on the very human want for a better life.

That said, the rest of the question makes for some interesting debate. I often read a common thread in the manosphere about how men should develop some mental disposition of "outcome independence." I understand the sentiment and why it would be beneficial for any guy to simply shrug his shoulders and say "either way, yes, no, I'm good with it", but what this really boils down to is another indirect Buffer against real rejection.

I've read some 'life coaches' rattle off something similar. The idea is that if you put yourself out there, just by doing so, a woman will appreciate the inherent risk of rejection in your approach and at least give you merit points for trying when she does reject you. It's a flawed idea because it presumes the women you'd approach would have any capacity to recognize that risk, much less reward the effort. It presumes that women would have that rational insight in the moment and think "well, he must have confidence for just trying to hit on me" and add that to some subconscious list of pros and cons for accepting or rejecting him.

And of course when it comes to light that the majority of women don't have any concept of the approach-risk appreciation they're supposed to have, that's when a guy is told he's hitting on the wrong *kind* of woman – they're not the "quality" women they should be risking themselves with.

So the next deductive step becomes one of insulating oneself against that rejection preemptively. Thus, outcome independence becomes not just a mindset, but also a (misguided) Game strategy. Therein lies the conflict; is outcome independence *who you are* or is it a strategy disconnected from yourself which you rely on to Buffer rejection?

I touched on this in Vulnerability:

The idea goes that if a man is truly outcome-independent with his being rejected by a woman, the first indicator of that independence is a freedom to be vulnerable with her. The approach then becomes one of "hey, I'm just gonna be my vulnerable self and if you're not into me then I'm cool with that."

The hope is that a woman will receive this approach as intended and find something

refreshing about it, but the sad truth is that if this were the attraction key its promoters wish it was, every guy 'just being himself' would be swimming in top shelf pussy. This is a central element to Beta Game – the hope that a man's openness will set him apart from 'other guys' – it is common practice for men who believe in the equalist fantasy that women will rise above their feral natures when it comes to attraction, and base their sexual selection on his emotional intelligence.

The fact is that there is no such thing as outcome independence. The very act of your approaching a woman means you have made some effort to arrive at a favorable outcome with her. The fact that you'd believe a woman would even find your vulnerability attractive voids any pretense of outcome independence.

In a larger scope, there is no real outcome independence. Even making the effort to adopt that IDGAF mindset is itself an investment in an outcome. If you were truly indifferent to the outcome of a situation there would be no discussion about it.

Being truly indifferent to whether or not a woman accepts or rejects you implies a disinterest in that woman's interests in you. There are certainly ways to insulate oneself against a negative outcome, but outcome independence is not Game itself. You will learn more from your failures than from your successes.

With that in mind Pandora raises some interesting propositions here:

1.) You hear from one side of the argument to pursue your interests in life and women will come to you. This is what the MGTOW movement espouses. I'm not sure if men can even be totally indifferent to the power of pussy. But some believe the total indifference is the key to a fulfilling love life. I have found that if you are indifferent then you will get nothing and be celibate. This doesn't sound very good.

I think for the most part this want for indifference gets pushed to extremes. As I've stated many times, a woman should only ever be a complement to a man's life, never the focus of it. However, that doesn't mean a complete dissociation from women is healthy. For a woman to *be* a complement to your life you'll need interact with, and understand the nature of, women.

Roissy summed this position up well in the 16 Commandments of Poon:

III. You shall make your mission, not your woman, your priority

Forget all those romantic cliches of the leading man proclaiming his undying love for the woman who completes him. Despite whatever protestations to the contrary, women do not want to be "The One" or the center of a man's existence. They in fact want to subordinate themselves to a worthy man's life purpose, to help him achieve that purpose with their feminine support, and to follow the path he lays out. You must respect a woman's integrity and not lie to her that she is "your everything". She is not your everything, and if she is, she will soon not be anymore.

What this commandment doesn't presuppose is that there *isn't* a woman in a man's life to be superseded by his mission. It's not all mission, no woman. The MGTOW branch of the manosphere is made up of a diverse set of guys. From my experience not all MGTOWs are interested in complete indifference to women; most would be happy to have women be interested in them enough to make an effort to associate themselves with them, they just don't see the point in making a direct effort to

make those connections. Others simply resign themselves to isolation and meeting their physical needs with porn or escorts while they ‘enjoy’ life and pursue their own interests absent of women. There is an inherent problem in this latter MGTOW preference, they build a fortress around themselves:

Law 18: Do Not Build Fortresses to Protect Yourself— Isolation is Dangerous

The world is dangerous and enemies are everywhere— everyone has to protect themselves. A fortress seems the safest. But isolation exposes you to more dangers than it protects you from—it cuts you off from valuable information, it makes you conspicuous and an easy target. Better to circulate among people, find allies, mingle. You are shielded from your enemies by the crowd.

You cannot entirely remove yourself from the Game. You can cede the governance of your participation in intersexual dynamics to whatever or whomever you think may control it, but you cannot recuse yourself from its influences. This is a foundational truth I think some MRAs and the more isolationist MGTOWs believe they can in some way buffer for themselves. They believe that not playing the Game is a preferable situation to “dealing” with the means and efforts necessary to “succeed” with women.

The natural progression then becomes one of self-affirmation in the belief that they’re not ‘dealing’ with women, and any guy who is is little more than a slave doing the bidding of women by even his interest in applying an effort to understand and interact with them. Even the most marginal effort becomes ‘pussy begging’.

16. Dancing Monkey Hate

Hater: Men who run game are just doing the bidding of women. Alphas don’t entertain women.

If you want success with women, you are going to have to entertain them... one way or the other. The same is true of women. Once a woman stops entertaining men with her body, her femininity, and her commitment worthiness by getting fat, old, ugly, bitchy, or single mom-y, she stops having success with men. We are all doing the bidding of our biomechanical overlord, and on our knees to his will we surrender, by force or by choice. You fool yourself if you believe you have some plenary indulgence from this stark reality.

Or: If you can’t beat ‘em, join ‘em.

The problem with the ‘pussy begging’ rationale becomes one of defining what degree of interest a man ought to have with women. It’s a self-fulfilling prophecy; the women who accommodate this level of (dis)interest become ‘quality women’ while those who don’t align with that impression serve as convenient proof of their isolationist belief. The latent rationale becomes one of sour grapes, disdain the things you can’t have while making necessity a virtue. If there is something you want but cannot have, show contempt for it. The less interest you reveal, the more superior you seem. The logic then becomes circular.

The opposite extreme, and one intersexual isolationists like to promote, is that it’s all a numbers game with regards to any “success” with women. If you throw enough spaghetti against the wall something will stick. Isolationists would have us believe that even what sticks is rarely worth the effort (sour grapes), but if you play the game often enough what you get is due more to persistence

than any real accuracy of applied Game.

So is it "Pursue your interests in life and women will take care of themselves" vs "Go out and do the field work"..which one will lead to a more fulfilling life?

I'd say a measured balance of both. I don't believe for a moment that any man is functionally indifferent to the influence of women. Men are the True Romantics; we want our idealistic impression of love to be impossibly reciprocated. We look for ways to buffer the frustration of trying to make our concept of love and female acceptance fit women's when we don't understand that each sex adheres to separate ideals. Outcome independence, isolationism, are ways some men think they can enforce our ideal as the standard for women.

With the Feminine Imperative in social ascendance women enforce a Hypergamous ideal that imbalances intergender dynamics, but that doesn't mean men are powerless to effect their own interests and draw women into men's Frame. The solution isn't one of 'taking all your toys and going home' to wait for women to come around to appreciate men. It's going to take a learned interaction.

The real pussy begging comes from demanding a woman to come over to your perspective unbidden and unmerited. Make your mission not your woman your imperative, but in that mission be the Man a woman will want to be associated with. I always stress the importance of Frame control – it's the first Iron Rule of Tomassi – but this presupposes you have command of that frame to begin with. She enters your reality, you don't enter hers, but you must have a reality a woman wants to enter into before you can maintain it.

Women Behaving Badly

March 6, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This week [Black Poison Soul](#) has decided that Hypergamy is less about the well established, biologically sound and well-studied aspects of feminine Hypergamy and *all* about women behaving badly. For the most part this essay is so scattered, angst-ridden and poorly reasoned it hardly bears responding to – the author is obviously unfamiliar with the well documented biological, neurological and hormonal influences of ovulatory shift – however he does provide an excellent illustration of how sociological dynamics have also evolved to compensate for women’s inherent mating strategy:

Let’s look at it from a different angle. Let’s say that these characteristics attributed to hypergamy are simply learned bad behavior – or a lack of learned good behavior. Let’s say that these characteristics are becoming more commonly-noted because society has gotten a lot easier on women simply because they’re women (aka we give them the pussy pass).

Take a dog. It develops bad habits. Do you leave it with those bad habits? Shit no! You train it. Positive and negative reinforcement, depending upon what’s appropriate. Eventually you end up with a well-trained and well-behaved dog.

In the old days they had ways of controlling (training) their women. Punishments. Social ostracism which was a force that actually meant something. They were married young

before they started messing around, then it became the new husband's job to train and deal with her appropriately. Even boot her out if she was far too obstreperous, the children (if any) going to him *because he had the income and could afford to raise them*.

Hypergamy is an evolved sexual strategy that's worked for women for millennia. The behaviors associated with women's sexual strategy (Alpha Fucks / Beta Bucks) is a deductive manifestation of Hypergamy. On a societal level, the very fact that men would need to effect social control of Hypergamy validates the inherency of Hypergamy in women.

In the past polygamy, arranged marriages, courting rituals, petitioning a father for permission to marry his daughter and many other *traditions* that are now characterized as oppressive and antiquated were direct contingencies for men's ambient awareness of women's **innate** predilection for Hypergamy. It's interesting that BPS should analogize women as untrained dogs without considering a dog is still going to do what a dog's going to do. The *operative* condition being that a dog is going to be motivated by what's been coded into its instinctual firmware as a result of what's been evolutionarily beneficial to the survival of the canine species. The *operant* conditioning is training that dog to perform desired behaviors counter to that instinct.

But, I get it, there's a real want for men frustrated by women's Hypergamously motivated behavior to effect control by appealing to notions of personal responsibility. BPS makes the common error of (indirectly) appealing to women's reason, as the rationally independent agents, who should logically *want* to be personally responsible for their bad behavior, or need some extrinsic correcting of them. A lifelong conditioning of egalitarian equalism has taught them that women should be as equitably deductive as men.

Men shouldn't need to train women to act in both sexes' best interests; as rational agents they should want to do this of their own accord.

It just doesn't make sense that women would publically express a logical interest in, and desire for the comfort, dependability, provisioning and nurturing of a devoted Beta, yet overtly behave counter to that sentiment during the proliferative phase of her ovulatory cycle by directly inviting the sexual attentions of the most Alpha men her attractiveness can afford her.

What BPS has inadvertently illustrated here is the base conflict in the Cardinal Rule of Sexual Strategies:

The Cardinal Rule of Sexual Strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

For the better part of human history, by violence or by social convention, men controlled, and instinctually understood, women's Hypergamous natures. By rape, religion or resources men effectively made women compromise their sexual strategy. In fact to be a *man* was to understand one's social station as being above, and responsible for, directing that of women's.

Prior to the advent of courtly love, bastardized chivalry and romanticism being promoted to the highest ideal of love, Hypergamy was very pragmatically controlled by men. Dalrock has published some very convincing material on how romantic love has dethroned this old-order practical model.

What nearly all modern Christians have done is place romantic love above marriage.

Instead of seeing marriage as the moral context to pursue romantic love and sex, romantic

love is now seen as the moral place to experience sex and marriage. This inversion is subtle enough that no one seems to have noticed, but if you look for it you will see it *everywhere*.

Lifetime marriage, with separate defined roles for husband and wife and true commitment is what makes sex and romantic love moral in the biblical view. In our new view, romantic love makes sex moral, and the purpose of marriage is to publicly declare that you are experiencing the highest form of romantic love. Thus people now commonly refer to a wedding as “making our love official”.

The gradations we now apply to romantic love are symptomatic of the problem. We take great care to distinguish between “pure love” or “true love” and mere “infatuation” or “puppy love”.

[...] Because it is love and not marriage which now confers morality upon sex, sex outside of marriage is now considered moral so long as you are in love. Thus we have the modern harlot’s defense/anthem “but we were in love!”

When you remove the moral connotations, what Dal describes here is an excellent parallel to the Cardinal Rule of Sexual Strategies. On a meta-societal scale, contemporary men have abdicated any claim to directing the process of how or with whom their genetic legacy will be preserved. And while the Feminine Imperative will expend great efforts to convince men, socially and legalistically, that their involvement in that decision making process isn’t important, on a societal level the fact remains – men must be made to (sometimes forcibly) abandon their sexual strategy and their genetic interests in favor of feminine Hypergamy.

One reason a father would symbolically ‘give’ his daughter away to her husband as part of the marriage ritual was a tacit acknowledgment of his approval of this man’s quality and direction of *his* genetic potential. Similarly, a suitor asking a father’s permission to marry his daughter was part of the qualification. In both instances, there is a presumption of a male-directed process of directing a woman’s Hypergamy and prospectively directing his involvement with that new family. The presumption was one that men would directly influence feminine Hypergamy.

As human society evolved a precedence for romantic, feminine-controlled Hypergamy gradually supplanted this male-directed Hypergamy. I’ve written in the past of how courtly love’s bastardization of the original intent of chivalry was indirectly designed to be the feminism of the middle ages. By co-opting men’s sense of chivalric honor with feminine social importance, (if not primacy) the Feminine Imperative gradually established the social conventions that would lead to a feminine-primary direction of Hypergamy.

Romantic, feminine-defined *love* progressively delegitimized the old-order, male-directed definition of *love*. Marriage ceased to be the condition in which romantic love could be experienced and was supplanted by the prerequisite of a romantic love condition in order for a marriage to be legitimized. In so doing the meta-social dynamic of the Cardinal Rule of Sexual Strategies shifted to feminine control.

At this point, I should note that the socially legitimized *definition* of love is not the same as each sex’s *concept* of love which is mirrored in either sex’s evolved sexual strategies. It’s important to remember the latent purpose of ensuring control over Hypergamy is the motive of forcing the romantic definition on a larger social order to the benefit of the feminine sexual strategy.

For one gender’s sexual strategy to succeed, the other gender must compromise or abandon its own.

In the old-order, men controlled and directed Hypergamy to a large extent and women had to compromise their strategy. In a post-sexual revolution social order, where women have effected a socially mandated, unilateral control over the direction of Hypergamy, a majority of men are forced to abandon their sexual strategy, and even the elite minority must eventually compromise their own. Legally, socially and psychologically men are expected to relinquish any claim to directing their own sexual strategy while deferring to women's Hypergamy. Today, women qualify men for their Hypergamy with a right swipe on a Tinder profile.

The frustration BPS is writing about stems from the Old Set of Books expectation that women are predisposed to the functional, equitable equivalents of men's rational based decision-making. The evolutionary nature of Hypergamy makes any notion of equalitarianism a recipe for men's frustration. Hypergamy isn't just a label, it's a useful term for the very real dynamic of women's sexual strategy.

BPS isn't the first guy in the manosphere to blame men for their complicity in women behaving badly in their hypergamic interests. He's lamenting a lack of men's control over Hypergamy by making appeals to how it was in the good ole days and how men need to put their foot down and demand women to shape up or else they'll stop playing their game. It's *bad* men who permit women to behave badly and raise the next generation of yet more boys and girls who'll behave even worse. This then leads to the very appealing concept of personal responsibility – men are responsible for women's irresponsibility, and exploring the nature of Hypergamy seems to only amount to a “the devil biology made her do it” excusability for that irresponsibility.

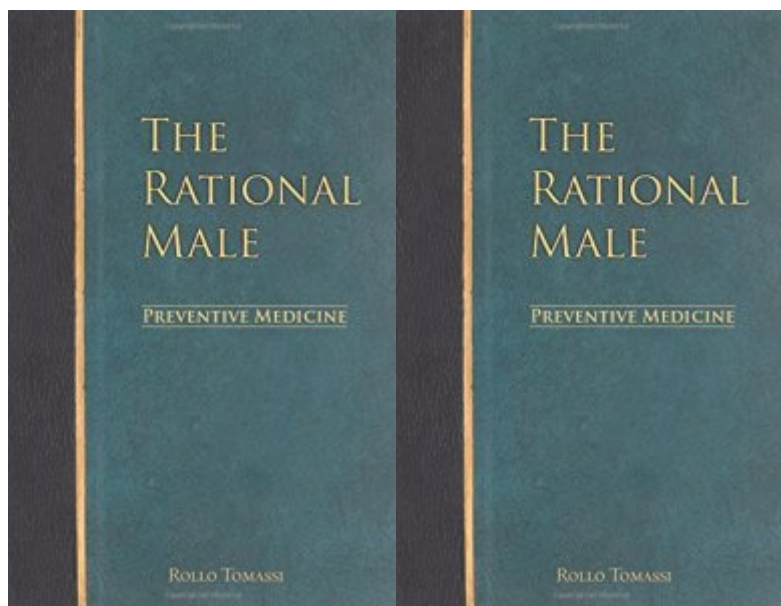
The Devil Biology Made Me Do It

A large part of the red pill perspective leans on evolutionary psychology. Of course evo-psych isn't the only factor in red pill awareness, but for the vast majority of Game deniers (people unaware of the origins of their conditions) this poses a problem of convenience. When the revelations of evo-psych agree with our comfortable social models and ego-investments we're all too happy to embrace the science. But when the science shows us the more uncomfortable truths about evolved human nature, the reaction is to either question the 'science' or blame the moral conviction, resolve and character of the person/people expressing that aspect of human nature.

[...]Hypergamy (an evolved species-survival schema) doesn't care about personal conviction, freewill or definitions of moral behavior, it just *is*. So in the interests of perpetuating the best interests of one sex (and by extension the entire species) social and cultural norms fluidly evolve around it to accommodate what's really an uncomfortable aspect of our humanity. Can Hypergamy be controlled? Can men's sexual impulses be tempered? Of course, but not without the effort of freewill, conviction and social structures. I know of precious few men who've blamed their infidelity or sexual impulsivity solely upon their biological makeup. With the exception of the more natural Alphas, more often than not it was a carefully calculated (Game) and coordinated event.

The Rational Male â◻◻ Preventive Medicine

March 9, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Building on the core works of *The Rational Male – Preventive Medicine* presents a poignant outline of the phases of maturity and the most commonly predictable experiences men can expect from women as they progress through various stages of life.

Rational and pragmatic, the book explores the intergender and social dynamics of each stage of women’s maturity and provides a practical understanding for men in dealing with women in those phases.

Preventive Medicine also provides revealing outlines of feminine social primacy, Hypergamy, the ‘Hierarchies of Love’ and the importance of understanding the conventional nature of complementary masculinity in a world designed to keep men ignorant of it.

The Rational Male – Preventive Medicine seeks to help men who “wish they knew then what they know now.”

The book is first in of series complements to [The Rational Male](#), the twelve-year core writing of author/blogger Rollo Tomassi from [therationalmale.com](#). Rollo Tomassi is one of the leading voices in the globally growing, male-focused online consortium known as the “Manosphere”.

Well, it’s been about a year in the making, but the print version of my second book is now available on the [Createspace store](#) and will be distributed through Amazon in the next 3-5 business days. If you prefer the digital format [the Kindle version is also available now on Amazon](#).

I’ll be updating this to a permanent page once the print version of the book is live on Amazon.

I’d like to thank all my regular readers and commenters. It was your input and insight, and the questions we put to each other that made this book possible. I’m often asked why I’ve never moderated the comments on *Rational Male*, *this* book is why. I’d also like to personally thank Sam Botta for doing the forward and helping with promotion of my work.

I'll be doing an 'Ask Me Anything' of sorts in this week's comment thread if you have questions about the book. My purpose with this book is to formalize the work I did in the Preventive Medicine series as well as provide some support material. If you're a regular reader here, you already know I make my material freely available, however, I have fleshed out a lot of the original content more thoroughly as well as adding some new material in the book.

Preventive Medicine is intended to be a complement to The Rational Male core works – an important supplement, not an extension. I've decided that future Rational Male series books will center on that core work for reference to more specific topics. I think you'll find the organization and direction of Preventive Medicine much more singularly focused than the first book. This is intentional. There was no feasible way to present the first book's material without familiarizing readers with a lot of varied Red Pill topics. The Rational Male will always be the starting point for any new work.

Once again, my hope is that readers will share this book with the men they feel would need it the most. I hope you'll "accidentally" leave a copy on a table at Starbucks or a school library. I hope you give it to your teenage nephew and your middle-age best friend going through a rough divorce. If you buy the digital copy, thank you, but do consider getting the physical copy to share with someone who wouldn't otherwise consider exploring the Red Pill or the manosphere online. And if you get into a conversation about the book be sure you let them know about the first book too. Please spread the word.

I thank you all most sincerely.

RT

Bachelor Nation

March 13, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

About two weeks ago I came across the above video (h/t Tom Leykis), but only recently have I watch it in its entirety. At first I'd thought it was yet another endorsement of the "expatriate and find a feminine wife" set of the manosphere, but it's a much deeper documentary than this.

Although this video is directed towards the African-American demographic, what these men and women describe is reflective of the greater endemic that feminine social primacy has wrought in society on whole. Overall I think the video illustrates some strong points in regard to the reality of the imbalanced dynamic between men and women today, but it doesn't really account very well for the causes of these imbalances.

The overarching narrative comes from the mistaken idea that egalitarian equalism is an achievable ideal between the sexes. So within this context when a man describes his *need* to be the leader in his family, to be the provider as well as the teacher of his children and the person with the answers in his marriage, his characterization becomes (conveniently) one of an outdated masculine insecurity.

In an equalist ideal state it shouldn't matter to him that his wife is more educated or earns more money than he does. As Sheryl Sandberg has once again illustrated, men should be reprogrammed to feel more comfortable in traditionally women's supportive and submissive roles – and any discomfort with that is evidence of an antiquated masculine insecurity or "feeling intimidated" by a Strong Woman®.

I covered this reprogramming effort in [Vulnerability](#):

The Masks the Feminine Imperative Makes Men Wear

To explain this second problem it's important to grasp how men are expected to define their own masculine identities within a social order where the only correct definition of masculinity is prepared for men in a feminine-primary context.

What I mean by this is that the humanness that men wish to express in showing themselves as vulnerable is defined by feminine-primacy.

For the greater part of men's upbringing and socialization they are taught that a conventional masculine identity *is* in fact a fundamentally male weakness that only women have a unique 'cure' for. It's a widely accepted manosphere fact that over the past 60 or so years, conventional masculinity has become a point of ridicule, an anachronism, and every media form from then to now has made a concerted effort to parody and disqualify that masculinity. Men are portrayed as buffoons for attempting to accomplish female-specific roles, but also as "ridiculous *men*" for playing the conventional 'macho' role of masculinity. In both instances, the problems their inadequate maleness creates are only solved by the application of uniquely female talents and intuition.

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that's already been predetermined by his feminine-primary upbringing.

So within this context a man is already hamstrung for ever expressing the idea that he feels he *needs*

to be the Man in his marriage. That ridiculous need shouldn't matter to men because in an equalist framework it shouldn't matter to women that he's not out-earning her or is more educated.

Of course the problem with this fantasy is that it *does* actually matter to women that a man leads and a man performs. Women resent supporting men. No matter how an equalist mindset sells it, humans evolved for a complementarity that will always confound equalism.

Pay close attention to the sentiments of the women in this video. Every one of them embraces the empowerment meme that equalism has them internalize, yet all still feel that pairing with a man they deem *less* than themselves is a compromise or "settling" for him. They're doing him the favor by compromising their Hypergamy with a suboptimal man.

What this illustrates is the inherent conflict between equalism and complementarity. In spite of men's reprogramming for accepting a "supportive" role, and despite women's empowered aspirations of self-sufficiency, both still have an innate need for a gender-complementary relationship that they cannot reconcile in an equalist social framework. Women still want to pair with a man they can be aroused by and respect. They still want that +1 to +2 SMV differential that promotes a strong attachment to him. Men, in contradiction to all known risks and in contradiction to any expectation of appreciation, still want to pair with a feminine woman who idealistically supports him, follows his lead and willingly nurtures him with her body and spirit.

What this equalist vs. complementarity dichotomy presents to men and women is that it fundamentally places both sexes into the Subdominant model of intersexual hierarchies. In that model the man is perceived as another dependent 'child' for her to support while he wonders why the supportiveness his equalist conditioning has taught him women need isn't appreciated for what it is. Not only this, but again within that framework, a woman feels indignant for having to apologize for the ambition and education that equalism has convinced her she should be empowered by and men should appreciate by default.

Love Interests

Within this egalitarian framework the difference between men's idealistic concept of love and women's opportunistic (Hypergamy based) concept of love are placed into distinct contrasts. For all of the obfuscation about imbalances in education, a man's idealistic concept of love predisposes him to believe the equalist lie that his performance shouldn't be the basis of her opportunistic concept of love.

When you listen to the sentiments of both the men and particularly the women in this video you'll see this played out. When a woman assumes the dominant role in a relationship her provisioning becomes the benchmark for that dominance. Of course, this is a reversal of the conventional, complimentarian model, but when women are put into that reversal the reality of their opportunistic concept of love becomes uncomfortably obvious to love-idealist men. While Open Hypergamy is becoming increasingly more obvious on a social scale, it's far more poignant on a personal, in-your-face scale within a modern marriage or relationship.

Predictably the documentary veers away from this intergender conflict and places the blame for that conflict squarely on the shoulders of characteristically irresponsible men not being the fathers they should be – blaming an individualist mindset for men's absence from the family without addressing the glaring individualism the women display in the first half of the video. The equalist narrative has to be reset and in order to do that it's got to conveniently dip back into the conventional complementarity well and appeal to the traditional sense of duty to family and compliance with

exactly the responsibility equalism would otherwise chafe against.

However, what equalism and the Feminine Imperative can't sweep away is men's overt contingencies for Open Hypergamy. One of those very deductive contingencies is moving to another country where the environment favors men's sexual strategy, not to mention a refreshing sense of being appreciated by conventionally feminine women. If Game isn't appealing and going your own way makes you lonely, it only makes sense to go fish where the fish are.

I recently read Bachelor Nation on CNS News, and once again it predictably foists the responsibility for men's reluctance to marry on irresponsible 'kidult' men.

“Far too many young men have failed to make a normal progression into adult roles of responsibility and self-sufficiency, roles generally associated with marriage and fatherhood,”

Nowhere will you see a woman lay claim to the social fallout feminine primacy has effected on themselves. Female importance is the socially correct narrative, thus the failings of that narrative, the failings of feminism, and the failings of the agenda of equalism are due to men unwilling to cooperate in seeing it succeed. 70% of men aged 20 to 34 are not married and the default presumption is that it's men who are unwilling to accept their adult responsibility and marry a woman who will statistically earn more than him and resent his inability to measure up to her performance standards – the standards made glaringly evident in this documentary.

In a feminine-primary social order to be a 'responsible' man is to comply with dictates of women's sexual strategy while accepting her dominant and counter-feminine role and demeanor. To be a 'real man' he must accept being relegated to being her dependent while still being expected to be a good father. To be an 'adult' he must accept the doctrines of equalism while still being beholden to the responsibilities of conventional complementarianism.

Making Up for Missing Out

March 17, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Back in February I had an interesting exchange with commenter TuffLove. The conversation focused on his recent singleness due to his wife of 20-some years feeling the call of the Alpha and decided cheat on him, later divorce him and then take up with an even more Beta fellow not long after her ‘fling’ (his story). You can read the whole exchange [here if you like](#), but what TuffLove describes is a textbook example of the Alpha re-interest impulse that defines the Development and Redevelopment/Reinsurance phases I outlined in the [Preventative Medicine Series](#).

Not to rub salt in the wound, but you and your ex’s story is a cliché now. It’s the “making up for missing out” story. Woman marries early, cashes her chips in before she *knows better*, lives vicariously through her single girlfriends until such time that the “Alpha” she knew at 20 is the hapless Beta she’s saddled with at 39.

Divorce porn media convinces her to bail out and get with the Alpha she’s always missed for all that time. She did everything in reverse – Beta comfort and dependability through her party years, to be traded for Alpha excitement before it’s too late.

I was inspired to sift back through my comments for this conversation, because I was also made aware of a new example of both this phase’s dynamic and the divorce-porn industry that will

inevitably find some very fertile soil to plant itself in.

This example comes to us courtesy of Robin Rinaldi, author of *The Wild Oats Project*. This book and the “experiment in cuckoldry” such as it was, centers on, you guessed it, a 40-something woman who abandons her marriage for one year to bang the random men she was prevented from fucking by being married to her dependable, unexciting Beta husband. Granted, the husband didn’t want children and this contention resulted in him getting a vasectomy – his only act of Alpha with her as far as I know. Her childlessness is of course her go-to victimization card she hopes will endear feminine sympathy for her taking matters into her own hands for a year.

The *de rigueur* rationalizations and appeals to womanly “self-discovery” are handed out like the M&Ms any Red Pill man will come to expect, but I’m drawing attention to this book because it has the potential to be the next step in the 50 Shades of Grey evolution of Open Hypergamy:

Get ready for “The Wild Oats Project.” And not just the book. Get ready for “The Wild Oats Project” phenomenon — the debates, the think pieces, the imitators and probably the movie. Get ready for orgasmic meditation and the Three Rules. Get ready for “My Clitoris Deals Solely in Truth” T-shirts.

On a social scale it seem like the next deductive next step – blend a justifiable *Eat Pray Love* narrative with the more visceral (yet unignorable) sexuality of 50 Shades and women will readily consume it. I expect there will be the same hamster spinnings of NAWALT and most women respect their marriage vows, but it still wont wash with the overwhelming ‘guilty pleasure’ popularity that 50 Shades exposed on a large scale.

Writers like Rinaldi and E.L. James have tapped into the Alpha Fucks / Beta Bucks anxiety rooted in women’s primal insecurity inherent in doubting their optimization of Hypergamy. If appealing to visceral sex sells products to men, appealing to the inherent ‘you-only-live-once’ insecurity of feminine Hypergamy sells to women – and women being the primary consumers in western society, sell it does.

Commenter jf12 related something Ballista posted on his blog recently:

Ballista asks, on his site, “why is divornography (divorce pornography) marketed exclusively to women? Why are there articles in women’s magazines and romance novels for women like Eat Pray Love that glamorize divorce, but nothing of the sort exists or is marketed to men? Why is there no male divorce porn, no stories of men divorcing their obese, aging harpy wives, liberating themselves from their marriage vows, and ending up living happily ever after banging large-breasted 21 year-old lingerie models?”

Can you imagine the uproar? Can you feel the Love yet?

Since the start of the sexual revolution there’s been a social undercurrent of excusable, justifiable comeuppance for any gender related imbalance women have been taught to believe that men are enjoying or benefitting from. Whatever male-specific indignation that would reflect negatively on men becomes a form of empowerment for women – particularly if that indignation facilitates men’s sexual strategy at the expense of women’s. Thus a woman taking a yearlong break from her marriage to bed as many men as she cares to indulge (fully expecting to come back to her dutiful Beta husband afterwards) is cast as an iconoclastic hero for casting off “patriarchal sexual repression.”

Furthermore, it’s only a small step to wipe the accountability of her actions off on the horrible man

who won't cooperate by doing his duty to fulfill her sexual strategy. There is no more permanent a devotion to the male sexual strategy than to get a vasectomy and thus deny a woman the ultimate culmination of her own. If you ever want to experience just how close to livestock the Feminine Imperative considers men to be, just try getting a vasectomy before you're married or without a wife's explicit and written consent. Legally it's easier to geld horses or neuter dogs.

It's important to consider how the doubt over past hypergamous choices affects a mature woman. When a woman has passed through her Epiphany Phase and become a never-married woman into her late 30s the mindset becomes one of self-justification. This is similar to the Kate Bolick effect whereby a woman has very little choice but to live with her past intimate decisions and convert necessities into virtues. She embraces a ready-made empowerment narrative wherein she convinces herself that her choices were the bold, unconventional ones she needed in order to *grow*.

Next and most commonly is the woman who consolidated on a man's commitment once she'd become less sexually competitive just prior to 30. I can't be sure, but it's likely that Rinaldi falls into this demo, the schedule more or less plays the same.

From Preventative Medicine IV:

Redevelopment / Reinsurance

The Redevelopment phase can either be a time of relational turmoil or one of a woman reconciling her hypergamous balance with the man she's paired with.

The security side of this hypergamous balance has been established for her long term satisfaction and the Alpha reinterest begins to chafe at the ubiquitous certainty of that security. Bear in mind that the source of this certainty need not come from a provider male. There are a lot of eventualities to account for. It may come from a 'never married' woman's capacity to provide it for herself, the financial support levied from a past husband(s) or father(s) of her children, government subsidies, family money, or any combination thereof.

In any event, while security may still be an important concern, the same security becomes stifling for her as she retrospectively contemplates the 'excitement' she used to enjoy with former, now contextually Alpha, lovers, or perhaps the "man her husband used to be"

The Soul-Mate Mistake

Vox had an astute observation about this phenomenon not too long ago:

Alpha Widowhood is a description of an observed behavior, not a cruel invention of the Game theoreticians meant to plague BETA husbands and give them sleepless nights:

"Steve has been with me for the past 50 years and Ron for 47. Neither is the man I am married to, nor have I seen or spoken to either since our love affairs ended in my 20s. All the same, there is no denying they have both messed with my marriage to Olly, the man who has been by my side for the past 40 years.

I found myself thinking about them both as I read recent research that suggested women who played the field before marriage are unhappier with their lot than those who entered matrimony virginal.

Angela Neustatter has often questioned what life would have been like had she married another man

Angela Neustatter has often questioned what life would have been like had she married

another man.”

I think it’s important to remember that an Alpha Widow doesn’t even necessarily need to have slept with a man she considered ‘Alpha’ from her past to feel the Alpha Widow effect:

Five minutes of alpha — even worse, five minutes of alpha rejection — can fuck with the heads of even the most desirable women. And continue fucking with them years later. In comparison — if the reports are to be believed — women who divorce beta schlubs after years of marriage pretty much forget them before the ink is dry on the papers.

Sometimes being an Alpha Widow means hypergamic ‘rumination’ over a better Alpha option a woman missed or was rejected by in her past in comparison to the guy she “settled on” for marriage. This is particularly significant if that guy was a woman’s Plan B husband. It’s not just the actual Alphas she banged back in the day, you’re competing with an imagined ideal and the more women are empowered and encouraged to feel secure in exploring their hypergamous options (i.e. correct their ‘soul mate’ mistake) the more you’ll read stories like this.

However, for all intents and purposes my instincts tell me Rinaldi falls into the “making up for missing out” demographic. On whole this demo of women can eventually become the worst self-inflicted Alpha Widows in their latter years. I let Rinaldi explain...

“I refuse to go to my grave with no children and only four lovers,” she declares. “If I can’t have one, I must have the other.”

If you’re wondering why that is the relevant trade-off, stop overthinking this. “The Wild Oats Project” is the year-long tale of how a self-described “good girl” in her early 40s moves out, posts a personal ad “seeking single men age 35-50 to help me explore my sexuality,” sleeps with roughly a dozen friends and strangers, and joins a sex commune, all from Monday to Friday, only to rejoin Scott on weekends so they can, you know, work on their marriage.

[...] One of her oldest friends calls her out. “How is sleeping with a lot of guys going to make you feel better about not having kids?” she asks. Rinaldi’s answer: “Sleeping with a lot of guys is going to make me feel better on my deathbed. I’m going to feel like I lived, like I didn’t spend my life in a box. If I had kids and grandkids around my deathbed, I wouldn’t need that. Kids are proof that you’ve lived.” It’s a bleak and disheartening rationale, as though women’s lives can achieve meaning only through motherhood or sex.

As I illustrated in Preventive Medicine, there’s a root insecurity inherent in women’s Hypergamy. From an immediate perspective this can manifest itself as a battery of women’s psychological and sociological filtering mechanisms for Hypergamous optimization with a man she’d just met, to the husband she’s been married to for 20 years. However, it’s vitally important for men, particularly married and LTR men, to understand that the confines of a committed relationship is never any insurance against Hypergamy in the long-term, and the rationalizations of that Hypergamy evolve as women mature.

Of course the first, best advice is the simplest “just never get married”, but even if you are a single man entering your 50s you will encounter women who’ve experienced (or never experienced) a crisis of Hypergamy and the incessant drive for Alpha optimization of it. If you are a younger man dealing with an older woman (why, I don’t know) you will likely encounter women like Rinaldi and women

with similar mindsets as Robin Korth. It's important to know what you are, or will be, dealing with.

Idealism

March 21, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





When Neil Strauss was writing *The Game* there was an interesting side topic he explored towards the end of the book. He became concerned that the guys who were learning PUA skills and experiencing such success with women of a calibre they'd never experienced before would turn into what he called "Social Robots." The idea was one that these formerly Game-less guys would become Game automatons; mouthing the scripts, acting out the behaviors and meeting any countermanning behaviors or scripts from women with calculated and planned "if then" contingencies.

The fear was that these Social Robots "weren't themselves", they were what Mystery Method, Real Social Dynamics, etc. were programing them to be and the relative success they experienced only reinforces that "robot-ness". My experience with guys from this blog, SoSuave and other forums has been entirely different. If anything most men transitioning to a Red Pill mindset tenaciously cling to the 'Just Be Yourself and the right girl will come along' mentality.

A strong resistance guys have to Red Pill awareness will always be the "faking it" and keeping it up effort they believe is necessary to perpetuate some nominal success with women. They don't want to indefinitely be someone they're *not*. It's not *genuine* to them and either they feel slighted for having to be an acceptable character for women's intimate attention or they come to the conclusion that it's impossible to maintain 'the act' indefinitely. Either way there's a resentment that stems from needing to change themselves *for* a woman's acceptance – who they truly are should be enough for the *right* woman.

I've written more than a few essays about this dynamic and the process of internalizing Red Pill awareness and Game, but what I want to explore here is the root idealism men retain and rely on when it comes to their unconditioned Game. In truth this Game is very much the result of the conditioning of the Feminine Imperative, but the idealistic concept of love that men hold fast to is

what makes that conditioning so effective.

What's Your Game?

I've written before that every man has *a* Game. No matter who the guy is, no matter what his culture or background, every guy has some concept of what he believes is the best, most appropriate, most effective way to approach, interact with and progress to intimacy with a woman. How effective that "Game" really is is subjective, but if you asked any guy you know how best to go about getting a girlfriend he'll explain *his* Game to you.

Men in a Blue Pill mindset will likely parrot back what their feminine-primary conditioning had him internalize. Just Be Yourself, treat her with respect, don't objectify her, don't try to be someone you're not, are just a few of the conventions you'll get from a Blue Pill guy who is oblivious to the influence the Feminine Imperative has had on what he believes are his *own* ideas about how best to come to intimacy with a woman.

For the most part his beliefs in *his* methodology are really the deductive conclusions he's made by listening to the advice women have told him about how best to "treat a woman" if he wants to get with her. A Blue Pill mindset is characterized by identifying with the feminine, so *being* false is equated with anything counter to that identification.

When you dissect it, that conditioned Blue Pill / Beta Game is dictated by the need for accurate evaluation of men's Hypergamous potential for women. Anything that aids in women's evaluating a man's hypergamous potential to her is a tool for optimizing Hypergamy. The dynamics of social proof and pre-selection are essentially shortcuts women's subconscious uses to consider men's value to her. Likewise the emphasis Blue Pill Game places on men's 'genuineness' is a feminine conditioning that serves much the same purpose – better hypergamous evaluation. If men can be conditioned to be up front about who they are and what they are, if they internalize a mental point of origin that defers by default to feminine primacy, and if they can be socially expected to default to full and honest disclosure with women by *just being themselves*, this then makes a woman's hypergamous evaluation of him that much more efficient.

This is where most Blue Pill men fail in their Game; who they are is no mystery, their deference and respect is worthless because it's common and unmerited, and just who he is isn't the character she wants him to play with her.

So even in the best of Blue Pill circumstances, a man is still playing at who he believes will be acceptable to the feminine. His *genuineness* is what best identifies with the feminine. Blue Pill / Beta Game is really an even more insidious version of social robotics; the script is internalized, the act *is* who he is. However, it's important to consider that this genuineness is still rooted in his idealistic concept of a mutual and reciprocal love.

From Of Love and War:

We want to relax. We want to be open and honest. We want to have a safe haven in which struggle has no place, where we gain strength and rest instead of having it pulled from us. We want to stop being on guard all the time, and have a chance to simply be with someone who can understand our basic humanity without begrudging it. To stop fighting, to stop playing the game, just for a while.

We want to, so badly.

If we do, we soon are no longer able to.

In *The Burden of Performance* I made the case for men's need to perform for feminine acceptance and how men's idealistic concept of love centers not on a want for unconditional love, but rather a love free from the performance requirements women's opportunistic, Hypergamous, concept of love demands of him. This quote sums up that idealistic want for rest from having to perform to earn a woman's love and acceptance.

The problem of course is the supposition that a performanceless love would ever really be love, but men's idealistic nature still believes that the state is realizable. On a social scale the Feminine Imperative sees the resource utility in this and so encourages the idea that both men and women mutually share *his* concept of idealized love. Thus men, unaware of the respective differences in concepts both sexes hold with regard to love, enter into a perpetual state of qualifying for a love they believe women should be capable of. Men will work hard, build empires and amass fortunes to come to that state of performanceless rest they idealize should be possible with a woman.

The Marriage of Idealism and Opportunism

About two weeks ago I was called to the carpet in the commentary by George Weeks (a.k.a. *Not Born This Morning*, one of many aliases) for what he believes was an inconsistency in my assessment of men's idealistic concept of love and how that idealism is really symbiotic with women's opportunistic concept of love. I'll spare you his autistic attention trolling, but he did raise a few points I do need to clarify about how men and women's separate, but purpose driven, concepts of love developed.

From Intersexual Hierarchies:

In the beginning of this series I stated that men and women's approach to love was ultimately complementary to one another and in this last model we can really see how the two dovetail together. That may seem a bit strange at this point, but when social influences imbalance this conventional complement we see how well the two come together.

When a woman's opportunistic approach to love is cast into the primary, dominant love paradigm for a couple, and a family, that pairing and family is now at the mercy of an opportunism necessitated by that woman's hypergamy and the drive to optimize it. Conversely, when a man's idealistic approach to love is in the dominant frame (as in the conventional model) it acts as a buffer to women's loving opportunism that would otherwise imbalance and threaten the endurance of that family and relationship.

From Heartiste's post:

7. Arguments about chores, money, sex life, and romance were highest in couples where the woman made all or most of the decisions. **Female decision-making status was an even stronger determinant of relationship dissatisfaction than female breadwinner status.** Women can handle making more money in a relationship, but they despise being the leader in a relationship.

8. Argument frequency decreased among female breadwinners if they were not the primary decision-makers. Lesson for men: You can have a happy relationship with a woman who makes more than you as long as you remain the dominant force in her non-work life. Or: GAME SAVES MARRIAGES.

When a woman's love concept is the dominant one, that relationship will be governed by her opportunism and the quest for her hypergamic optimization. The ultimate desired end of

that optimization is a conventional love hierarchy where a dominant Man is the driving, decisive member of that sexual pairing.

This was the meat of George's confusion. As with the opportunism that Hypergamy predisposes women to, men's idealistic concept of love stems from his want for genuineness and a want for what *could* be. I'd suggest that men's idealism is the natural extension of the burden of performance. From a Beta perspective, one where women are his mental point of origin, that burden is an unfair yoke; one to be borne out of necessity and ideally cast off if he could change the game. To the Alpha who makes himself his mental point of origin, that burden is a challenge to be overcome and to strengthen oneself by. In either respect, both seek an idealistically better outcome than what that burden represents to them.

In and of itself, a man's idealism can be a source of strength or his greatest weakness. And while unfettered Hypergamic opportunism has been responsible for many of women's worst atrocities to men, in and of itself Hypergamy is the framework in which the human species has evolved. Neither is good nor bad, but become so in how they are considered and how they are applied.

Men's idealistic concept of love is a buffer against women's opportunistic concept of love. When that idealism is expressed from a Beta mindset women's opportunism dominates him and it's debilitating. When it's expressed from an Alpha mindset it supersedes her opportunism to the relationship's benefit.

Conditioned Idealism

If you want to use Blue Valentine (the movie) as an example, the guy in the relationship abdicates all authority and ambition over to his wife's opportunism. He idealistically believes "love is all that matters" and has no greater ambition than to please her and 'just be himself', because his conditioning has taught him that *should* be enough. His Beta conditioning convinced his idealism that his wife would share in that idealistic concept of love in spite of his absence of performance. Consequently she despises him for it. She's the de facto authority in the relationship and he slips into the subdominant (another child to care for) role.

Now if a man's Alpha, willful, idealism propels him to greater ambition, and to prioritize his concept of love as the dominant, and places himself as his mental point of origin for which a woman accepts you can see how this leads to the conventional model. His idealism is enforced by how he considers it and how he applies it.

Men's idealistic concept of love can be the worst debilitation in a man's life when that idealistic nature is expressed from a supplicating Beta mentality. It will crush him when that idealism is all about a bill of goods he idealistically hopes a woman shares and will reciprocate with. This is predominantly how we experience idealism in our present cultural environment of feminized social primacy.

From an Alpha perspective that idealism is a necessary buffer against that same feminine opportunistic concept of love that would otherwise tear a Beta apart.

There was a time when men's idealistic concept of love was respected above the opportunistic (Hypergamy based) concept of love. I explored this social control of Hypergamy in *Women Behaving Badly*.

Under the old set of books, when men's attractiveness (if not arousal) was based on his primary provisioning role his love-idealism defined the intergender relationship. Thus, we still have notions of

chivalry, traditional romance, conventional models of a love hierarchy, etc. These are old books ideals, and the main reason I've always asserted that men are the True Romantics is due exactly to this love-idealism.

There was a time when men's idealistic love concept pushed him to achievements that had social merit and were appreciated. Ovid, Shakespeare and the Beatles would not be the human icons they are if that idealism weren't a driving force in men and society. Likewise, women's opportunistic, hypergamy-based concept of love, while cruel in its extreme, has nonetheless been a driving motivation for men's idealistic love as well as a filter for sexual selection.

Under the new set of books, in a feminine-centric social order, the strengths of that male idealism, love honor and integrity are made to serve the purpose of the Feminine Imperative. Men's idealistic love becomes a liability when he's conditioned to believe that women share that same idealism, rather than hold to an opportunistic standard. This is what we have today with generations of men conditioned and feminized for identifying with the feminine. These are the generations of men who were conditioned to internalize the equalist lie that men and women are the same and all is relative. From that perspective it should follow that both sexes would share a mutual concept of love – this is the misunderstanding that leads men to expect their idealism to be reciprocated and thus leads to their exploitation and self-abuse.

A man's idealism becomes his liability when he enters a woman's opportunistic frame still believing they both share a mutual concept of love.

Betas In Waiting

March 25, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I came across another familiar [story on the TRP Reddit](#) this week. It's familiar because this story is becoming increasingly more common as Hypergamy becomes a more open secret that women can no longer keep under wraps.

For the better part of 2014, and in *Preventive Medicine*, I explored the social trend of Open Hypergamy and the impact it's beginning to effect on contemporary western(ized) culture. In that exploration I published [Saving the Best](#) (another TRP link), a story which revolved around the increasingly more common post-Epiphany Phase "regrets" women have when their Party Years indiscretions are made evident to the Beta men who committed to them in monogamy or marriage. Have a read of *Saving the Best* before you continue here, you'll see the commonalities immediately. I'm going to dissect [this "confession"](#) a bit as I go, but bear in mind this woman's predicament is the direct result of the unintentional Red Pill awareness that Open Hypergamy has brought men to – even uninitiated Beta men.

An update, for those asking for it. [Here's the link to my original post](#) although the text has been deleted? Before I get into the details, I'd just like to say I greatly appreciate the support this community extended me. Believe it or not, I read every response.

As of this morning, we still hadn't slept in the same bed or spoken more than 10 words to each other in passing. As I was waking up, he was walking in the front door with two

coffees. He sat me down at our kitchen table and finally opened up to me.

Basically he feels that he was “conned” (his word) into the marriage, saying that he wouldn’t have even dated me, let alone married me, if he’d known what he knows now. His view of me has been irreparably changed and he no longer sees me “as someone worthy of being [his] wife”. (quoting him here... fucking prick) Beyond the sexual aspect, he says he no longer trusts me because I “kept something this big” from him our whole relationship.

One of the primary disconnects women are conditioned to believe during their Epiphany Phase is that a “good man” will be willing to forgive and forget her past indiscretions. On their journey of self-exploration and discovery women are encouraged to adopt a finely tuned cognitive dissonance with who they conveniently become and what should be the consequences of their pasts. While men are expected to live up to their responsibilities as men, and are expected to own up to the consequences of their failures, at the Epiphany Phase women are encouraged to convince themselves that they become someone else – someone who was “so different” from who she was in her Party Years.

Her husband feels “conned” because he was conned; conned after discovering the dual personality of his pre and post Epiphany Phase wife. What we’re expected to believe here (courtesy of the social conventions emplaced by the Feminine Imperative) is that her husband is some prudish, moralistic throwback unwilling to accept and embrace the “real” her – the one who was trying to “get it right” by turning over a new leaf with him. This is the easy, ready-to-use shame that women have available to them; if a man becomes indignant over a woman’s sexual past it translates into *his* insecurities as a man. His feeling conned over his bait & switch marriage is redirected to being his problem.

Men aren’t off the hook with that convenient convention either. There’s a moral high ground many men want to claim and cast the actions of a guy in this circumstance as virtuous and a proper revenge for being misled. While that may feel good, men in this situation aren’t disillusioned with their ‘unworthy’ wives from a moral pretense, but rather that they believed they would be entitled to their wives’ sexual best reserved for him. As I quoted in *Saving the Best*, they “marry a whore who fucks like a prude.”

Subjectively that may or may not be the case, but it’s the freedom and genuine desire with which their wives had sex with prior (Alpha) lovers; desire that wasn’t based on material provisioning, emotional investment or the logistical hoops women expect their post-Epiphany “good men” to perform to in order to *merit* their sexual and intimate attentions. That’s the disconnect, that’s the con; Alpha Bad Boys get her 3-Way genuine sexual abandon with no investment expected, while he’s got to maintain ‘multiple businesses’ in order to get a prosaic sexual experience with her. The Bad Boys got her sexual best for free, while he’s expected to accept her as the ‘new’ post-Epiphany her...

Nothing I could do or say could convince him that these were past mistakes and not reflective of who I am today. He wasn’t angry with me, didn’t call me a slut or anything like that. Never once raised his voice. Part of me wishes he did, although I can’t exactly say why right now. It felt like I was being laid off from a job.

As I mentioned, the expectation is for her husband to accept “who she is today”, yet who she was ten years ago had a more genuine desire for less established, but sexually arousing, lovers. I’m going to speculate here, but it’s likely that a man who owns multiple businesses spent more of his time diligently and (I presume) responsibly cultivating those enterprises than the men his wife took as lovers ten years ago. Again, we can see that as a moral virtue on his part, but there’s a root

indignation of what her past represents within the context of his (I assume) responsible past.

And like a good business owner he plays the confrontation calmly and collectedly. The part of her that wishes he'd raised his voice is the same part that got excited by the Alpha indifference of her former lovers.

So that's it. We are getting divorced. My supposed life-partner turning his back on me without a second thought. He didn't even have the decency to discuss it with me first – apparently he visited his lawyer during the week and “the process is in motion” (his words). Knowing him, there is absolutely no changing his mind.

My husband owns multiple businesses and wouldn't get married without a prenup. I signed it, honest-to-god thinking we'd never, EVER have to use it. Well, he had the fucking document with him this morning. He said he'd pay off the remainder of my student loans, which he isn't “legally obligated” to do. While I appreciate that, I am going to meet with my lawyer this week and see if the agreement can be challenged in court. We have built a life together, I gave him 5 of the best years of my life and I've been 100% faithful to him – I don't fucking deserve to be tossed out like a piece of trash.

So that's it. My life turned upside-down in the span of a week, over something I did 10+ YEARS AGO BEFORE I EVEN KNEW HIM. It's fucking asinine. The thing is, even as I wrote the original post, in the back of my mind I knew he was through with me. He's ended friendships and business partnerships over less.

Ghosts of Epiphanies Past

In Preventive Medicine I go into a bit of detail about men in this increasingly common circumstance. There is a subconscious expectation on the part of Beta men who find themselves at or just past women's Epiphany Phase, that predisposes them to believing that what they've become as a result of their perseverance throughout their 20's has now come to fruition and the women who ignored them then have now matured to a point where he's the ‘sexy’ one at last.

Unless men have a *moment of clarity* or a Red Pill initiation of their own prior to this, what they don't accept is that this expectation is a calculated conditioning of the Feminine Imperative to prepare him for women like this; women who can no longer sexually compete for the Alpha Fucks they enjoyed in their Party Years. The Feminine Imperative teaches him that he can expect a woman's “real” sexual best from the “real” her – why else would she agree to a lifelong marriage if he weren't the optimal choice to settle down with? Why wouldn't she be even *more* sexual than in her past with the man she's chosen to spend her life with and have children with?

That is the message the Feminine Imperative used to subtly and indirectly imply to Betas-in-waiting. Now with the comfort of Open Hypergamy this message is published in best selling books by influential women:

“When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is sexier.”

Not to belabor Sandberg yet again (she has been hocking the tired out Choreplay meme recently), but this is essentially the outline of the script we're reading in this woman's lament. She's essentially followed Sandberg's advice only to find that her Beta-in-waiting bought into the same script too. The problem for her is that he took the "nothing's sexier" part to heart only to find that someone else *was* sexier long before she'd convinced him otherwise.

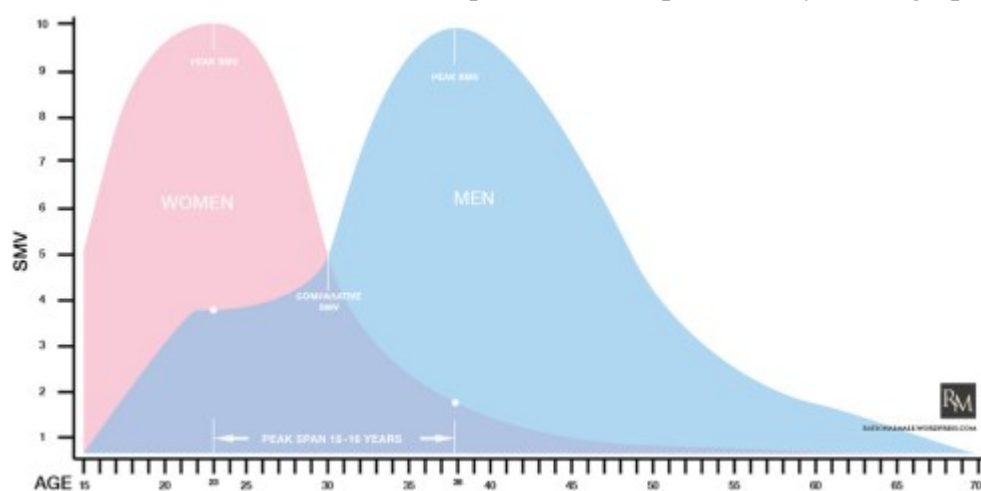
For what it's worth, fem-centrism has far less to fear from the manosphere revealing the ugly Red Pill truths about Hypergamy and more to worry about from pridefully self-indulgent women gleefully explaining it to the general populace themselves. Roosh had a tweet this week with what would likely have been the attitude of our subject wife ten odd years ago:

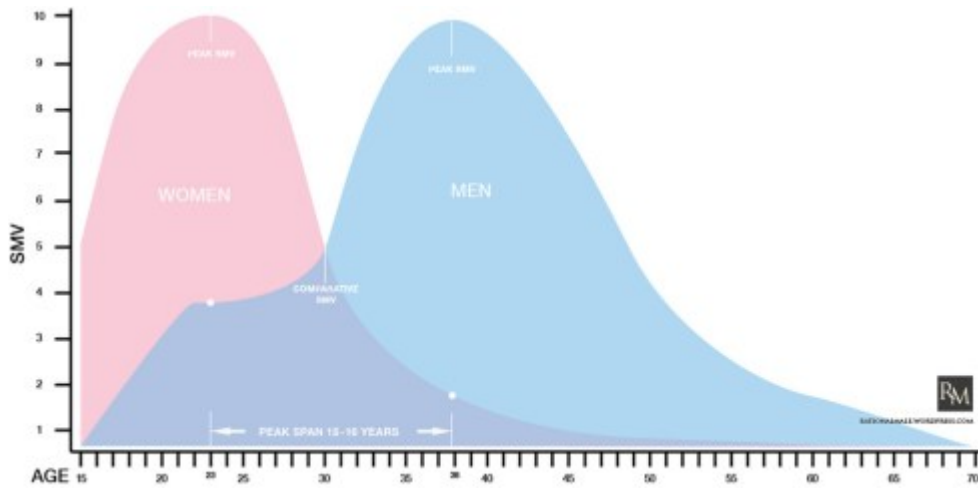
<https://twitter.com/rooshv/status/580169533253636096>

The more common Open Hypergamy becomes and the more proudly it's embraced by the whole of women the less effective shaming men into acceptance of it will be. However, I thought it was entertaining when the counter-comments on *Saving the Best* questioned how common this situation *really* was or else thought it was trolling.

I think it's much more prevalent than most men would like to admit. Perhaps not as dramatic as this example, but far more common for a majority of men who've tacitly accepted that the woman they married (or paired with) *gave* her best to her prior lovers and are too personally or family invested to extricate themselves from her after they've realized it. That investment necessitates them convincing themselves of the pre-planned memes the Feminine Imperative has prepared for them – that they are doing the *right* thing by forcing that dissonance out of their minds.

A lot of Betas-in-waiting like to claim a personal sense of vindication about their successfully pairing and breeding with women who they believe are (and were) their SMV equals once those women have "got it out of their system" with regards to self-discovery and Alpha indiscretions. In a sense they're correct; often enough these are the men who gratefully embrace a woman's intimate acceptance of him precisely at the point when his SMV has matured to match this woman's declining SMV. I call this crossover the *comparative SMV point* in my SMV graph.





Even women on the down-slide of their SMV like to encourage the idea that their post-Epiphany decision to marry the Plan B Beta provider (long term orbiter) is evidence of their newly self-discovered maturity. How could they have been so foolish and not seen how the *perfect* guy for her had been there all along? That consideration gratifies the ego of a Beta who's been hammered flat by rejection or mediocre experiences with women up to that point.

The primary reason I spent the last year compiling Preventive Medicine was to help men see past the compartmentalization of women's phases of maturity, but also to help them see past their own immediate interpretations of those phases as they're experiencing them. Long term sexual and intimate deprivation (i.e. Thirst) will predispose men to convincing themselves of the part they believe they should play in the social conventions of the Feminine Imperative. Their own cognitive dissonance is a small, subliminal price to pay when they believe they're finally being rewarded with a woman who's *now* ready to give him her best.

What inspired me to this post was reading a cutesy photo-meme on Facebook. The syrupy message was "My only regret was not meeting you sooner so we could spend more of our lives together" superimposed over some kids in black & white holding a rose. Then it hit me, this was a message a guy was posting to his girlfriend; the one he'd met after his second divorce was finalized. What he didn't want to think about was that if he'd met her sooner she'd have been too busy "discovering herself" to have anything to do with him.

We'll Do It Live,..again,..

March 30, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A quick heads up, I'll be a guest on Christian McQueen's new podcast, [Man in Demand Radio](#), Thursday, April 2nd (my birthday no less). I'll be on with Christian at 12 noon PST. We'll be discussing topics from my latest book, [Preventive Medicine](#) – which published this month – as well as questions from readers, the red pill subreddit forum and twitter.

If there's something you're wanting to ask me please leave it in the comments here or over at Christian's thread. You can always tweet me or Christian too.

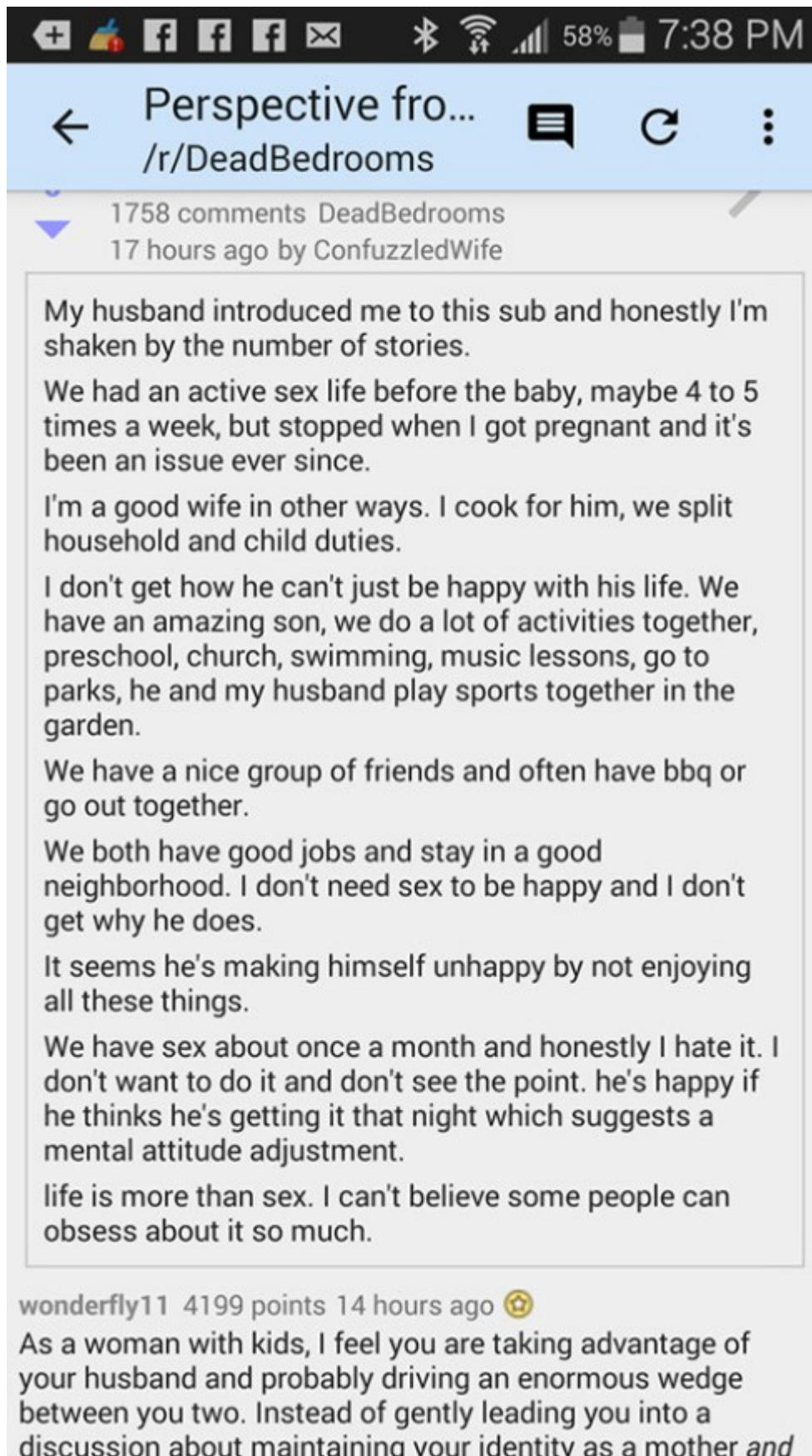
The [last show](#) was the most downloaded stream of Christian's old shows. This new one promises to be a bit different however, it'll be more informative and less banter. Christian is taking a new tact with this show – I promise to watch my “uhms” and Christian promises to limit the expletives. We

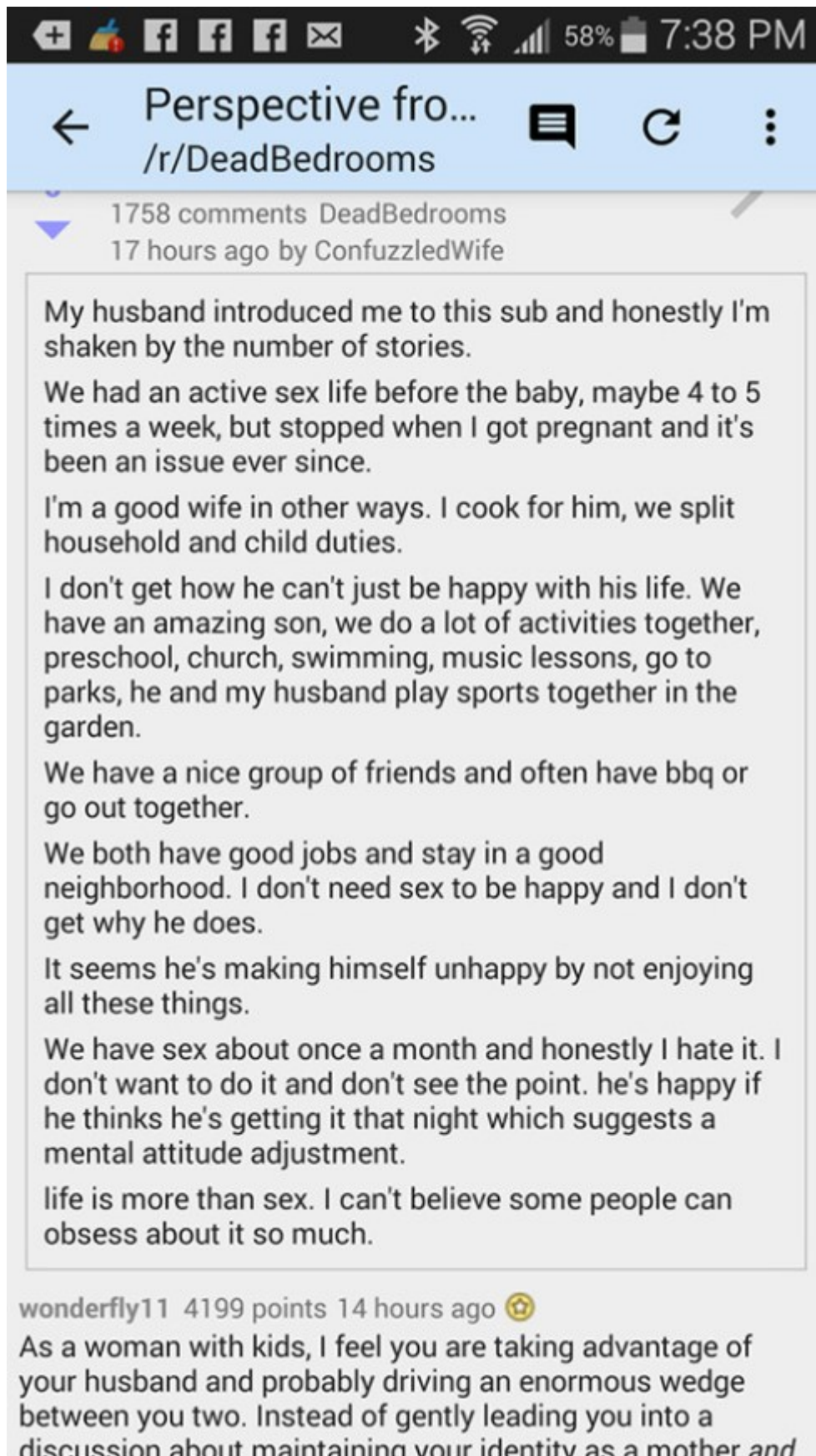
plan to go for about 2 hours (maybe more) this time.

Just a footnote: We do plan to discuss the Germanwings tragedy for a bit rather than me doing a post about it.

Wives & Lovers

April 1, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





(h/t Zelscorpion for the screen cap)

In *Women Behaving Badly* I made mention of Dalrock's standing assertions that the context of romantic love has superseded the condition of a committed monogamy – traditionally marriage – as an idealized goal-state. Essentially this represents a reversal of a previous intersexual dynamic that served as a check and balance of women's innate Hypergamy:

What nearly all modern Christians have done is place romantic love above marriage. Instead of seeing marriage as the moral context to pursue romantic love and sex, romantic love is now seen as the moral place to experience sex and marriage. This inversion is subtle enough that no one seems to have noticed, but if you look for it you will see it *everywhere*.

Lifetime marriage, with separate defined roles for husband and wife and true commitment is what makes sex and romantic love moral in the biblical view. In our new view, romantic love makes sex moral, and the purpose of marriage is to publicly declare that you are experiencing the highest form of romantic love. Thus people now commonly refer to a wedding as “making our love official”.

The gradations we now apply to romantic love are symptomatic of the problem. We take great care to distinguish between “pure love” or “true love” and mere “infatuation” or “puppy love”.

[...] Because it is love and not marriage which now confers morality upon sex, sex outside of marriage is now considered moral so long as you are in love. Thus we have the modern harlot’s defense/anthem “but we were in love!”

I think what Dal was getting at with this (and I hope he’ll comment) has a much broader reach than just in Christian (“Churchian”) culture. I think this raising of romantic love to the highest order is more punctuated in a religious context because, doctrinally, it should be the reverse. In an objective secular context this reversal is all but taken for granted.

In an age of feminine social primacy women’s *feelings* of romance are at a premium. We matter of factly presume that it’s a man’s responsibility to not only invest himself in, and provide resources for, his wife and children’s wellbeing, but it’s also (almost exclusively) his burden of performance to stimulate and maintain his wife’s romantic interests.

I’ve argued the position that women (of today) don’t find the ‘good guy’ – a man attempting to embody the best aspects of Alpha Fucks and Beta Bucks – a believable role. My assertion is that women expect and desire those aspects in different men at different times as needed, however, the social narrative still places that “best of both aspects” burden on a man who does commit to a woman in the long term.

With the exception of only the most adept, affluent and exceptional of men, this expectation is a Sisyphean recipe for failure. No matter which aspect he excels in the other aspect potentially becomes his personal flaw. Although his personal strengths may compensate, feminine-primary social expectations place him in a no-win position.

Wives Hate Sex

Badpainter and Sun Wukong had an interesting exchange in this week’s comment thread:

Badpainter:

Newgal states clearly women must be sluts for men to get laid. This also means women must be sluts for women to get laid. Why must that be true? Because Newgal alludes to a dirty little truth so ingrained in the social consciousness it’s a cliché: wives hate sex.

Therefore women, sluts and otherwise, get married so they can stop having sex except as necessary to get pregnant.

Think about it.

The girlfriend provides sex good enough to motivate a desire in the man to commit. After the wedding is a period of at least adequate sex followed by a decline to little or nothing if she can get away with this. When the wife becomes suitably frustrated/disenchanted with the marriage she changes title to divorcée and is again free to become a sexual creature.

The source of the problem is that women have very little sense of self that is internally derived therefore they play roles defined externally. These roles are proxies for their identities which barely exist. In 2015 wives are not defined as sexually giving, or sexual at all except for the honeymoon period. If the sexual wife exists in this culture it as the adulteress giving herself to men other than her husband.

Sun Wukong

Oh absolutely. The wife that hates sex is such a “thing” now I really think it’s what makes even Blue Pill guys at least pause on their way to the altar. “Do I really want to put a libido draining fat license on her finger?” I think that premise is largely built out of feminine cynicism about settling for [Beta Bucks]. They all know the script so well that they assume they’re going to marry a guy they don’t want to fuck. Imagine that: *assuming* you’re going to hate sex for the rest of your life.

What a horrendously awful view of a man you haven’t even met yet. And he’s not even met you but assumes he’ll be happily making love to you for the rest of his life and you’ll do the same. What a disconnect. Oh well, at least the kids will be happy right? Anybody?

What Badpainter and Sun have illustrated here is the direct result of placing a romantic condition for love as the prime requisite for a committed relationship. It’s important to grasp that any relationship founded on genuine desire will necessitate genuine passion and not a small amount of feral lust, however, it is exactly this pre-commitment (Alpha Fucks) sexual chemistry that will later become the exclusive responsibility of a man in that commitment.

The *character* that is a wife is now socially and popularly expected to move into a sexless, passionless and unexciting condition by being married today. All Epiphany Phase rationalizations aside, marriage is viewed as the end of the party. Being a wife is boring by comparison.

I explored this in detail in *Beta Fucks* and *As Good As It Gets*, but what I find ironic in light of Dalrock’s assertions about romance-primary intergender dynamics is that the very pretense of that romantic “true love” context that supposedly legitimizes sex is killed within the confines of marriage. In fact, women expect and anticipate that the sexual desire they find so important in that romantic context will necessarily die once they become a ‘wife’.

The pretext of being a ‘wife’ is a socially excusable expectation of progressively losing sexual affinity for the man she’s agrees to marry, so what woman wants to be a *wife*? Women become wives due to the necessities an ever-decreasing capacity to maintain being a *lover* requires of them.

I expect that most women will disagree with me on a personal level; it’s not in women’s best interest to acknowledge that *wives* hate sex – perpetuating the belief that sex gets better after marriage is a necessity men need to internalize in order to commit. Whether or not this is true for a woman on a personal basis isn’t my point. The point is that the societal message is one that marriage *will* necessarily kill a couples’ passionate sexual connection in comparison to their single, romance-based sexual connection.

Why ruin a perfectly good relationship with marriage?

The Myth of Mismatched Libidos

Once married, there are myriad social conventions already emplaced for a wife to rely upon as she moves from exciting singleness into mundane, but necessary, long-term commitment. Most of these she's already been conditioned to expect she *can* rely on. 'Mismatched Libidos' is a common refrain for women (and marriage counselors) who come to a point where they can no longer palate the "duty sex" they felt responsible for in the beginnings of their marriage.

Her husband isn't expected to provide the 'tingles, but he's still responsible for the failure to create them. As I said, only the most exceptional of men can effortlessly inspire the admiration necessary to maintain a woman's Hypergamous interest. If you have a read of the screen cap Zel provided us with for this post you'll get an idea of how those pre-made social conventions work in tandem with men's default responsibility of satisfying a woman's endless discontent.

The deference is always to the feminine, thus any problem (particularly sexual ones) he has with her become *his* personal issues and flaws. Any deviation, any dissatisfaction, with the ready-made social conventions set in place to excuse the female sexual strategy are solely *his* responsibility and *his* character flaws.

The ship is going down, and I've only got three life jackets. Who am I going to give them to? John, you learned to swim a long time ago, right?

In last week's post comments I quoted the following confessional from Love Shack:

My wife called me today and was all excited about some beachfront apartment she saw. She wants us to buy it for vacations and such.

Now here I am .. I just turned 50. My youngest is going to college this year and I guess I just realized that I'm no longer bound to her.

The last 20 years has been a long series of quickies and 3 minutes handjobs every 3-4 weeks. In between, I spent my prime sexual years mostly masturbating to get off. Now that I'm 50, my drive is still good, but it's not what it was.

I had tried everything I could think of over those 20 years to get things on track. I was exemplary with chores around the house, I was attentive to her emotional needs as far as I could anticipate them, and even if I do say so myself – I've kept myself in outstanding shape (although that was more for me).

On the other hand, I look back and I can hardly remember a time that she spontaneously gave me a neck rub, or cooked something just for me as opposed to all of us, and certainly not even attempting to do something special for me sexually (yeah, I have a minor kink or two).

But when she asked me to buy a beachfront place today – my immediate reaction was annoyance. I realized then that I feel resentful. I have decided to leave her. There is absolutely nothing she can do now to change anything because the past cannot be changed.

This man's situation represents the ending phase of a chronic lack of admiration on his wife's part. It would be easy to point out his role is one of being the dutiful unconsidered provider in his wife's Frame, however, consideration is never a motivator of genuine desire for a woman. Only admiration

and an ambient imagination of losing the focus of it inspires genuine desire.

Girl With A Dragonfly Tattoo had a post recently outlining the expectations of women interested in “seducing” a man. On GWADT’s blog what’s implied is that this man is in fact her husband to begin with. What makes her points so difficult for married women to digest is that they should *ever* need to make an effort to do so. The reason this is so alien a thought to married women is because the men they wanted to seduce were the men they knew before they became ‘wives’. Wives have no use for seduction, and particularly so with the Beta men they settled for around their Epiphany Phase. Seduction, compassion, appreciation (such as can be expected of a woman) only become a necessity when women are subjected to a real preoccupation with losing a valuable man – a man they admire. Even in Frank Sinatra’s time wives had to be told to be lovers too.

Interview Two

April 5, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Just a quick update here: the latest interview I did with Christian McQueen on my birthday (April 2nd) is now available for download.

We went for a solid 2 hours and 20 minutes, so settle in or download it and listen at your leisure. I'm going to make this post's comment thread an open one for questions or comments regarding the show. The response to the last one was overwhelming and is still the most listened to podcast on Christian's old format so I'll stay active in this comment thread for a bit to answer anything you may want to ask me.

I'll be back to regular posting on Monday.

Admiration & Respect

April 8, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One thing I really enjoy about doing the few interviews I've done is that they allow me to do a stream of consciousness dialog with another person. I like this because it's very close to the internal dialoging I do when I'm writing notes or researching a topic. While I was talking with Christian McQueen last week the topic of respect came up and I riffed on this for a bit.

“Be with a woman that admires you... admiration creates a different kind of respect”

I've delved into the dynamic of respect in the past, but what I was getting at with this was the ways in which women and men differ in their views of respect. Towards the close of last weeks post I made mention of Girl With A Dragonfly Tattoo's post on the womanly art of seduction. What I found interesting in her list of seductive qualities was that these aren't really means of seduction, but rather mindsets women should adopt to maintain a healthy relationship.

As I mentioned in that post, women's methods of seduction are a lost art, but those means lack real significance if there is no genuine desire for that man. Women can very easily seduce men today. So starved for intimate attention are the majority of men that they create the seductive narrative for themselves; all a woman need do is make it easy for him to believe.

On a woman's part, seduction doesn't require much. There was a time I did some investigation into the profiles of professional online escorts. I had followed some links Advocatus Diaboli had offered in a few of his posts about his dealing with escorts, and while there were the prerequisite “pros” with pornstar bodies and manners to match, the majority of these women were semi-attractive “amateurs” you'd be surprised by if you saw them in casual clothes. These women tended to be in their 30s-40s

but what was telling was how each gal sold herself to potential clients.

To the average frustrated husband or sexless mature man I have no doubt these women were like a tall glass of water in the desert. By my own standards they were average, but what I noticed was each woman's profile offered some variation of "you've worked hard, isn't it time you enjoyed the appreciation you deserve?", "let me treat you the way you should be appreciated" or "you've earned a good time with a woman who knows how to please her man."

For part-time semi-pro escorts I was impressed by how well they knew their demographic. My guess is more than a few were divorced, but found their 'niche' so to speak once they were set up with spousal support. Each of them sold themselves based on at least the feigned mindset which Girl With A Dragonfly Tattoo proposed women (wives) adopt to seduce their men (husbands).

In that list the first of the two articles stood out the most:

Admiration

Virtually all men crave a woman who admires him. A woman who will listen to him when he's talking about something he finds interesting, or when he's giving his opinion. They want a woman who will be interested and fascinated with what he says – yes, I said *fascinated*. It turns them on to be in the presence of a hot woman (his wife) who is also giving him her entire attention and the right kind of feedback that says, "You are such an interesting man! Omg I want you! Now!!!"

When was the last time *you reacted to your husband like that*? I know... us wives are ridiculously tired, over-achieving, too much to do, have kids hanging off our legs at any moment when we're at home (or out... at the store trying to deal with a meltdown). I understand, I'm a wife and mother of two now. But guess what? Your husband craves this kind of thing, and if this need is met by you, he will move mountains to ensure your happiness.

Of these two, admiration is the most important. Feigned admiration is the stripper's secret (as well as the semi-pro escort's). To the man unused to genuine admiration (that is to say 80%+ of them) this becomes his worst thumbscrew and source of manipulation. Sexual 'thirst' is certainly a factor, but men inherently realize the sexual attraction value that a woman's admiration represents for themselves.

Part of men's conditioning is recognizing the effect that simple social proof to overt fame has on women. Smart men figure out how to leverage this to their advantage as a part of Game, but most are so starved of that admiration that even marginal displays from women are enough to convince him her intents are genuine.

Truth or Compliments

Private Man had an interesting post regarding his tweet on [compliments from women](#):

Men love to be complimented yet so few women do it. [#facepalm](#) [#dating](#)

— The Private Man (@man_private) [March 31, 2015](#)

My response was thus:

"Compliments = IOIs (Indicators Of her Interest in the man). 80%+ of men are Betas, thus compliments are a rare. Can't have Betas get the wrong ideas."

Compliments are considered an expression of admiration for men, but largely supplication for women. In the past I've gone into detail about how compliments for women need to be sparse because, for the greater part of women, compliments have very little value to them. In an age of social media and 'quick-hit ego boosts' from her girlfriends and symps, compliments are common.

What's scarce is valuable, so the rare compliment from a high-value Alpha is a solid reinforcer for a woman – from a Beta compliments are a liability; they are an overt expression of interest from a man she has very little interest in beyond his utility to her.

For that same reason, women giving compliments to men they have no genuine admiration for also becomes a liability – even if that liability is just implied to herself. Ergo, women rarely express admiration for a man they genuinely have no true admiration of – it's too risky. This is why women must be taught (as in *Girl With A Dragonfly Tattoo's* post) to be conscious of, and attentive to, delivering compliments to men they've committed to, but regard as Beta. Left to their natural impulses women simply avoid complimenting men they have no desire to be held accountable to.

Private Man asks:

What's wrong with reinforcing a man's confidence through a compliment? Women adore confident men. The compliment is the opposite of the shit test where a woman tests the man's adversity by artificially creating that adversity by herself.

Not to run him up the flagpole (I have a deep respect for PM), but Private Man answers his own question inadvertently. Women do adore confident men, but by definition a confident man wouldn't need any reinforcement of that confidence. Once again, women want a man who 'Just Gets It'. Any (Alpha) man a woman has a genuine admiration of doesn't need a confidence boost from her – in fact that boost, and the implied need of it, only raises Hypergamous doubt for her.

Just as with the differing concepts of love and communication, men tend to presume that their concept of admiration is the universal one. The aspects and considerations men base their admiration of other men on are not the same that women use for men. I outlined this a bit in *Hysteria*, but there is a uniquely female precondition of unqualified social proof women entertain for themselves as a component to their arousal that men (at least heterosexual ones) don't have for other men.

In other words men who women are unfamiliar with are an unverified commodity to women with regard to arousal / attraction. As you can see in the videos I linked in *Hysteria*, this unfamiliarity with a man's real social value (and associated SMV) are easily mimicked when they control the environment and situation. It's this unfamiliarity and a want to believe in the possibility that a man may possess fame or even simple third-party social esteem that leads to an easy admiration for a man women have just met or are only casually familiar with.

Imaginings

Women's imagination is one of the best tools in a man's Game toolbox, but this is so because Hypergamous doubt is also Hypergamous prospect. The same Hypergamy that predisposes a woman to opportunistic sexual strategy also drives her imaginings about its potential fulfillment by unfamiliar men. It's far easier for a woman to imagine she *should* admire a man she doesn't know than for her to appreciate a man she's already intimately familiar with anything close to that same admiration.

This is what men idealistically *want* to believe about admiration coming from their wives and long-time girlfriends – that it's just as sincere as the expressions of admiration, the compliments and

inspiration, she's naturally disposed to give to men she's unfamiliar with, even when that man was himself when they first met. Compliments and admiration are less believable, not to mention far less forthcoming, when a woman is aware of the person you "really" are in an LTR because hypergamous prospect turns to hypergamous doubt.

As I mention in Frame, the dominant frame you establish and enter into a relationship with sets the tone for that relationship. Sincere admiration and genuine desire are key components to setting that frame *before* you enter into an LTR or marriage. You will never experience a more sincere admiration from a woman than while you are single and uncommitted. Her imagination fills in the blanks for her perception of you because you represent the potential of fulfilling her sexual strategy (either Alpha Fucks or Beta Bucks). Once you are committed and a woman has had those blanks filled in by her familiarity with you, admiration and compliments (if any) become something women need to be taught and reminded are something they ought to maintain to keep men interested in them by necessity.

If there is no admiration expressed from a woman while you're single, or you've got to fish for compliments, or you've got to plead your case to her that you are someone she *should* admire, **never** enter into any kind of commitment with her.

Girl With A Dragonfly Tattoo's next article of seduction was respect:

Respect

How many men crave respect? *All of them.* They want to be known as the leader of their house, they want their wives to defer to them for decisions – but they want their wives to genuinely do it out of the feeling of respect, not just half-heartedly ask their husbands what they think, but to let them know that they are expressly interested in their husband's response because of who he is.

They want a woman who looks up to them – who doesn't try to outshine them or put them down – but who greatly esteems them and their opinions on matters (this ties in directly with Admiration). They don't want a wife who will constantly argue and bicker with them over decisions and details, or one who challenges them and their headship constantly.

Respect amongst men and respect amongst women are, again, two differing concepts. GWADT describes her impression of what she perceives men *would* want in terms of respect from their spouses, but this outline ignores the basic principles of the Desire Dynamic – respect is valueless if it's an obligation, you cannot negotiate a genuine respect. Men understand this because respect between men is something that is earned, whereas constant social conditioning makes respect for women something to be expected.

Respect for a woman is a given and as such, like compliments, it becomes so cheap a commodity to women they have no concept that it means something entirely different amongst men. In fact, Blue Pill conditioned men are so socially insaturated in a default "respect" for women that it's become an article of Beta Game among them. Properly trained White Knights make a competition of "out-respecting" one another with their declarations of respecting women. They believe it sets them apart from "other guys" who don't respect women and thus make them uniquely in touch and identifying with what they've been taught women want.

The next time you see some self-evincing meme declaring "a real gentleman does X for a woman" posted on Facebook by one of your Blue Pill friends you'll understand how valueless the term respect

really is to women. I hit on this in my post *Respect*:

Masculine Respect

So this is my point, women don't respect men, or rather, they don't respect the masculine – and most certainly don't have a default respect for it. They're taught to be adversarial, not cooperative. Women are taught to relinquish respect, and then only begrudgingly when a man has proven his quality beyond the reach of most men. Masculinity is popularly ridiculed in western culture as it is, but to respect a man is to compete with him, to out-masculine him. Cooperation or even recognizing that the genders could be complimentary is viewed at best as antiquated, at worst, sublimation to the male imperative.

Women have very little incentive for learning to defer to a man with a default respect when respect for women is already a social entitlement – that is the frame of reference women have with respect. Even average fathers seldom experience an organic respect from their daughters unless they are taught (usually by example) to appreciate the qualities that make him respectable. Women in the workplace presume they're being treated with a default professional respect, but any respect that's afforded them generally begins with that default 'Respect for Women'® dynamic that 80%+ of men already believe is their due.

When men express respect for other men it's usually because they've in some way earned it or earned a respectable office. That's not always the reality, but it is the general presumption that respectable men are "leaders of their house" (business, position, team or rank) and makers of the decisions others follow because they have earned it. Think about the men you genuinely respect. Why do you respect them? What have they done to merit your deference of respect to them?

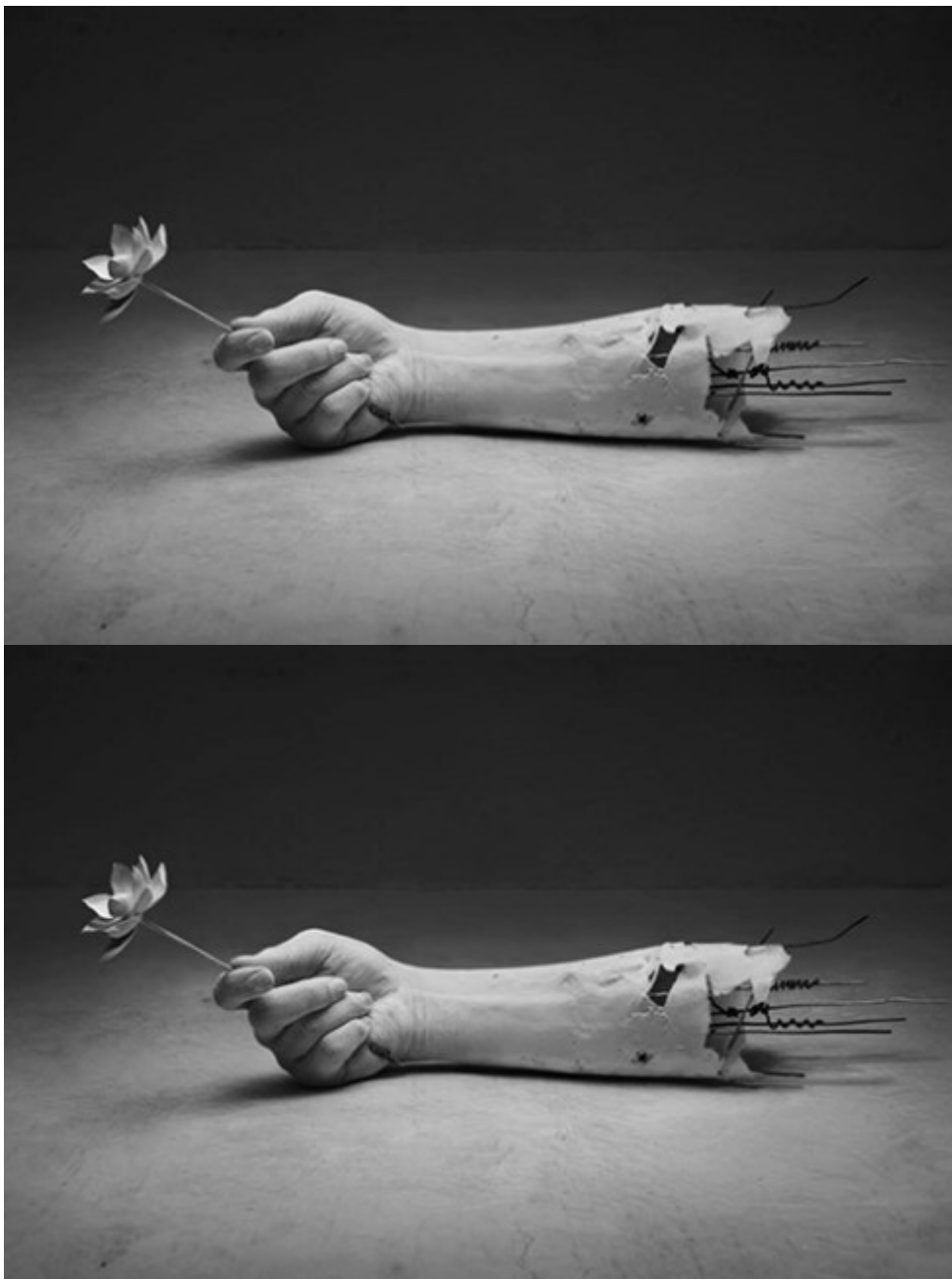
The way a man considers these aspects differs from how a woman considers these aspects. Respectable Men are keenly aware of a respect offered to them due to obligation as opposed to a genuine, considerate and introspective respect. So when a woman who presumes she holds a default authority humbles herself, and magnanimously *allows* a man she's told she should respect a degree of deference, that man understands it's her obligation and not a genuine respect he'd experience from other men.

Indeed, men do want a woman who looks up to them, admires them and respects them, but too many men don't recognize the motivators behind women expressing them. Many Beta men make a joke out of their wives being "the real boss" or how she "puts up with him." They have no concept, much less any expectation, of an organic, uncoerced masculine admiration, respect or even a compliment, so it's no surprise when they can't discern between a real expression of sincerity and one motivated by manipulation or obligation.

Lastly, ladies, the best compliment you can give a man is with your body and consideration. Unexpected gestures, being an imaginative lover, staying in shape because you *want* to please a man, are the best expressions of genuine desire, admiration and respect. Nothing conveys real appreciation for a man better than the unsolicited desire you reserve for Alpha Fucks. You want him to know you admire and respect him? Initiate sex with him, often and with intensity.

Managing Expectations

April 14, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One question I was asked during the Christian McQueen interview was what my perspective on a “healthy” kind of love would look like. Anyone familiar with my writing understands that, to the best of my objectivity, I try to be as descriptive as I can when it comes to the dynamics I analyze. The Rational Male will always be an endeavor in descriptiveness, not prescribing what I think anyone ought to be doing. I’ve run down my reasons for this in the past, but the solutions to *your* problems begin with *your* understanding the nature of those problems. I’ll give you tools, observations and suggestions, but my hope is you’ll use them in your life according to your need.

As I said in the interview, my interest isn’t in making Rollo Tomassi clones, and anyone telling you they have a customized plan to lead you to the relationship of your dreams is selling you something (likely a \$1200/month ‘counseling’ retainer). That said, I’m going to break protocol here for a moment and see if I can provide you with some general observation about what *I* believe are the

foundations of a healthy love relationship.

From a Red Pill perspective I'd say the first and most important thing for a man to grasp is coming to terms with realistic expectations with women based in Red Pill awareness.

In a Blue Pill paradigm men are conditioned to believe that Blue Pill goals are both attainable and worthwhile in the effort needed to achieve them. Deferring to feminine primacy, deferring to feminine *correctness* and essentially enabling and facilitating the ends of women's sexual strategy are all the hallmarks of that conditioned thinking.

In *Mental Point of Origin* I explain how a man's origin of thought is conditioned to default to a feminine purpose; he puts his first thought to the benefit of the feminine rather than himself and it takes either a very traumatic personal episode or a Red Pill awakening for a man to realize how thorough his conditioning has been.

I'm reviewing this Blue Pill mindset because the expectations a man has of a woman while he's trapped in that mindset is radically different when he moves into (and accepts) a Red Pill awareness. That may seem a bit remedial for Red Pill men now, but it's important to be reminded of how much your expectations of women have shifted since you came into that new awareness.

There was a time when you were Blue Pill and not taking a woman seriously at her word – as opposed to understanding the primary importance of her actions – was probably offensive to you. Any White Knight you encounter in life is still basing his expectations of women in that same egalitarian equalist premise that women are rational agents with an equal interest in men's goals and purpose. The mistake being that they put faith in the idea that men and women have intellectually risen above the influences of their evolved psychology and can be relied upon to behave reasonably and in each other's best interests.

Ironically a Beta /White Knight's methodology for qualifying for women's intimate attentions are still rooted in *performing* to the standards of what he believes is a pre-understood social contract between men and women. However, his expectations of women and how they'll reciprocate his feminine-identifying efforts is where he's gravely in error.

It's my belief that Red Pill men need to come to realistic expectations of women based on their Red Pill awareness in order to come to a loving relationship with women. Accepting that reality also means accepting the differing concepts men and women have with regard to love. That's a very tall order for men still coming to terms with the fact that their Blue Pill conditioning made them hopeful they could sustain a love based on Blue Pill expectations of women. Their idealistic concept of love has an end-goal of that concept being mutually reciprocated by a woman; this is the Blue Pill hope for love.

Love in the Age of Equalism

Egalitarian equalism between the sexes is nominally based on an acceptance of agreed terms, but love, like desire, is not the result of a process of negotiation.

What's more ironic is that the more pronounced the efforts in gender parity are in society the more pronounced the men and women in that society cling to traditional sex differences:

To the contrary, most cross-cultural studies find nations with the *highest* sociopolitical gender equality (e.g., Scandinavian nations) exhibit the *largest* psychological sex differences in the world. You read that correctly. Higher gender egalitarian nations tend to have *larger* sex differences in mate preferences for Good Looks, in Big Five personality

traits and the Dark Triad traits of Machiavellianism, Narcissism, and psychopathy; in romantic attachment and love styles; in sociopolitical attitudes and personal values; in clinical depression rates and crying behavior; in tested cognitive and mental abilities; and in physical attributes such as height and blood pressure[97]. If sociopolitical gender egalitarianism is supposed to reduce sex differences to the point where they “disappear,” it’s doing a terrible job. In fact, it’s most often doing the exact opposite. Without the constraints of patriarchal sex role socialization, it appears men and women are freer to follow their evolved desires in ways that lead to even greater psychological difference

It’s important to recognize truths like this because our acculturation in an equalist doctrine of gender parity is often never considered with regard to how the sexes interpret a loving relationship. How a society perceives love on a meta level is greatly influenced by the degree to which that society considers and acknowledges sex differences. I’ve stated in the past that androgyny is not a goal-state for any species – it leads to stagnation and an inability to adapt. Androgyny becomes homogeny; an evolutionary dead end, and the statistics seem to back this up. When a society idealizes a state of homogeny between the sexes that society presumes love is also homogenous.

Play with her, and play *with* her

I’ve mentioned in the past that revealing Red Pill truths to women you want to become intimate with is ultimately a self-defeating effort. The same can be said for women you may be involved with at the moment and are attempting to convince of your new Red Pill identity. Once you let a woman in on the Game it changes the game. Observing a process will change that process. This is known as the observer-expectancy effect, or the Hawthorne effect which is a “form of reactivity in which subjects modify an aspect of their behavior, in response to their knowing that they are being studied.”

In my perspective this is the main reason couples’ therapy, marriage counseling and Purple Pill couples’ *coaching* is ineffective. Those negotiations that are supposed to lead to a better relationship and a “healthy” love are founded on Blue Pill goals and Blue Pill expectations of an equalist understanding that men and women are fundamental equals with an equal interest in rational problem solving.

Why am I inserting this here? Because your Red Pill expectations of women must remain stoically within yourself.

Once your expectations of women are out in the open the process has changed. Women *love* Men who Just Get It, but explaining *how* you Get It disqualifies you from being the Man who does. Demonstrate, never explicate.

In a way I pity the women who identify themselves as Red Pill women. Not because I think their efforts are misplaced, but because they become privy to Red Pill truths and now have a different awareness of that observer-expectancy effect. The process is changed with regard to how they deal with men, maybe their husbands, and now they can no longer play the Game without some peripheral awareness that they *are* playing a game. The machinations of it are revealed so the context becomes one of identifying aspects of those truths and being self-conscious of men’s and their own behaviors being influenced by them.

In coming to terms with Red Pill expectations of women a man must embrace some ugly realities. Those realities that used to be denied or sugar coated with the pretty lies of the Blue Pill can rub you raw. Among others, Hypergamy, women’s sexual and love opportunism and the potential of damning a man to a life of indentured servitude are tough expectations to have to weigh against the idealistic

want of a healthy loving relationship with a woman.

There will be a contingent of men who'll insist women be held accountable for the worst of these behaviors. While I don't necessarily disagree with that sentiment, there will always be a want for personal accountability and justice for women's actions from men, however, this belief is still rooted in the idea that women are coequal and rational actors. That personal accountability desire is based in an equalist mindset. That's not to say women shouldn't be held accountable for the results of their impulses, or given license to them – Hypergamy is not itself an excuse for the worst of its consequences. Moreover, it is to say that a Red Pill aware man needs to base his expectations of women on the Red Pill foreknowledge of what her instincts and impulses will lead her to.

Conventional Love Model

I posted the following comment in response to Girl With a Dragonfly Tattoo's recent plea for women to embrace empathy and / or sympathy:

Sympathy / Empathy flow downward from men to women and then to children. Men who understand and accept this never expect empathy from women to begin with. For that man, either a woman meets his criteria for his investment or he drops her for a better prospect.

Only in a feminized equalist society do men expect in-kind reciprocation from women. As a man, your "needs" are only important to you. Men's disappointment comes from expecting a balanced return on his emotional investment and relational equity; this is the result of his egalitarian equalist conditioning. It sucks and it's offensive to men because they've believed for most of their lives that there should be an equitable exchange of emotional and personal investments – his woman should have his needs and his best interests in mind in a like fashion that he has for her; this is not and has never been the case.

In fact it's a recipe for failure, since it puts men into a position of neediness, and thus forces him to negotiate for his woman's desire.

I've made an attempt in today's post to address this last part. A great deal of men's frustrations with women finds its root in an equalist expectation of a like-for-like exchange of intimacy. In [*A New Hope*](#) I explained how a man might cast off his former hope for a Blue Pill solution to the problems inherently created by an egalitarian mindset. I think it's vitally important for men to keep that in mind – the source of those problems offers the false hope of a solution to those problems.

As a man it is important to understand that love will always, necessarily, be an unequal exchange of sacrifice for a woman. You simply don't share the same concept of love with a woman. There are complementary benefits, but never assume your investment with a woman will be an equitable tradeoff. Men weren't designed for that, this is why notions of relational equity is a real tough ego-investment for a man to abandon when he comes to Red Pill awareness.

In closing, what I find interesting in all of this was recalling how my [*Vulnerability*](#) post was received. That was an important post because it described the expectation of submissiveness and surrender that the Feminine Imperative and egalitarian equalism inculcate in men. Even the definition of the word was recreated to fit the doctrine – weakness is strength – and more than a few critics still clinging to that Blue Pill boilerplate wanted to re-define it in some way to be palatable to both the manosphere and that old Blue Pill hope. That's the essence of the Purple Pill.

What they fail to realize is the inherent vulnerability men face in loving a woman at all. All risk, with no realistic expectation of reciprocation of his emotional investment and even greater risk of rejection

for expressing that expectation – now that's vulnerability. Egalitarian equalism always stresses the importance of men and women meeting each other's *needs* to achieve a balanced loving relationship. This is a fundamentally flawed premise in the context of feminine social primacy. In a Blue Pill paradigm a man's needs are always subordinate to a woman's. That is vulnerability – a man putting faith in the presumption that a woman's sustained long-term interests will ultimately serve his own.

Men will always be the risk takers in all aspects of life.

Dancing Monkeys

April 17, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From the Unbearable Triteness of Hating:

16. Dancing Monkey Hate

Hater: Men who run game are just doing the bidding of women. Alphas don't entertain women.

If you want success with women, you are going to have to entertain them... one way or the other. The same is true of women. Once a woman stops entertaining men with her body, her femininity, and her commitment worthiness by getting fat, old, ugly, bitchy, or single mom-y, she stops having success with men. We are all doing the bidding of our biomechanical overlord, and on our knees to his will we surrender, by force or by choice. You fool yourself if you believe you have some plenary indulgence from this stark reality.

Or: If you can't beat 'em, join 'em.

After this week's post the expected debate of who are you really being *you* for came up. In managing your expectations in accord with the reality of women's nature there's always going to be some indignation for needing to do so. The perception of having to cater to the ~~whims~~ needs of women in order to broker some reward that's never going to be an equitable trade is not only senseless, but it pisses off men who spend an inordinate amount of time and effort to better themselves *for themselves* and not be appreciated for it.

I'm cursed with a broad spectrum of interests, passions and hobbies. At the risk of glossing myself, I've been blessed with a lot of natural gifts and talents, and I developed the skills to better enjoy them, to profit from them and to explore things I simply find fascinating. For the greater part I don't

do these things *for* me, but rather because I'm genuinely curious and interested in them. I didn't get into competitive fencing in college because I thought chicks would dig it. Nor did I pick up the sport as some "*doing it for me*" personal validation – it just looked like a hell of a lot of fun and even when I have my ass handed to me I still enjoy it to this day.

The outcome of having developed those competitive skills combined with the physical prowess I also developed, provided some side benefits to my enjoying fencing, lifting, martial arts and all of the other sports I've engaged in over the years. The good peripheral rewards are fairly obvious when it comes to physical interests, but I have hobbies and artistic pursuits that would probably surprise even my readers here.

I use those to my benefit in my personal and professional life, but some are most definitely not the things women would be drawn to in a guy. Of course, I don't really care, but that doesn't erase the preconceptions women (or anyone really) have of those interests. It's easy to say, "well, that's just me, take it or leave it", but the fact remains that there are always going to be things you like that will never be an attraction for women – in fact, they're likely to be an obstacle to attraction.

The Intelligence Paradox

There's a subset of Blue Pill men who've bought into the social advertising that women find intelligent men more attractive. Attractive for long-term security and dependability as a provider? Yes. Arousing as a Hypergamous sexual prospect? Doesn't matter. The Feminine Imperative likes to promote the 'intelligence is sexy' meme so as to have better prepared providers dutifully waiting for women once they've had their bad boys and are ready to cash out of the SMP.

That's kind of bitter medicine for men who've invested themselves in intellectual interests they *were* at one time genuinely fascinated by. Once the imperative takes what it can benefit most from those interests and labels it 'sexy' they cease to be genuine fascinations and places them into the realm of sexual attractions. The question then becomes "Who are you really doing this thing for? To be a better prospect for women, or do you *do it for you*?"

Most intelligent men eventually come to realize that their interests simply aren't sexy to women; if anything those pursuits usually become an insufferable bore to women. While the *idea* of a 'hawt' intelligent lover is appealing to the female hindbrain, the application of that intelligence is another thing entirely. Hypergamy doesn't care about your grasp of philosophy, your love of mathematics, your Master's degree in political science or that you can recognize impressionist painters from cubists. Hypergamy does care about your capacity to apply that intelligence in the service and fleeting contentment of women.

The opportunistic side of Hypergamy might enjoy the benefits that intelligence generates for a woman's security, but your intelligence itself is not 'sexy'. If intelligence by itself were a sexual predictor guys like Stephen Hawking wouldn't find women to be "such mysteries."

Unfortunately for most men this realization only comes after they've played to the script the Feminine Imperative had set for them and they've committed themselves to a woman he believed found his beautiful mind so attractive.

I detailed a bit of this dynamic in [Compatibility](#):

However, I do think the desire of finding a common interest prior to, or in order to hook up with women is an interesting one. The MGTOW crowd will of course use this as a prime illustration of how men autonomously shape themselves to the ideals of women. And in the

terms of living in the feminine reality they'd be right. You see, whenever a Man engages in any leisure activity, passion, hobby, etc. that doesn't directly benefit his wife or girlfriend it's always perceived as a waste of time. If she cannot realize a tangible result that benefits her – or by way of her, the potential “family” or the “relationship” – your effort is pointless and frivolous in contrast to engaging her, entertaining her or relating with her. Again we see the hypergamous feminine imperative of girl-world. If it's not directly benefiting women, it's not benefiting humanity in general.

It's easy to apply this dynamic to something that's directly relatable to women's arousal/sexual interests. I covered this in *Crisis of Motive*; men ostensibly lift weights for their own personal validation – they *do it for them* – but when it's obvious that a man can leverage that motivation and good physique to arouse women that's when his motives become suspect:

I can't recall how many times I've heard guys at Gold's tell me the same thing as to why they workout.

“I do it for me! Yeah, of course, chicks check me out more now that I've dropped the fat and bulked up, but this is all for me man.”

I'll admit, I was *that* guy at one time. For a guy it makes sense to cop the story of singularity of purpose since it implies that he's his ‘own man’ and not improving himself to become more acceptable to the women he observably and admittedly wants to get with. This is the paradox of self-improvement – are you doing it for yourself or because you want to others to respond more positively to you? It doesn't have to be one or the other, it can be both.

When your personal interests can be directly relatable to attracting women that is when your motives will come under scrutiny. Saying I enjoy reading books on astrophysics in my leisure time wouldn't draw the same suspicions of my motives as my saying I've been a bodybuilder for most of my life because I just enjoy it and like to maintain my health.

Thoroughbred had a good comment about this:

JCL – “If I didn't know any better I'd think the Red Pill is feminism for men, even though women are shit you still have to perform under the new agenda.”

See...

This is the subtle distinction where I think most of us get it drastically wrong. There is a huge chasm between performing for a woman and performing for yourself. Hell, I'm still guilty of the former at times still, but I at least recognize it now and am doing a better job of putting myself at the center of the frame rather than a woman. A woman's love, attention, loyalty (such as it exists), empathy, sympathy, etc. are all **byproducts** of a man who unapologetically takes care of himself, his needs, his desires first. Here's what I'm getting at... Flip the script on each of these:

“Women want alphas – become a top tier man.” — Become a top tier man for YOURSELF and only for YOURSELF. Women's attention, loyalty, etc. will be the byproduct of you putting yourself at the center of the frame.

“Women want promiscuous sex – plate them.” — I'm married and was as blue pill as they come before discovering these hallowed halls two years ago. So, this one is modified for the

married set.

Bottom line: Sex with wife sucked for years. Rollo's concept of dread game has literally saved my marriage, but again there's a subtle and very important distinction. When I initially conceptualized dread game it was with my wife in the center of the frame (in other words "If I use dread on the wife, she'll want to fuck me more"). The results were meh. However, when I put MYSELF in the center of the frame as in "If I were suddenly single tomorrow how quickly could I get laid?", the results were dramatic. The difference is this: In the first scenario I was counting on my actions causing a change in someone else (the wife). In the second scenario, my actions caused a radical change in MYSELF and in my conceptualization of myself.

Thoroughbred speaks to two issues here. A Man must place himself as his own Mental Point of Origin. In doing so he prioritizes himself as his primary importance which women find attractive, but you see the dual nature of this prioritization. Thoroughbred making himself his first priority has the effect of improving his life from an overall personal perspective *and* has the effect of attracting / arousing female interest in him. Does it matter what's motivated that change in his performance?

Men must perform; and even when they're performing as the result of genuine curiosity and interest they will make an impression on women. You cannot remove yourself from the Game. There's a misnomer that Red Pill advocates believe all men need do is be good looking, aloof and let women come to them, but the truth is that even if you're not approaching you're still *performing*, you're still presenting a presence that women (and other men) will evaluate.

The genuineness of your motive is only realized by you. One thing I addressed in Just Be Yourself is the *you* others would like to make of you:

We are who we say we are

We can alter our own personalities and have them altered by our conditions or any combination of the two, but to suggest that personality is static is a falsehood. The trap is to think that altering personality is in anyway disingenuous – there are certainly terrific 'actors' or 'poseurs', and the like, that when we are confronted with them we sense (or even know) that they are pushing an envelope that they may not be entirely comfortable with, but there is merit to a 'fake it till you make it' doctrine. We only perceive it as being 'false', 'superficial' or as "trying to be something your not" when we have a concept or knowledge of a previous set of personality behaviors. If you met a likable cocky-funny guy at a club this weekend, how are you to know whether he's the real deal or stretching the limits of his personality if you've never met him before?

If you have a look at the picture I used for my post Idealism you can get an idea of how men and women experience their existence. This masterfully encapsulates the mental directions of the genders. For men's part, it's their outward looking interests and curiosity that not only make them better Men, but also makes them attractive. Their attractiveness is a byproduct of a curiosity that is indifferent to the inward, self-importance of women.

As I've repeated many times, women should only ever be a complement to a man's life never the focus of it. This is because women's focus is primarily on themselves and once your primary focus becomes women they quickly lose interest. Men's attractiveness lies in the results of that outward facing fascination that excludes women from its attention.

Focus on the things you genuinely find interesting, not the personal validation you think they represent. Saying you *do things for you* only echoes the self-importance of women's self-focus. It alludes to a desire to be perceived as more attractive for a self-conscious awareness.

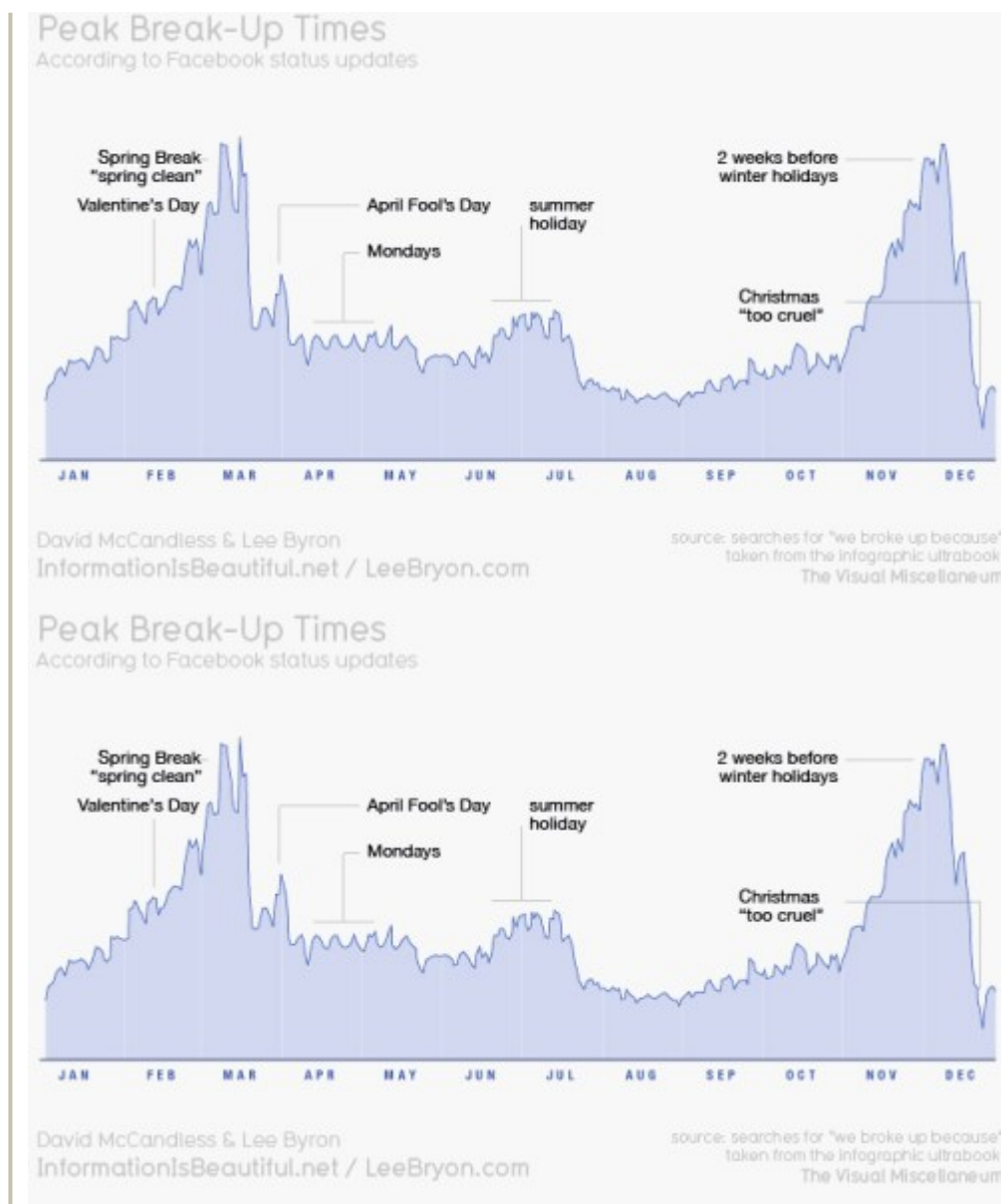
Spring Break

April 21, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

<https://twitter.com/BroHumors/status/589900393632690178>

I apologize in advance for dropping this now, but I felt it would benefit my college age readers at this time. Your regularly scheduled introspectives will resume shortly.

I had this clip tweeted to me this morning and it reminded me of a very old post I started on SoSuave with regard to the statistical probabilities of a breakup throughout the year. Keep in mind, these stats were from a survey 5 years ago.



I watched a TED talk the other day from David McCandless called "The beauty of data visualizations". It was quite amazing and included lots of different datasets. One of them was about Facebook and breakups. David and his team scanned over 10 000 status-updates and set out to learn more about **when people broke up**.

This is what they learned:

- A big peak right before Spring Break
- Most breakups are announced on Mondays
- People like to start the summer being single
- A big peak right before Christmas
- The lowest day throughout the whole year is Christmas Day (thank God)

Back when I first published Wait For It? (it was actually based on a much older post I did on SoSuave) I took a lot of shit for suggesting women in the proper ovulatory disposition were more than open to casual sex with the right guy, in the right place, in the right time:

Iron Rule of Tomassi #3

Any woman who makes you wait for sex, or by her actions implies she is making you wait for sex; the sex is NEVER worth the wait.

When a woman makes you wait for sex you are not her highest priority. Sexuality is spontaneous chemical reaction between two parties, not a process of negotiation. It's sex first, then relationship, not the other way around. A woman who *wants* to fuck you will find a way to fuck you. She will fly across the country, crawl under barbed wire, climb in through your second story bedroom window, fuck the shit out of you and wait patiently inside your closet if your wife comes home early from work – women who want to fuck will find a way to fuck. The girl who tells you she needs to be comfortable and wants a relationship first is the same girl who fucked the hot guy in the foam cannon party in Cancun on spring break just half an hour after meeting him.

If I have an addendum to this it would be that, in light of the growing pride women are taking in Open Hypergamy today, women in their Party Years actively schedule their “casual” indiscretions. Those mate guarding instincts you feel with your “great girlfriend” around Spring Break? They're not for nothing. You can choose to ignore your gut, but understand those instincts get triggered for a reason.

Standard caveats apply of course – self-conscious (or not drunk enough) Quality Girlfriend® at 0:11 duly noted.

This may seem like so much red meat for my younger readership, but it does illustrate a point I made about women following the Sandberg Plan in their party years. Young man, remember this clip when your Quality Girlfriend® comes back to campus next week and says “I don't know what happened. I'm not usually like that. I was drunk, he was cute and well,...one thing led to another.”

Remember this clip when when you're this side of 30 and the 29 year old woman you're dating is going through her Epiphany Phase and trying to “do the right thing” tells you, “I used to be a different person back in college” and presses you to ‘Man Up’ with an ultimatum for marriage. It may not be as damning as, I don't know, finding an amateur porn video of her, but you'll have a better idea of the context of the time line I detailed in Preventive Medicine.

Remember what I've written about proactive cuckoldry.

Remember that even if your great girlfriend / wife would never do such things, her girlfriends likely did and regaled her with all the stories about it during her own party years.

Remember this when you're helping to pay off your wife's student loans and the credit card debt she accrued buying the hot little thong she bought just for Spring Break.

So, plan accordingly, respond appropriately and never forget...

Women will break the rules for men who turn them on and create rules for men they don't respect.

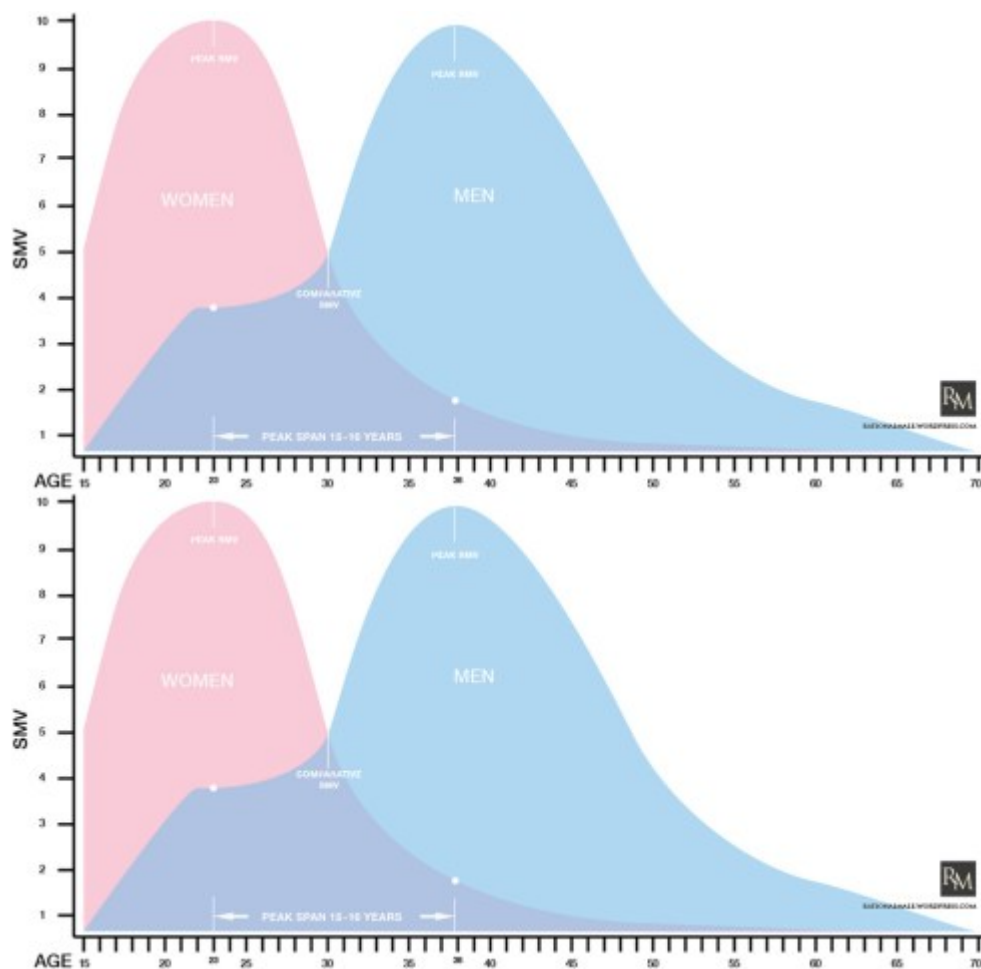
The Reckoning

April 25, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As a man approaches the age of his sexual market peak potential there comes a shift in the order of priority of his position in sexual strategy advantage. Most men never actualize this. For the majority of men, that is to say the 80%+ of Beta men who've accommodated the female sexual strategy prior to realizing their SMV potential, this can be an aggravating period of their lives.

Often men are bound to financially and emotionally binding commitments to women well before that peak potential is realized. This is by design of course; a design with the intent of ensuring the long term security of women exiting the short-term sexual imperatives of their Party Years. The Feminine Imperative effects this via social engineering, but few men understand that they could ever have a greater SMV potential they might realize once they mature into it prior to making those commitments.



On my SMV time line / graph there comes a pronounced shift in a man's SMV potential just after a woman's *Epiphany Phase*, and up to and after a man's SMV peak potential age range. The social engineering aspect is effected in the form of uniquely male shame and the insisted responsibilities to fulfill women's long-term sexual strategies. I loosely base the age range of this phase at or around 30 years of age.

I call this point of crossover the *point of comparative SMV* and the period between women and men's SMV peaks *the peak span years*. In a generalized context, the most significant life changes men and women will experience occur within this 15-16 year span. For women, their SMV peak usually occurs at a time in which they have only begun to mature into an adult understanding of themselves. As women's SMV peak potential is primarily based on her looks and sexual availability it's interesting to consider the SMP power women wield at a point in their lives when they've just matured past their adolescence.

For men, the progression towards their peak potential years usually begins around the point at which women's is peaking. A man's maturation process, the experience and the time necessary to establish himself as an SMV optimized man roughly spans that 15-16 year *peak span* phase. A lot of critics of this graph (in an egalitarian mindset) presume that SMV for men is, or should be, the functional equivalent of women's. What they fail to consider is how men's inherent burden of performance factors into his *overall* SMV and the time, effort and personal investment necessary to maximize his personal potential.

It's vitally important for men to keep that in mind when they consider the whole of men's sexual market value. Largely, men must invest 10-16 years of that peak span phase to actualize his potential. The NBER (National Bureau of Economic Research) published a study last year which outlined the

reasons why most creative and innovative breakthroughs happen in (in this case a majority of men) our late 30's:

The authors examined the high points of the careers of both great inventors and Nobel-Prize winning scientists, and they found that the late 30s were the sweet spot for strokes of genius:

✖✖ Jones/NBER

Innovators have been peaking slightly later in life as the 20th century has progressed, in part because today's scientists have more to learn than their predecessors did:

✖✖ Jones/NBER

What's more, people who excel in abstract fields, like art or physics, tend to be younger than those who win prizes in fields that require more context, like history or medicine.

Another 1977 study found that physics Nobel winners were 36 on average when they did their prize-winning work, while chemists were 39 and medical doctors were 41.

If these bell curves look eerily similar to the male SMV curve I introduced two years prior to them being published, it's only because my experience in the manosphere led me to then what the researchers concluded:

So why the late 30s? The most obvious factor is education: Scientists spend ages 5 through 18 in school, and then ages 18 through 30ish getting their academic degrees. Then a few years of learning on the job, and presto! You dig up an uncertainty principle. Meanwhile, scientific breakthroughs tend to be less common in old age because we invest less in learning as we get older, and our skills gradually become less relevant.

It's a pretty fascinating study if you have the time to read it.

If you remove the Nobel Prizes and innovative achievements out of the equation I think the rough outline of the bell curve is still generally reflective of most men's peak potentials with regard to SMV.

Realized Potentials

In *Mid-Life Crisis* I offered that this contrived "crisis" really isn't rooted in a man's yearning for his younger days, but rather his coming to the realization that his SMV and peak potential put him into a state of awareness that he *could* actualize things he previously thought weren't possible for him. For many men this is the first time in their lives that they really have the introspection to understand the harsh Red Pill truth.

They realize options they never knew they could have, and they realize they could exercise them in ways they never expected.

They come to understand that the life decisions they'd made 10-12 years ago were based on a fulfilling long-term female sexual strategies. Now they see how that path played out for them. Men find themselves in a position of having wasted that SMV peak potential by accepting the responsibilities he was convinced were his duty by the Feminine Imperative in his 20s, or he finds himself experiencing the boons of that SMV and unable to truly capitalize on them because of his commitments.

It's important to mention that there is a stark contrast between a man's mid-life awareness of his peak SMV potential and how women experience their own 10-15 years earlier. Men experience their SMV

peak with the benefit of about 12 years of maturity to reflect on while women experience their peak without that benefit. There is no comparison to how men and women experience this peak.

After roughly 15 years of obeisance to the Feminine Imperative, and for the first time in their lives, men *can* experience a sexual market valuation above that of the women they committed themselves to. For the first time in a man's life the *Cardinal Rule of Relationships* shifts to his (potential) advantage. For men who've experienced a nominally sexless marriage during that time, coming to the awareness that they've tolerated that state for so long and combined with a new realization of their SMV, men will deductively begin taking stock of their marriages.

Granted, a majority of men don't maximize their personal potential and their wives' SMV can still, at least perceptively so, out class their own. This is a particularly frustrating position for men without the Red Pill awareness necessary to understand the precariousness of it. These are the men who tend to rely on the fallacy of *relational equity* and the equalist hope that his wife can be expected to rationally appreciate the sacrifices he's made of himself for her and their family's benefit.

Resented Potentials

For women in either case there is a resentment for men entering their peak phase. With few notably exceptional outliers most women realize in earnest that their SMV is well below their husband's or the potentially acceptable men they'd prefer to be intimate with during the same age range (35-38). On some level of awareness these women understand that their sexual marketability is, perhaps for the first time, at a disadvantage.

Feminine-operative social conventions shift radically during this time because the long-term security needs side of Hypergamy takes on a new urgency as women come to the reality that their own SMV has declined. At the Epiphany Phase the frantic realization that the past short-term sexual indiscretions Hypergamy made a priority for her are no longer (and never really were) a sustainable reality creates the necessity of men to forgive them.

The readied social conventions usually revolve around men's social contract and commitments, but the old standby of shame is always useful. At no other point in a man's life will he be humbled (humiliated) more than in the years leading up to his peak potential years. Again, this is by design. In the meta scope of women's sexual strategy, women cannot afford a man becoming self-aware of his role in fulfilling her strategy.

This is an interesting paradox; optimally a woman would want a man to realize his maximal potential to ensure her long-term security, but she can't have him fully understand the role he plays in serving her sexual strategy. Thus he must be humbled, if not outright ridiculed, in his social and professional victories. His confidence at this stage cuts both ways. While his confidence in his potential is attractive, women realize it's also attractive to other women at a time when her SMV is on its decline in earnest and he's beginning to become more aware of the game that's been perpetrated on him during the 15 years he's risen to that maturity.

Late Game Dread

Dread is always an effective Game principle, but the passive Dread that accompanies a man's SMV peak years is particularly potent. I've explored passive or *soft Dread* in the past, but I think men in their peak years need to understand the effect that unsolicited social proof as a result of increased status and SMV has on women's (wives') Dread during this phase – particularly for women who've until then never experienced their LTR man in that context.

Red Pill savvy men understand that a woman's *imagination* is the most potent tool in the Game toolbox, however, this peak phase has the potential to really emphasize those imaginings and can be played to a real advantage. Since a woman has more to lose on her long-term sexual strategy's investments these imaginings can inspire an anxiety she's never known. For a Beta man this is usually the point at which he will double down on his placating in order to allay his woman's fears, which in turn only reemphasizes and verifies his Beta status to her.

(Implied) Experience Teaches Best

One final point here, I should add that at no other time in a man's life will employing Amused Mastery be so effective:

Amused Mastery is particularly effective for older men / younger women Game. Assuming you're in reasonably good shape and have some degree of affluence, being older gives you a degree of authenticity. With maturity comes an expectation of knowledge and experience for Men. I've used Amused Mastery with my "pour girls" at promo events and it's like cat nip for them. You become that Father figure to them (FILF?) that they crave, but can't seem to get from younger guys. There's a certain Alpha security dynamic at play between a woman and a Man who emits an ambient vibe of having been with enough women to be able to predict her shit tests, and then pass them with a casual roll of his eyes and a knowing smirk. When a man is giving off the cues of Amused Mastery there's an unspoken presumption by women that he "just gets it" when it comes to dealing with women.

Amused Mastery is far more effective during a man's SMV peak because women presume that the attitude is more legitimate since a man matures slower into his peak. They expect men to have the maturity and experience to actually be *amused* by a less experienced, less mature woman. An established man who's made the most of his potential is presumed to have an attractive Frame into which a woman will want to become a part of.

Fem-centric society conditions men to humble themselves for fear that his confidence would be interpreted as cockiness and thus risk her rejection of him. Most (Beta) men are petrified to even experiment with Amused Mastery because they believe it would be interpreted as disrespect toward a woman, but the truth of it is counterintuitive to them. What they fail to consider is the associations women make with a man's maturity:

The Associations of Maturity

First off, it's a mistake to just peg 40 y.o.s in this demographic. There are plenty of early to mid thirties guys that can and do pull girls 5 to 8 years younger than themselves regularly. Funny how there's little shaming stigma with that age difference. It's not a man's physical age so much as what the age represents (or is perceived to) – maturity, accomplishment, better provisioning capacity, status, etc. Do ALL men actually realize these to their satisfaction by this time? Of course not, but it's the perception that they **SHOULD** have actualized this that is the attractant in comparison to younger guys who haven't, nor would really be expected to. Mature Men represent this perception of assumed accomplishment and security – exactly what women are looking for in a phase of life where their sexual marketability declines and their need for long term provisioning becomes more urgent..

Obesity Culture

April 28, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





In the almost 4 years I've had The Rational Male up and running I have neither monetized nor commercialized the blog. I began with the explicit intent of making everything I do accessible and in the past year and a half since the first book published I've turned down at least seven different (lucrative) requests to put ads or promos on the blog.

I'm happy to say I'll still never monetize this blog, but if I were to offer ad space my first spot would be reserved for Protein World. I can't vouch for the quality of their products beyond what I know in general of protein supplements from years of bodybuilding, but that's not the point. The point is that these guys had the balls not only to stick to their guns, but to double down when social justice warriors and body fat acceptance "activists" took it upon themselves to systematically vandalize their most recent ad campaign.



[@lawrencedarcy](#) We won't apologise to the irrational extremists who are causing criminal damage to our adverts □□□

— Protein World (@ProteinWorld) [April 27, 2015](#)

I've made my living in brand development for over 20 years now, these guys deserve some respect. Granted, at this point they have no option but to go on offense, but in today's fem-centric social order this is an anomaly.

I'm drawing attention to this selective vandalism to illustrate a larger point; in a feminine-primary, feminine-dominant social order any reminder of how that order might be challenged (especially on a visceral level) must be met with a selectively sexist countermeasure.

You see, what Protein World's campaign does is remind less than physically ideal women that despite all social efforts to convince them otherwise, men still evaluate a woman's sexual market value based on her physical appeal. No amount 'personal acceptance' or clinging to internal worth and validation will change the sexual response men evolved to optimize over a hundred thousand years.

I covered this briefly when I explained the misconceptions of Robin Korth in *[Separating Values](#)*:

Conflating Values

One of the major problems women have, and more than even some Red Pill men have, is the conflation of sexual market value with their intrinsic personal value as a human being.

It needs to be emphasized that while personal value is influential in sexual market value, SMV is distinct from your value as a human being. I'm stressing this because, in the age Disney Princess empowerment, this conflation of the two has become a go-to social convention; and not just for women.

What Korth suffers from is presuming her personal value *is* her sexual market value.

It's disruptive to her self-perceptions and ego-investments when that presumption is challenged by a man who doesn't want to fuck her for reasons based on the intrinsic value she believes she's entitled to by virtue of maturity and imaginings of self-sufficiency. Just as women aren't aroused by men's own self-concepts of virtuousness and aspirations of higher purpose, men aren't aroused by whatever ephemeral self-perceptions a woman may have.

[...]

Feminist ‘equalism’ is always shocked that evolved human biology and its feral predispositions won’t cooperate with it, but such is the frustration with any social order or ideology which fails to account for the realities of human being’s natural states and biological imperatives. There is a conceived, higher-order expectation that, through freewill, conviction or some other learned, reasoned means, people will rise above the influence of their base nature and comply with what they *believe* will make for an idealized existence.

What egalitarian equalism, struggles against is basic human instinct, nature and impulse.

This refusal of understanding base motivations is at the heart of these “activists” outrage. Feminized egalitarian equalism fosters the idea that men and women are essentially equal beings with different genitalia and a co-equal capacity for rational agency. Under those auspices men and women should be able to bypass their inherent, evolved, sexual prompts and make the conscious rational effort to focus their arousal and attraction on the more intrinsic personal worth of the opposite sex.

In the egalitarian plan Hypergamy *should* be as self-consciously sublimated for women as men’s should be for repressing any expression of being sexually aroused by a woman for anything other than her intrinsic personal worth. Any man with a baseline awareness of female behavior knows how effective this plan is.

But that’s not to stop women from simultaneously being offended by visceral expressions of men’s sexual ideals while holding a double standard for their own physically ideal men.





You see Protein World applies an equal standard across their ad campaigns, and the message, when paired like so, is one of encouraging a physical ideal for both sexes. To my knowledge there was no initial outrage over the male version of the ad on the right. There was no outcry or messages scrawled on these ads stating “Contrary to popular opinion, men’s bodies do not need to be changed for the beach or anywhere else.”

It’s easy to get caught up in the indignation of yet one more female double standard, so lets back up for a moment and examine why this is.

The most common refrain you’ll hear from Blue Pill trained men and less than physically ideal women is that men have a predilection to *sexually objectify* women, to see them as objects rather than their esoteric notion of “human beings”. What they fail to understand is that this objectification is exactly what the male brain evolved for.

Objectification Your Honor

In our tribal beginnings men’s sexual response, his very reproductive survival, depended on his capacity for sexual immediacy. While women may require foreplay and pre-coital stimulation, men had to be ready to fuck and go at a moment’s notice. Survival, mate poaching, even the uncertainty of women’s ovulatory/estrus phase of her menstrual cycle, all these factors and more predicated a need for instant sexual reflexiveness for men.

That reflexiveness *required* a capacity for a man to see a woman, evaluate her sexual/fertility value to him (the boner test) and take action accordingly. About two years ago on another forum, I’d gotten involved in a discussion regarding this sexual evaluation reflex and how women were literally dumbfounded that men would “size up” a woman sexually within the space of a few short seconds. Even men who were only peripherally aware of women outside of their visual focus would make SMV assessments of those women.

In order for this assessment to take place the mental construct of perceiving women as objects was a necessary evolutionary step. The simple truth is that it’s part of men’s neurological firmware to see women’s bodies as objects. It’s a well studied fact that when men see an arousing woman’s semi-nude body it triggers the same area of our brains associated with tool use. Sexual objectification is a

survival feature for men, not a bug.

On a limbic level women understand this aspect of male nature. In a very visceral way women know that men put a primary value on their bodies and sexual availability. Ads like this only remind women of, and highlight the fact, that despite all of its concentrated social effort the Feminine Imperative simply cannot undo thousands of years of men evolving that physical objectification – and successfully reproducing as a result of it.

Generation Hypergamy

In a social order that follows the dictates of female sexual strategy it's unsurprising that women would seek to eliminate that aspect of the male sexual response. Only by controlling that response can women completely enforce Hypergamy as the predominant socio-sexual strategy. These ads offend that desire for control. They remind a woman that her Hypergamous sexual selectivity is (at least presumptively) still mitigated by men being aroused by their physicality, objectifying them and desiring them for reproduction.

Women's innate solipsism prevents them from ever truly attaining the egalitarian equalist fantasy they ride in order to consolidate that control. Women's hindbrains want a better-than deal with regards to Hypergamy. Hypergamy doesn't seek its own level, it wants, it expects a better than deserved exchange for its investment with a man, and it desperately wants assurances that its getting it.

Thus, on a Hypergamous social scale we see that Protein World's male focused ad gets no such vandalism. The message is clear – It is Men who must perform, Men who need to change themselves, optimize themselves and strive for the highest physical ideal to be granted female sexual approval. Women should be accepted, respected and expected to inspire genuine desire irrespective of men's physical ideals.

In 2011 I wrote *Women's Physical Standards* and I think it bears quoting here:

This may come as a shock to the “men have impossibly high beauty standards” gnashing of feminist teeth, but it is in fact women who have a much higher standard for an idealized male physique. For all the endless kvetching from women about men wanting “living barbie dolls”, it's men who've historically displayed much broader interests in female body habitus than women ever have.

You see, men will very readily cater their physical sexual “preferences” in accordance with what has proven sexually successful for them in past experiences. In other words, men tend to return to the same watering hole they found to be plentiful in the past. These preferences of convenience manifest themselves as ‘fetishes’ for men. And you don't even need all that extensive research to prove this. All one need do is search the vast variety of porn available catering to the physical attributes that men will fetishize. Big boobs, small boobs, big ass, small ass, every hair color of the rainbow, shaved snatch, hairy snatch, teen girls to MILFs and older, tan, pale, ultra-thin to the ubiquitous BBWs (Big Beautiful women). Ladies, name the physical attribute(s), and there's a fan-group just waiting to bang you. Rule 34 was never more provable than in men's willingness to fuck damn near any physical demographic of women – just ask the female midgets catering to that fetish of porn.

On the other hand, from a purely physical perspective, it's women's idealized masculine form that hasn't changed in millennia. While there may have been a rubenesque period

when men loved the fatties of the 1600's, no such era ever existed for women's physical preferences. The classic broad chest, wide shoulders, six-pack abs and squared jaws of greco-roman athleticism are still the idealized male form that has graced EVERY romance novel cover in existence. I'm still waiting for someone to post me a link for a dating site that caters exclusively to women's fetish of BBMs – average to good looking, fit women specifically looking overweight men. Executive Introductions caters to women seeking affluent, influential men, but women just looking for overweight men, that site doesn't exist.

On more than a few occasions I've made the connection that what we see in a feminine-primary societal order is really a reflection of the female sexual strategy writ large. When we see a culture of obesity, a culture of body fat acceptance and a culture that presumes a natural evolved order of innate differences between the sexes should be trumped by self-impressions of female personal worth, we're viewing a society beholden to the insecurities inherent in women's Hypergamy.

A feminized, feminist, ordered social structure is one founded on ensuring the most undeserving women, by virtue of being women, are entitled to, and assured of, the best Hypergamous options by conscripting and conditioning men to comply with Hypergamy's dictates.

End Note

It's been brought to my attention that Roosh will be appearing on the Dr. Oz show tomorrow.

Get ready, popcorn is coming <http://t.co/vX4i9t5hHdpic.twitter.com/xvMIWLs0nb>

— Roosh (@rooshv) April 27, 2015

I'll admit I'm a bit apprehensive of this "interview" as it smacks of red meat for Dr. Oz's largely overweight viewing demographic (not to mention his obese wife). That said, this interview came at a good time since it should give readers a first hand look at exactly the rationales and social conventions I illustrated in today's post. Keep this material fresh in your mind while you watch.

The Political is Personal

May 1, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Dalrock had an interesting post this morning – *[Black Fathers Don't Matter](#)* – that mends nicely with a topic I was poking at in *[Obesity Culture](#)*:

While HHS (Health and Human Services) says any man currently shacking up with mom counts as the father, the Census says any man currently shacking up with mom counts as the father *so long as mom says so*. Either way, fathers clearly *can't* matter that much to the US government if distinguishing between the actual father and the man currently banging mom isn't important.

There are other ways we can tell that fathers don't matter (and therefore Black fathers don't matter). Under our current family system fathers are a sort of deputy parent. Just like a sheriff's deputy serves at the pleasure of the sheriff, a father in an intact family serves at the pleasure of the mother. Our entire family court structure is designed to facilitate the removal of the father should the mother decide she no longer wants him to be part of the family unit. How important can fathers really be, when we have a massive and brutal bureaucracy devoted to helping mothers kick them out of the house?

What Dal is pointing out here has a far broader implication than simply how various governments define fatherhood. Many critics of my defining the Feminine Imperative like to think it's a work in conspiracy. However, as I've explained before, there really is no need for a conspiracy; the Feminine Imperative has no centralized power base because feminine-primacy is so ensaturated into our collective social consciousness. It needs no centralization because feminine social primacy is literally part of women's self-understanding – and by extension men's understanding of women and what women expect of them.

Thus, on a Hypergamous social scale we see that Protein World's male focused ad gets no such vandalism. The message is clear – It is Men who must perform, Men who need to change themselves, optimize themselves and strive for the highest physical ideal to be granted female sexual approval. Women should be accepted, respected and expected to inspire genuine desire irrespective of men's physical ideals.

[...]

On more than a few occasions I've made the connection that what we see in a feminine-primary societal order is really a reflection of the female sexual strategy writ large. When we see a culture of obesity, a culture of body fat acceptance and a culture that presumes a natural evolved order of innate differences between the sexes should be trumped by self-impressions of female personal worth, we're viewing a society beholden to the insecurities inherent in women's Hypergamy.

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I'm quoting this again here because, in light of Dalrock's observations, it's important for men to really understand that the power struggle women claim to be engaged in with men has already been settled on a meta, social scale. When a father **is** whomever a woman says he is, that's a very powerful tool of social power leveraging.

- A father is anyone a woman/mother claims he is
- A father is legally bound to children he didn't sire
- A father is prevented at great legal and social effort from access to DNA testing of children he suspects aren't his own
- A father is legally responsible for the children resulting from his wife/girlfriend cuckolding him
- A father is financially obligated to the support of children that he didn't sire or he had no power in deciding to sire

These aren't just examples relating to men's lack of power in parenting; these are examples of determining the degree of control a man can exercise over the direction of his entire life. From *Truth to Power*:

Real Power is the degree to which a person has control over their own circumstances.

Real Power is the degree to which we control the directions of our lives.

The inherent insecurity that optimizing Hypergamy poses to women is so imperative, so all-consuming, to their psychological wellbeing that establishing complex social orders to facilitate that optimization were the first things women collectively constructed when they were (nominally) emancipated from men's provisioning around the time of the sexual revolution.

Ensuring the optimization of women's biologically prompted Hypergamy is literally the basis of our current social order. On a socio-political scale what we're experiencing is legislation and cultural mandates that better facilitate Alpha Fucks and Beta Bucks.

Driver had a good comment from the last post that illustrates another aspect of this feminine-power consolidation (emphasis mine):

"All the "feeling good about your body" that a fat woman can muster is NEVER going to be an aphrodisiac or a substitute for having a great body that men are aroused by."

It's funny how women are very attracted to a guy who works out, eats right and takes care of his body but they fully expect men to love them (or be attracted to them) for "who they are" – thin or big. You would think that these overweight women would get the memo by now but women (and more of them) keep getting bigger each year.

Feminine-Primary Social Doctrine is the Extension of Women's Hypergamy

In a feminine-primary social order women presume, without an afterthought, that they are entitled to an attractive guy who works out and meets or exceeds women's very stringent and static physical ideal. At the same time they expect an entitlement to absolute control of that attraction/arousal process regardless of, and to the exception of, any influence or difference in men's control of that process. And they expect this without any thought to meriting it beyond appeals to a nebulous and inflated concept of their personal self-worth.

When we consider the present, ambiguous state of sexual consent laws we begin to understand the latent Hypergamous purpose those laws serve – absolute consolidation of women's Hypergamous strategies as the motivator of any sexual encounter.

Furthermore, they expect an entitlement, either directly or indirectly, to the material support and provisioning of men for no other reason than they were born female.

Any deviation from this is on the part of men is met with a cultural reprisal designed to convince or coerce men to accept their inevitable role in providing those entitlements to women. When those social contingencies fail, or become played out, the Feminine Imperative then appeals to legal legislation to mandate men's compliance to what amounts to women's social entitlement to optimized Hypergamy.

Legislating Hypergamy

From the Alpha Fucks side of Hypergamy this amounts to socially shaming men's sexual imperatives while simultaneously empowering women's short-term sexual strategies and fomenting men's societal acceptance of it (i.e. the Sandberg plan for Open Hypergamy). This is further enforced from a

legal perspective through consent laws and vague “anti-harassment” legislation to, ideally, optimize women’s hypergamous prospects.

When we read about instances of the conveniently fluid definitions of rape and harassment (not to mention the pseudo-victimhood of *not being harassed*), this then turns into proposed “rape-by fraud” legislation. Hypergamy wants absolute certainty, absolute veracity, that it will be secured in its optimization. And in an era when the only restraint on Hypergamy depends on an individual woman’s capacity for being self-aware of it, that Hypergamy necessitates men be held legally responsible for optimizing it.

Even the right for women to have safe and legal abortions finds its root in women’s want to mandate an insurance of their Hypergamous impulses. Nothing says “he wasn’t the right guy” like the unilateral power to abort a man’s genetic legacy in utero.

Feminist boilerplate would convince us that expanding definitions of rape is an effort to limit men’s control of women’s bodies – however, the latent purpose of expanding the definition is to consolidate on the insecurity all women experience with regard to optimizing Hypergamy.

The Beta Bucks insurance aspect of Hypergamy is evidenced by cultural expectations of male deference to wives’ authority in all decision making aspects of a marriage or relationship. And once again this expectation of deference is a grasping for assurances of control should a woman’s Hypergamous choosing of a man not meet her expectations. This is actualized covertly under the auspices of egalitarian equalism and the dubious presumptions of support and feminine identification on the part of men.

Beyond this there are of course the ubiquitous divorce, support, child support and domestic violence legalities that grossly favor women’s interests – which should be pointed out are rooted in exactly the same Hypergamous insecurity that her short-term Alpha Fucks mating strategies demand legislation for.

As Open Hypergamy becomes more institutionalized and made a societal norm by the Feminine Imperative, and as more men become Red Pill aware (by effort or consequences) because of it, the more necessary it will become for a feminine-primary social order to legislate and mandate men comply with it.

Going Mainstream

I’ve addressed this before, but I’ve never done politics on TRM. I will never do screeds on race or multi-culturalism or religion on TRM for a very good reason – it pollutes the message.

We now are seeing the results of this pollution as the manosphere is attacked from both sides of the political spectrum.

I’ve given this example before, but if you put Gretchen Carlson and Rachel Maddow on the same show and confronted them with red pill truths and Game-awareness they would eagerly close ranks, reserve their political differences and cooperatively fight for the Feminine Imperative.

This is the degree to which the Feminine Imperative has been saturated into our western social fabric. Catholic women in the Vatican may have very little in common with Mormon women in Utah, but let a Mormon woman insist the church alter its fundamental foundational articles of faith with regard to women in favor of a doctrine substituted by the Feminine Imperative and those disparate women have a common purpose.

That is the depth of the Feminine Imperative – that female primacy should rewrite articles of

faith to prioritize women's interests.

Religious doctrine, legal and political legislation, cultural norms, labor and economic issues; all are trumped by the Feminine Imperative. All have been subverted to defer to the Feminine Imperative while maintaining a default status of victimhood and oppression of women and women's interests necessary to perpetuate that covert decentralized power base.

It doesn't matter what world view, ideology or political stripe the opposition holds; men, masculinity and anything contrary to the feminine-primary social narrative will *always* be a common enemy of the Feminine Imperative, and both liberal and conservative will climb over one another to throw the first punch if it means defending women and defending the feminine social order by proxy.

This is why anything even marginally pro-masculine is vilified in mainstream society. Anything pro-masculine is *always* an easy, preferred target because it's so hated, so incorrect, in a feminine-primary context that it can unite people of hostilely opposed political and ideological differences.

It's my opinion that red pill awareness needs to remain fundamentally apolitical, non-racial and non-religious because the moment the Red Pill is associated with any social or religious movement, you co-brand it with an ideology, and the validity of it will be written off along with any preconceptions associated with that specific ideology.

Furthermore, any co-branding will still be violently disowned by whatever ideology it's paired with because the Feminine Imperative has already co-opted and trumps the fundamentals of that ideology. The fundamental truth is that the manosphere, pro-masculine thought, Red Pill awareness or its issues are an entity of its own.

This is what scares the shit out of critics who attempt to define, contain and compartmentalize the manosphere / Red Pill awareness; it's bigger than social, racial, political or religious strictures can contain. It crosses all of those constructs just as the Feminine Imperative has co-opted all of those cultural constructs. The feminized infrastructure of the MSM that's just beginning to take the manosphere seriously enough to be critical are discovering this and trying to put the genie back into a bottle defined by their feminine-primary conditioning.

The idea that one of their own, whether in a liberal or conservative context, is genuinely Red Pill aware and educating others of that awareness is unnerving for the Feminine Imperative that's already established strong footholds in either ideology.

Strength of Interest

May 7, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had a couple of questions from the [SoSuave Forum](#)'s (yes, I'm still a mod there) Judge Nismo I thought I'd take a crack at:

G' morning Rollo. I got a couple questions for you that I don't think you touched on in your book...or I may have overlooked.

1. What is your opinion on the Celebrity Maxim?

That is, I know you see it a lot in your Rational Male comments and on this board (i.e. Would she flake out on Brad Pitt? Would she make George Clooney wait for sex? She wouldn't confuse Channing Tatum, etc.) I've even used it a lot on here, usually saying you wouldn't fall asleep if you had a date with Katy Perry, and you wouldn't pull a last minute flake text with Kate Upton, and you wouldn't have to babysit if you had Shakira ready to bang!

If there's three things I've learned from writing in the Manosphere for the past 12 years it's this; no matter how apt, never use an allegory to illustrate a point, never try to relate a fictional story, movie or character to a real world dynamic and never hold up famous celebrities as common reference examples of broader, mundane dynamics.

The temptation to do so stems from a want for a common point of reference. However, appealing to a highly recognizable exemplar of a dynamic only makes picking apart the known particulars about that individual a priority – not on really grasping the dynamic itself.

I see this in the 'sphere occasionally, and I'd be lying if I said I'd never committed these sins myself. For the most part, and certainly as far as my own readership goes, I think many of the best writers and the commentariat of the 'sphere are very intelligent men. That's not to account for the occasional troll, but I've found that even an OCD troll still needs to be clever in the 'sphere.

That said, it's just this preponderance of intelligence that makes men take illustrative examples as face value facts. Using celebrities as examples of commonality in purpose just smacks of the Apex Fallacy.

“....the Apex fallacy is the idea that we assign the characteristics of the highest visibility members of a group to all members of that group.”

If you're at all familiar with the controversy surrounding the Apex Fallacy, feminists and manginas alike decided to commandeer wikipedia to paste this as a Men's Rights misappropriation of the definition, but in actuality the true definition cuts both ways. So while women misappropriate the highest visibility men to associate a totality of the “patriarchy”, men, on the other hand, misappropriate the highest echelon men with examples of common inference of a dynamic.

In English, those celebs aren't you or me or any layperson you deal with daily. I get the inference of course, and the message is usually one about incentives being strong enough to prompt behaviors. However, what Nismo is getting at is really less about the validity of those illustrations and more about genuine desire:

I ask since it's quite a big trope in the manosphere...

2. What is your take on the one strike rule?

You do have a 3 strikes article on Rational Male, and I did read it. On this board, it's quite common to see situations with chicks go like this:

- She flaked on me, she is deleted.
- She stopped responding to my texts and calls, automatic out.
- She wants to bring some friends along, sorry this is one on one.

I could go on and on, most of these situations often get read by red pill men as low interest, thus move on or become a beta orbiter. Yes, I do online dating and work 2 jobs, but I do have a one strike policy.

Sure, sometimes life will truly get in the way, but most men who are red pill will likely move on if there's low interest. We all know not to waste time with uninterested chicks because they won't put out. Heck, the sick excuse is often times a blow off, and lately, death in the family has been disguised as blowing someone off.

Zero Tolerance

The problem most men have with a Zero Tolerance policy is that you're not George Clooney and you're not Brad Pitt, but moreover, most men still cling to Blue Pill idealisms and the conditioned hope that women will see the "real" men they think women have a magical sensitivity to detect. Thus, they play by the script and hold out for the real desire they believe women should have a capacity for with them.

This is why Blue Pill men get angry at the 3-Strikes rule; that scarcity mentality colors their interaction with women to the point that anything counter to playing the patient, devoted, "prove-my-quality" white knighthood role invalidates everything they've sacrificed and waited so patiently for up to that point.

They're afraid of throwing the baby out with the bath water, and damn it, if you suggest doing anything other than what makes their patience worthwhile you're a misogynistic prick.

If these men could pause with any insight they'd understand that any threshold – one strike, three strikes – suggested by myself or the manosphere isn't about punishing a woman's indecisiveness, but rather a pragmatic vetting meant to be efficient for men. That tolerance policy is about conservation of resources and time, not so much retribution (though I'm sure some men entertain that).

- She flakes on you with no counter offer or marginal reframe? –
Message: Insufficient interest
- Stops responding to communications (and possibly resumes after a period)? – The Medium is the Message
- Wants to bring friends along to a date? –
Message: you are a rich resource to be exploited, or her interest is so low that she foresees a need to bring friends along to make her date with you entertaining.

The Prince with Interest

What Nismo is comparing here is really an evaluation of interest a woman has in you. I've gone into this in the past:

Women with high interest level (IL) won't confuse you. When a woman wants to fuck you she'll find a way to fuck you. If she's fluctuating between being into you and then not, put her away for a while and spin other plates. If she sorts it out for herself and pursues you, then you are still playing in your frame and you maintain the value of your attention to her. It's when you patiently while away your time wondering what the magic formula is that'll bring her around, that's when you lean over into her frame. You need her more than she needs you and she will dictate the terms of her attentions.

From an evolutionary perspective Hypergamy can't afford to wait once a woman's filtering mechanism is satisfied that a man passes for an Alpha. Women will break rules for Alpha men and create more rules for Beta men to have access to her. Keep in mind that first part; women will make access easy for a man she perceives as an SMV superior. Hypergamy always seeks a better-than-deserved SMV benefit.

So to use the apex example, no, a woman can't afford to confuse Channing Tatum. Mix in the behavioral influences a woman's ovulatory chemistry predisposes her to with that SMV+ benefit perception and you've got dilated pupils, seductive ornamentation, lower vocal intonations and an elevated heart rate – Estrus.

As you might guess, this poses a problem for most guys because, let's face it, most of us aren't examples of this apex. Even when we make dramatic leaps in self-improvement and physical transformation it's hard to shake our former self-impressions and our previous degrees of self-confidence.

Back in the early days of SoSuave there was a concept we'd use that I think had a lot of merit – the concept of the Prince. For many men just coming into a Red Pill awareness meant re-imagining oneself in a new, more intrinsically valued light.

For instance, after you understand the basic psychology of why a technique like Cocky & Funny or Amused Mastery works with women, personally applying those dynamics requires a man to view himself in a more valuable context.

As I said, Hypergamy always seeks a better-than deserved SMV benefit, so it follows that a man should at least reconsider himself as that “better-than her SMV” prospect. Irrespective of that being a reality or not, the idea is a sound one. In fact it's a law of power:

Law 25 – Re-Create Yourself

Do not accept the roles that society foists on you. Re-create yourself by forging a new identity, one that commands attention and never bores the audience. Be the master of your own image rather than letting others define it for you. Incorporate dramatic devices into your public gestures and actions – your power will be enhanced and your character will seem larger than life.

And also:

Law 34 – Be Royal in your Own Fashion: Act like a King to be treated like one

The way you carry yourself will often determine how you are treated; In the long run, appearing vulgar or common will make people disrespect you. For a king respects himself and inspires the same sentiment in others. By acting regally and confident of your powers, you make yourself seem destined to wear a crown.

In Amused Mastery, it helps to actually have some context of mastery to source as amusement.

Needless to say, asking a former Blue Pill Beta to simultaneously digest a new Red Pill awareness *and* revalue his self-worth is a pretty tall order. As I mention in Rejection & Revenge as a man, your existence will be defined by how you deal with rejection, so for a majority of men who've been hammered flat for the better part of a lifetime by women's rejection telling him to adopt the mindset of a Prince is alien to him.

Furthermore, much of his feminine-conditioned self-perception has always taught him to be self-conscious and respectful of women's default authority. It's part of men's previous Beta Game to want to identify with the feminine in order to prove how alike a man is with a woman. This conditioning is really a plan to force compliance to women's sexual strategy from men, but it's sold on the belief that being more feminine-like, feminine-sensitive, will set a Beta man apart from other brutish men who aren't.

When you consider his previous degree of ego-investment in his conditioning, you can get a real appreciation of the unlearning a Red Pill man must do. It's very difficult for most guys to consider themselves a Prince when they've been taught reverent deference to women all their lives.

Qualities of The Prince(ss)

A Prince's time is valuable. His efforts and attention are gifts he bestows on the woman he's interested in, and as such that woman's esteem should be validated by it. She is envied by other women because of the Prince's interest in her; it confirms there is something about her that sets her apart from other women. Her role becomes one of both humbling gratitude and excited, almost childlike, anticipations of him.

If that comes off like a pipe dream or a fake-it-till-you-make-it motivational screed, it's because most men are so inured by a lifetime conditioning designed to hold them in the role of expectant, reverent, and deferring lover *if* they can perform to a woman's standards. So ingrained is that subservience that a Princess' acceptance of a man is exalted to an appreciation of spiritual, metaphysical, significance. God ordained her acceptance of him, the fates conspired or he "just got lucky".

Beta men, in their Blue Pill expectations of women being rational agents, are often dumbfounded by the woman who compulsively returns over and over again to the Alpha 'asshole' who doesn't respect, appreciate and love her like she deserves – like he would if she'd just come to her senses. We call that guy the *emotional tampon*, but what he doesn't *get* is that the woman he's orbiting is locked in a cycle that only a man with an SMV above her own can induce.

Even if that valuation is just perceptual, a woman's Hypergamous optimization efforts will predispose her to wanting to lock that man down. This is the danger of relying on apex examples of a dynamic – women must still operate within their respective frames and within their capacity to accurately evaluate the SMV of the men she can realistically attract.

That semi-abusive Jerk boyfriend she loves so much? He's not Channing Tatum or Brad Pitt, but contextually he's the guy with the strength of her interest.

The Dangers of the Red Pill

May 13, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I came across an [interesting thread on Roosh's forum](#) recently that linked very well with some experiences I've been having over the course of the last few weeks. Eldelwiess was the OP here and he just hints upon a greater whole of the *danger* of the Red Pill:

It's a very tough choice to make, yet inevitable. You HAVE to.

But it's a difficult pill to swallow.

The side effects are really nasty.

Ever since I did it, my life changed to the better, but alas, to the bitter too.

The thing is I now SEE. I'm not blind anymore. But I don't LIKE what I see.

Because what I see is hypocrisy, degeneration, mediocrity, ignorance and mental slavery.

When you see the world in red pill eyes, you see the ugly reality.

It makes you stop enjoying many things in life.

It makes you find the majority of the people boring, uninteresting and frankly stupid. You pity them.

It makes the bulk of the women unworthy of your time.

It makes you can't stand your colleagues.

It makes many jokes not funny anymore.

It makes you question everything.

It makes everyone untrustworthy, even your physicians.

It makes you...a better person ! And I love it.

But I understand why the majority of the people ignore the red pill and decide to remain in blue pill slavery and mediocrity. It's easier. And you get to still enjoy life as you knew it, keep the friends who do the exact same thing, sympathize with your colleagues who complain about long working hours, date the same women who feel entitled to everything, watch the same TV programs which numb your mind and make you lose IQ points, vote for the same politicians who control the strings that make you move...

It's easier.

Eldelwiess is just coming around to acknowledging *The Bitter Taste of the Red Pill*, but the inherent danger he's hinting at here goes a little further beyond the perception of a Red Pill aware man being "bitter", and into the social dynamics that center on creating and interpreting him being such.

The *danger* in this context is not just a bitter perception, but rather one of personal, professional and familial ostracization for expressing Red Pill truths.

I touched on these liabilities in *The Secret of the Red Pill*, but this was more from the perspective of women having their Game explained to them and what Red Pill aware men might expect for having confronted them with it. The impact of that may only be the perception of you being a presumptuous asshole by an individual woman, however, there are broader implications and consequences for "living" the Red Pill in a larger social sense.

Wutang from Roosh's forum:

I actually had a falling out with a group of casual acquaintances when my association with RP was revealed among the group so there is a "danger" with it affecting your social bonds. I put danger in quotes because you really should see it as more of an act of filtering out who you associate with rather than any sort of great harm; the exception being if these are people who you work with or who can put a wrench in you advancing in your goals. If the only real harm is losing a few acquaintances or even friends then you should ask yourself if these are really the sort of people you want to associate with. Do you want to surround yourself with people that are apparently so mentally weak that mere words and difference of opinion can drive them into bouts of wailing and sobbing?

While we promote self-sufficiency and being beholden to no other man or system in our particular subculture we need to keep remembering that no man is an island. The people you associate with are going to determine where you are heading. Surround yourself with people who possess beliefs that lead to perpetual victimhood and you'll become a victim yourself.

Associate with people that can't stand up for anything except a spineless tolerance that

refuses to make any sort of value judgements and make the tough choice of saying ‘A is simply better than B when it comes to accomplishing C’ whether A is an idea, an action, or even a type of person and you will soon lose your own spine; being afraid to fight for anything for the fear that it’ll make someone somewhere unhappy.

That said this was still a lesson in knowing when is the right time to drop RP knowledge. Naturally I’m a very open and sharing person when it comes to my beliefs and opinions but after this incident I’ve learned to be a lot more careful. In this case I didn’t really lose much since I was already growing to dislike quite a few of the people in the group but it definitely was a warning – what if this has happened with people who I actually respected and who were in positions and had connections that could either help or hinder me in my personal goals? Be careful out there guys.

I quoted this today because I find myself having to temper and measure my Red Pill evangelism with people I know personally or interact with professionally. I say evangelism because, in spite of any measured explanation, this is what it comes off as to most uninitiated Blue Pill plugins. There’s a degree of diplomatic tact you have to practice the more Red Pill aware a man becomes.

Sometimes that’s tough, especially when you’ve gone through personal changes and development that’s benefitted your life as a result. Red Pill awareness may have even saved a man’s life, so just shutting up about it, or having a hesitancy to help out a fellow man in need of that awareness becomes a real conflict.

In June I’ll have been back in Nevada for two years and in that time I’ve reacquainted myself with old friends I haven’t seen since I left for Florida almost ten years ago. All of them I find in similar (if not identical) states in which I left them. Some of these men are long time close personal friends I’d kept in touch with over the years, but with the exception of maybe one out of a dozen, all are still foundering in the same Beta mindset, lifestyle and behaviors they had ten years ago. All of them still complain of the same Beta-relationship issues they had with their wives (some now ex-wives) they confided in me then.

The Rule

NEO: I can’t go back, can I?

MORPHEUS: No. But if you could, would you really want to? I feel that I owe you an apology. There is a rule that we do not free a mind once it reaches a certain age. It is dangerous. They have trouble letting go. Their mind turns against them. I’ve seen it happen. I’m sorry. I broke the rule because I had to.

You’ll have to forgive my using the Matrix metaphor, but every time I’m tempted to *awaken* a man I think may desperately need the truth of Red Pill awareness I’m reminded of this exchange. I understand why this would be a *rule*. Granted, I’ve broken it myself many times; usually when I think a man is a danger to himself, but I do so with the knowing that I’ll need to invest myself personally in his conditions and that’s where that cautious hesitation comes from.

There are friends I have who I know would outright reject Red Pill truths, but more so their lives would be turned upside down by having to confront those truths. I have a very good friend who’s remarried and living a new life with his second wife, who is still clinging to all of the internalized Beta illusions and behaviors that contributed to his first brutal divorce.

I could make him *aware* of all the factors that led up to this very painful episode in his life. I could

run down the list of how the woman he married early in life followed the time line I put forth in *Preventive Medicine* to the letter, why his daughters are both following her footsteps and why his son will grow into being a martyred Beta White Knight like himself.

I could also explain all the factors that led to his new wife's need for him (who by his Beta measures he's thrilled with), but I ask myself, why destroy that bliss for him? He's not now, nor likely will be, ready to have any of that explained. My concern is that he's too far along in life to bear the burden of that truth. He'd have trouble letting go. His mind would turn against him.

If he were to reach that point of desperation again I'd certainly be compelled to reach out to him and offer the Red Pill to him, but as I've said in the past, unplugging men from the Matrix is a lot like triage – save the ones you can, read last rites to the dying. But this guy's not dying and giving him the medicine might be worse than his conditions.

Law 10 – Infection: avoid the unhappy and unlucky.

Though your compassionate, charitable side may compel you to associate with the sad and downtrodden, if power attainment is your goal then avoid such people. Their bad vibe and energy-draining demeanor are too often infectious. You run a very serious risk of falling into line with their misery. Instead spend your time with people who are happy and successful. You can die from someone else's misery – emotional states are as infectious as disease.

When I quote Law 10 it's usually in response to a guy dealing with troubled, toxic women dragging them down into the quicksand of their own making. The Savior Schema usually warrants this truth; it's a want in a belief that a woman will appreciate and reciprocate for a man ready to be the solution to her problems. However, the same can apply for men who attempt to free the minds of other men.

In both volumes of *The Rational Male* I make a specific effort to address that Rollo Tomassi doesn't want to be a savior – I want men to be their own saviors because, although I may present Red Pill truths, it's ultimately a man who needs to be the director of his own life. If the true measure of power is the degree of control a man has over his own life, relying on a savior, relying on how well one conforms to *his* plan, is really a limit on that power.

As I state in the books, I'm not interested in Tomassi clones, this is why I'm humbled by every man's story I'm emailed or commented on about how they changed their lives with what I put forth in my writing.

From the Roosh forum again:

The only 'danger' the red pill presents is one's own inability to let go of previous beliefs when confronted with truth. The red pill makes you look in the mirror and come to terms with your own ego and the lies it convinced you of.

"You have to understand, most of these people are not ready to be unplugged. And many of them are so inured, so hopelessly dependent on the system, that they will fight to protect it."

Our ego is what we're ultimately protecting. Most people don't have an identity beyond their ego, that's why most of the population can't handle the red pill. Unless you were born with red pill parents, being raised blue pill and transitioning to red (altering your very reality) will always be traumatic on some level.

I'm of the opinion that trauma and crisis are necessary components to arriving at a point where a man

is open to Red Pill awareness. I realize how distorted that sounds. It should be that a rational laying out of Red Pill truths should be self-evident, but it's important to contrast that hope with the lifetime of feminine-primary conditioning men receive since their infancy.

There will always be people who will never accept even to most base and evident Red Pill fundamental truths. I completely understand Wutang's premise for wanting to create our own manospherean tribes. We've had a good bit of commentary regarding Jack Donovan's (*Way of Men*) call for organizing in like-minded collectives of men, and while I agree and find that laudable, I also know that isolation is dangerous.

Even by Law 10 it makes sense to surround oneself with the "happy and successful"; that's a pretty deductive truth. However, I can't ignore that many of the most condition-blinded people are also the most happy. I know multi-millionaires who are among the most abject Betas with regard to their intersexual relations.

So I guess what I'm saying is that there needs to be a level of discernment and discretion in this regard. I reach over half a million viewers / readers every month on TRM without advertising, without proselytizing, and men seem to find my works more and more. When the student is ready the teacher will appear – these men are seeking out the Red Pill and I suspect more will as Open Hypergamy and the machinations of the Feminine Imperative become unignorable.

You can't teach those unwilling to learn – maybe it's less about being convincing and more about being ready to help when the opportunities arise? That's not me being magnanimous, that's me being practical.

Building Better Worlds

May 19, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had an interesting conversation this week with my good friend Ray and a couple of my designers, Sadie and Sam (names changed to protect the innocent). Just a little background first; Sadie is the Japanese woman I mention in *Mental Point of Origin*. She's been divorced once and her relationship history is one punctuated by her involvement with Beta men.

She's is the definition of the opportunistic concept of female love, but her frustration comes from never having been able to consolidate on an optimized Hypergamy – she simply doesn't have attractiveness or feminine pleantry to generate the Alpha interest that would satisfy her. Thus, she attracts Beta orbiters looking for some low hanging fruit, and force-fits them into a contextual Alpha frame. In other words, she opportunistically entertains the Betas with provisioning potential and hopes they'll man up into dominant Alphas. Thus far she's been disappointed.

Sam is a gay man in his early 30s who makes a good living afforded by not having children and

possessing a high calibre technical skill set. He's got the outgoing, "look at me, I'm special because I'm gay" exuberance I expect from gay men, but he's not flamboyant and can still be professional when he has to be. He's been "dating" a new guy for a while now and has moved this guy into his home recently. He took part in our conversation because the issues of sharing resources, money and picking up half the rent (in his case mortgage) in a relationship came up.

Ray has been one of my best friends for over 15 years now and he's the guy I mention in *Good Girls Do*. He's worked for me directly or indirectly for most of that time and he's notorious for starting conversations like this when we have downtime. He's a firestarter, it's what I like about him, and among the three he's the only one who knows my online reputation. Ray is Red Pill aware so he knows how to prompt a controversial conversation with me when we're in mixed company.

Ray: "RT, hypothetical question..."

RT: "Do I have to?"

Ray: "Let's say you move your girlfriend in with you..."

RT: "Let's say I don't and I would never do that. End of hypothetical."

Ray: "No, I know, but, say you did, and let's say your rent is \$1,000 a month. Would you tell your girlfriend 'Hey the rent is \$1,000 a month how about you pay \$300 and I'll pay \$700 or would you say 50/50?'"

RT: "No. I'd pay it all myself. I'd also be sure that only *my* name was on the lease."

Sadie: "What? Why, that's silly?"

Ray: "You wouldn't expect *any* contribution?"

RT: "No. I wouldn't turn it down if she took it upon herself to contribute, but I wouldn't expect it from a girl I (foolishly) brought into my living arrangement."

Sadie: "You wouldn't expect her to pay half?"

RT: "No. If I can't provide my own \$1,000 rent or food, or to keep the lights on, I have no business bringing a woman into that arrangement. If I have more than enough for myself I don't need her paying. Besides, if she's that into living with me, she'll *want* to contribute in other ways and I won't have to ask."

Sam: "You don't think it should be an equal split? Maybe that's a man and a woman thing..."

RT: "Yes and no. I'm sure between you and your boyfriend there's a more dominant personality right?"

Sam: "Yeah, me."

RT: "And you probably make more money too. So there's really no 'equality' when it comes down to it."

Sadie: "I expect my boyfriend to pay half the rent."

RT: "Of course you do, because women think in terms of equality when it works to their advantage. What if your 'boyfriend' *could* pay for all the rent, utilities and most of everything else? Would you still try to pay half?"

Sadie: "Yes of course."

RT: "What if he only paid *just* half and you knew it was a better deal for him?"

Sadie: (tentative) “Yes...”

RT: “I doubt that, but what you’re saying is that you’d limit improving your way of life to maintain a belief in equality.”

Sadie: “All the guy’s I’ve lived with have been mooches.”

RT: “Which explains why you’re not living with them any more. It goes both ways, women don’t respect men they need to support. All this stuff about equality in relationships is nonsense. If your boyfriend could easily make rent while you struggled to come up with it you’d resent him for it. There is no equal division.”

Sam: “I guess I see what you’re saying, but the expectation is still the same even for me and [boyfriend].

RT: “There is no equality in a relationship, but there can be complementarity where either person’s benefits can offset the needs of the other.”

Ray: “So you and Mrs. T aren’t 50/50?”

RT: “Ray, I make about 4 times the money that she does, how is there ever going to be anything like equality with that kind of balance?”

Ray: “But what about chores and shit?”

RT: “I take care of the outside of the house, she takes care of the inside. I do the smelly dirty jobs, she keeps the fresh cleaning ones, it’s not rocket science.”

Sam: “Sounds like you just want to stay in the power position.”

RT: “Yes, but it’s only a power play if you’re exploiting your partner. Women like to say they want an equal partner, but they don’t, do they Sadie? They want someone to respect and look up to. So when that comes down to numbers, to money, what’s really holding you together? Love? Mutual interests? (at Sam) Right now you can’t help but be the more dominant one in your relationship. So do you stop being so just to balance things? Do you expect [boyfriend] to pick up the slack more?

The Cardinal Rule of Relationships

In any relationship, the person with the most power is the one who needs the other the least.

This principle isn’t so much about ‘power’ as it is about control. This might sound like semantics, but it makes a difference. It’s very easy to slip into binary arguments and think that what I mean by the cardinal rule of relationships is that one participant must absolutely rule over the other – a domineering dominant to a doormat submissive. Control in a healthy relationship passes back and forth as desire and need dictate for each partner. In an unhealthy relationship you have an unbalanced manipulation of this control by a partner. Although control is never in complete balance, it becomes manipulation when one partner, in essence blackmails, the other with what would otherwise be a reinforcer for the manipulated under a healthy circumstance. This happens for a plethora different reasons, but the condition comes about by two ways – the submissive participant becomes conditioned to allow the manipulation to occur and/or the dominate initiates the manipulation. In either case the rule still holds true – the one who needs the other the least has the most control. Nowhere is this more evident than in interpersonal relationships.

When I was writing this post many years ago I hadn't fully considered how this rule interacts with, and contradicts, many of the tenets of egalitarian equalism. The idealistic state of that equalism is one in which two co-equal, yet independent people come together in a perfect union of balance. In theory that balance should account for resources, emotional investment, family considerations, as well as intellectual and social status aspects of either partner.

These considerations alone should be enough to illustrate equalitarianism as the manipulative farce it is, however, all we really need to do is take into account the *Cardinal Rule of Relationships*. It's very easy to be accused of being controlling when you embrace the truth of this rule – and particularly so when the reigning social undercurrent is one in which everyone *ought* to be co-equal rational actors.

I expected to have that leveled at me in this conversation, but it's important to bear in mind the real nature of power. By my own definition, power is the degree of control we exercise over the direction of our own lives. As I mentioned, I don't mind being the more powerful partner in terms of resources in my marriage because I accept that stupid notions of maintaining anything like "equality" is simply infeasible. I know more than a few men who've sold their lives' potential away in the belief that they should lessen themselves in order to support a more balanced, equalist ideal. Ultimately their relationships, marriages and families suffer because they never own that potential – just the idea of owning it is a source of guilt and shame.

For all of the bleating about more equitability being needed between men and women. the fundamental truth is that it's neither a realistic nor workable state. I've used money for my illustration here, but this applies to many other facets of an intersexual relationship. From an equalist perspective this sounds a lot like a want for creating a condition of dependency, but in truth it is an unachievable state of egalitarianism that creates a never-satisfied state of dependency.

Her World or Yours?

If you go back and look at the video from *Bachelor Nation* you can see the dichotomy that presumptions of "equality" sows in western(izing) women today. Within the first 6 minutes of the video we see the internal contradictions inherent in women. There is a want for an idealized equal pairing, but yet a desire for a man to be a Man. The documentary finds the root of this dichotomy in modern resource imbalances between the sexes, and makes the predictable appeal to men not living up to their burden of performance. The male shame comes in contrasting women's taking on what should be men's performance burdens – the male obligation to which ironically flies in the face of anything like true egalitarian equalism.

Stay-at-home dads, house husbands, and anything relatable will always have a stigma attached to them in spite of any weak attempts to make them socially acceptable. That stigma is founded in a limbic-level understanding of men's burden of performance; to be a Man is not just to produce sustainable resources, but to provide a surplus of those resources.

I recently read a poll sponsored by Forbes magazine that listed men's top goals in life and for the first time in that poll's history "a good physique" outranked all personal and financial ambitions for top executives. The predictable shame then followed that men aren't "Manning Up" any more, and they've become vain, self-absorbed narcissists for a new focus on what image they present.

The obvious Red Pill conclusion is of course a realignment with the prevailing social perceptions (courtesy of the Feminine Imperative I might add) that women are out-earning men financially and educationally; thus the Alpha Fucks side of Hypergamy takes precedent. If America's top execs are heeding the message of Open Hypergamy, why bother establishing yourself financially,

academically, ambition-wise or otherwise?

The problem with this equation is evident in the *Bachelor Nation* video. I can understand the sentiments of MGTOW; if the opinions expressed by the quality of woman represented in the video are any indicator of a female zeitgeist it makes the idea of abandoning the Game altogether that much more appealing.

That said, and I'm going to dare to get prescriptive here, I believe that establishing yourself as an independent Man should be your top priority. I have no doubt that that sentiment will get convoluted with feminism's Strong Independent Woman® meme, but let's clarify something first – the ideal that men ought to be strong and independent has always been the precursor to his quality as a man. Independence, self-sufficiency and determined ambitions have always been the hallmarks of a man comfortable with his burden of performance. Only in women is independence a novelty.

Yet now, in men, this independence is not just a novelty, but it's been distorted into being an obsessive-compulsive sign of a man's imagined insecurities. The very strength and independence men have always been expected to embody is the domain of women, while any hope for it from men is a sign of a fragile ego.

Iron Rule of Tomassi #1

Frame is everything. Always be aware of the subconscious balance of who's frame in which you are operating. Always control the Frame, but resist giving the impression that you are.

I firmly believe Alpha is a mindset. That mindset can get the poorest son-of-a-bitch laid with the right application, tact and circumstance. That's a tough pill to swallow when you work your ass off in the belief that your affluence and status *should* be the metric Alpha is judged by and women respond to. That's also not to say affluence and status won't get you laid by their own merit, it's just the context in which that happens that makes the difference. There are many men who've found their retroactive cuckolding after having based their personal successes on the presumption that those successes should be the basis of his quality to women.

The concept of frame covers a lot of aspects of our daily lives, some of which we're painfully aware of, others we are not, but nonetheless we are passively influenced by frame. What concerns us in terms of inter-gender relations however is the way in which frame sets the environment, the ambience, and the 'reality' in which we relate with both the woman we sarge at a bar and the relationship with the woman we've lived with for 20 years. One important fact to consider, before I launch into too much detail, is to understand that **frame is NOT power**. The act of controlling the frame may be an exercise in power for some, but let me be clear from the start that the concept of frame is who's 'reality' in which you choose to operate in relation to a woman. Both gender's internalized concept of frame is influenced by our individual acculturation, socialization, psychological conditioning, upbringing, education, etc., but be clear on this, you are either operating in your own frame or you're operating in hers. Also understand that the balance of frame often shifts. Frame is fluid and will find its own level when a deficit or a surplus of will is applied to change it. The forces that influence that lack or boost of will is irrelevant – just know that the conditions of an operative framework will shift because of them.

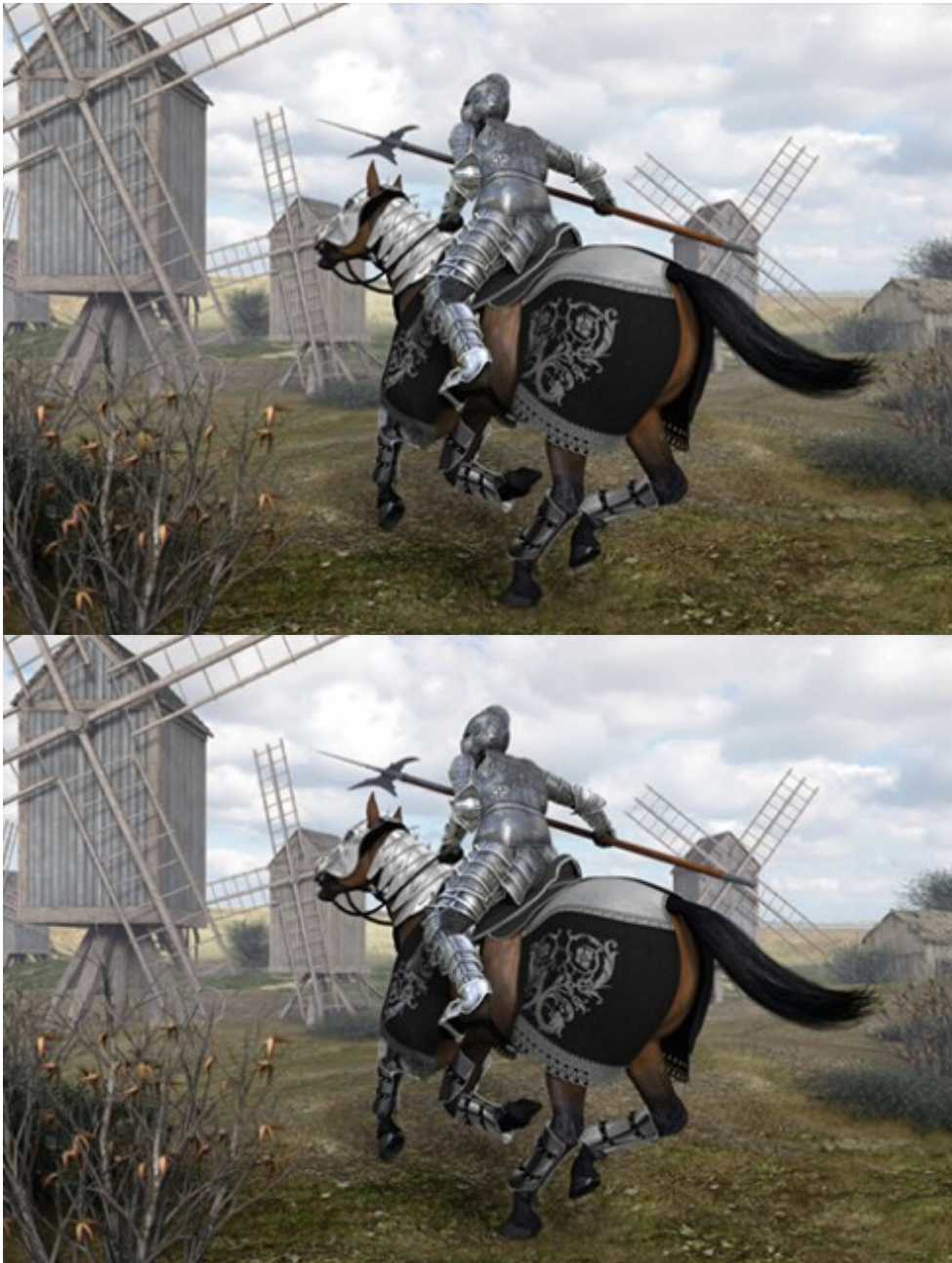
We can go back and debate the *Crisis of Motive* once again – who do you really *do* it for? – but in terms of Frame, even if you subscribe to a MGTOW perspective, it's important for a Man to have a

world into which a woman might enter. Not for her sake, but for a Man's edification.

Establish your world; you shall make your mission, not your woman your priority. Women should only ever be a complement to a man's life, never the focus of it.

Changing Your Programming

May 26, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Changing Your Programming

I mentioned in the first book that I am not a motivational speaker.

I'm not anyone's savior and I would rather men be their own self-sustaining solutions to becoming the men *they* want and need to be – not a Rollo Tomassi success story, but their own success stories.

That said, let me also add that I would not be writing what I do if I thought that biological determinism, circumstance and social conditioning were insurmountable factors in any Man's life. Men can accomplish great things through acts of will and determination. God willing, they can be masters of those circumstances and most importantly masters of themselves.

With a healthy understanding, respect and awareness of what influences his own condition, a Man can overcome and thrive within the context of them – but he must first be aware of, and accepting of, the conditions in which he operates and maneuvers.

You may not be able to control the actions of others, you may not be able to account for women's Hypergamy, but you can be prepared for them, you can protect yourself from the consequences of them and you can be ready to make educated decisions of your own based upon that knowledge.

You can unplug.

You can change your programming, and you can live a better life no matter your demographic, age, past regrets or present circumstances.

These are the last words from *The Rational Male – Preventive Medicine*. I wrote something similar in the first book too, but I'm quoting them here because they are just as important now as they were when I was writing them then. I'm not now nor have I ever been interested in creating a cult of Rollo. I'm not interested in creating better men, I'm interested in those men making themselves better men.

Descriptions and Prescriptions

You'll have to forgive me, I wrote this part about a year ago, but I think it's still relevant now. In part 4 of *Preventative Medicine* a commenter (who, for the record is *not* an InCel by any stretch) asked me why I had no real prescriptive plan for men to follow with regards to 'preventing' or avoiding the bad decisions associated with the time line I laid out in that series. This was my response:

Imagine for a moment I had the temerity to presume that I know exactly what a 60 year old reader experiences in his personal life with a post-menopausal wife. I could take a good stab at it, but anything specific I could prescribe for him would be based on my best-guess speculations and according to how I've observed and detailed things in this series or any of my past posts.

From my earliest posts at SoSuave (in 2004) I've had men ask me for some 'medicine' for their condition; some personalized plan that will work for them. This sentiment is exactly what makes PUA and manosphere 'self-help' speakers sell DVDs and seats at seminars. They claim to have the cure. I say that's bullshit.

I'm not in the business of cures, I'm in the business of diagnoses. Imagine a PUA guru attempting to force fit their plans to accommodate that 60 year old man's situation. Athol Kay makes attempts to remedy married men's (non) sex lives, but what's his real success rate? Is it even measurable? Even Athol recognizes that his MMSL outline is just a map, a diagnosis, that men have to modify for themselves per their individual experience and demographic. You see, your cure, your plan of action isn't what another man's will be, or your future son's, or anyone else reading my work. I can give you a map, but you still have to make your own trail. I'm not a savior, you are your savior

Short version: I'm not interested in making men be better men, I'm interested in men making themselves better Men.

What's more legitimate, my prescribing some course or template to follow that leads a man to a success that ultimately I define for a reader, or my laying out an accurate landscape for *his* better

understanding and *he* creates his own success with it?

Are you *your* success or *my* success? I'd rather a Man be his own.

Most men already suspect they know what the keys are, and most even know how to use them, but what they really want is confirmation that they actually *have* the keys.

My approach to Game is defined in much broader terms than simply 'how to get girls', and I think for the better part of the manosphere the understanding of Game has evolved beyond rote memorization of scripts and plans. It's gotten to a stage where even the most enthusiastic proponents of PUA techniques acknowledge a need for an individualized approach to relating and interacting with women based on a broader applied understanding of feminine psychology, sociology and the particular conditions that apply to themselves as well as the women they're interacting with.

It's been noted before, my approach to Game / Red Pill awareness is descriptive, not prescriptive.

I'm humbled by the men who email me and let me know how something I've written or shined a light on for them has saved them from suicide or some particular hell they would've endured longer in. For the most part though I get email and comments from men who tell me that they have built better lives for themselves because a Red Pill awareness made their situations more intelligible. I don't sell a program or a prescription because each man's circumstance is different, his acculturation is different, his ethnicity, society, upbringing, body composition and mental faculties are all different.

But we are all men. If the Red Pill is anything it's a consortium of men who relate their individual experiences about women, about themselves and about their circumstances in what's now become a feminine-primary social order. As I've stated in the past, I'm humbled and flattered to be considered one of the pillars of Red Pill awareness, but most of what I write is the result of piecing together the related experiences of other men.

I didn't create the Red Pill, I just describe that awareness in terms I think are intelligible. I connect dots, but much of those dots are presented to me by a collective of men who've had common experiences. If those dots don't follow, if those dots would be better connected in another way, I expect the Men who make up Red Pill awareness to offer their new ideas in an open exchange, in a marketplace of ideas.

Sometimes that marketplace gets weighed down with disingenuous critics, trolls and attention seekers, but this is the price, I believe, is necessary to distill and test the strength of those ideas. Only in a crucible of open debate where all are encouraged to participate can those ideas be sussed out.

Men with questions don't frighten me; men with no questions do.

Law 18: Do Not Build Fortresses to Protect Yourself— Isolation is Dangerous

The world is dangerous and enemies are everywhere— everyone has to protect themselves. A fortress seems the safest. But isolation exposes you to more dangers than it protects you from—it cuts you off from valuable information, it makes you conspicuous and an easy target. Better to circulate among people, find allies, mingle. You are shielded from your enemies by the crowd.

From Nursing Power:

A handful of my male readers often ask why I don't moderate comments, or that the message of Rational Male would be better served if I banned certain commenters. I've mentioned on several posts and threads as to why I won't ever do that (except for blatant

spamming), but in a nutshell it's my fundamental belief that the validity of any premise or idea should be able to withstand public debate. People who aren't confident of the strength of their assertions or ideas, or are more concerned with profiting from the branding of those weak assertions than they are in truth, are the first to cry about the harshness of their critics and kill all dissent as well as all discourse about those assertions.

That's the primary reason I've never moderated; if people think I'm full of shit I'm all ears – I'm not so arrogant as to think I've thought of every angle about any idea I express here or on any other forum. However, the second reason I don't censor, ban users or delete comments is that I believe it's useful to have critics (usually women or fem-men) provide the gallery with examples of exactly the mentality or dynamic I'm describing in an essay. With a fair amount of predictability, a blue pill male or an upset woman will just as often prove my point for me and serve as a model for what I've described.

I never intentionally try to make rubes out of the critics I know will chime in about something, but I will sometimes leave out certain considerations I may have already thought about something, knowing it will get picked up on by a critic. I do this on occasion because the I know that the “ah hah! I got him, he forgot about X,Y, Z” moment serves as a better teaching tool and confirms for me that a critic does in fact comprehend what I'm going on about.

Last week Roosh came out against the various tribes of Game such as it is. While I understand his intent I must disagree with his methods. A couple of weeks ago I got into a bit of political discourse with regard to how the Feminine Imperative and how Hypergamy influences social dynamics. That post generated a lot of conversation, but from it I made this statement:

It's my opinion that red pill awareness needs to remain fundamentally apolitical, non-racial and non-religious because the moment the Red Pill is associated with any social or religious movement, you co-brand it with an ideology, and the validity of it will be written off along with any preconceptions associated with that specific ideology.

Furthermore, any co-branding will still be violently disowned by whatever ideology it's paired with because the Feminine Imperative has already co-opted and trumps the fundamentals of that ideology. The fundamental truth is that the manosphere, pro-masculine thought, Red Pill awareness or its issues are an entity of its own.

As most of my readers know I have a great deal of respect for Roosh and I still do. Nothing is going to change that. I think time will tell what direction his push for Neomasculine philosophy truly goes in. As far as what he's describing in that “new” doctrine there's not much I disagree with. I'll take issue with his anti-evolution, anti-evo psych stance. I'll take issue with his want for some as yet undefined moralism; and not because I don't think morality or reverence to a higher power shouldn't be part of it, but rather because it pollutes and distorts open discourse.

I'm not an atheist, anyone who's read my commentary on Dalrock's site knows this. That said I don't think there is a substitute for critical inquiry, and when that is stifled, that's when we lean over into dogma.

From Moral to the Manosphere:

Putting angel's or devil's wings on observations hinders real understanding.

I say that not because I don't think morality is important in the human experience, but because our interpretations of morality and justice are substantially influenced by the animalistic sides of our natures, and often more than we're willing to admit to ourselves. Disassociating one's self from an emotional reaction is difficult enough, but adding layers of moralism to an issue only convolutes a better grasp of breaking it down into its constituent parts. That said, I also understand that emotion and, by degree, a sense of moralism is also characteristic of the human experience, so there needs to be an accounting of this into interpretations of issues that are as complex as the ones debated in the manosphere.

Although I'm aware that observing a process will change it, it's my practice not to draw moralistic conclusions in any analysis I make because it adds bias where none is necessary. The problem is that what I (and others in the manosphere) propose is so raw it offends ego-invested sensibilities in people. Offense is really not my intent, but often enough it's the expected result of dissecting cherished beliefs that seem to contribute to the well being of an individual.

There was a time I sat in a behavioral psychology class back in college. Behaviorism appealed to me because it was very nuts & bolts, not at all like the touchy-feely humanist schools of psychology. Behavior is the only reliable proof of motive. It was cause and effect, modify variables, and watch for behavior.

At one point I began to see that women are masters of operant conditioning – they had the natural reward 99% of men want, sex. Men's behavior could be modified just by the prospect of sex, and they could also be influenced by negative reinforcement and punishment. It was one thing to make these observation, but quite another to express them in the classroom. Many of the more intelligent minds I dealt with then would adamantly refuse to recognize the truths that operant conditioning played. After I thought about it I understood that they were likewise motivated to deny what I thought was right in front of their faces.

I had connected some uncomfortable dots; dots that had the potential of making a man less desirable for having connected them. This was really the beginning of many more uncomfortable connections I would make later.

Roosh has tried to make a case that the Red Pill community (subred) has now reached critical mass. He sees it as inbred; a community of complainers – and in some instances I can understand that. Debate can often sound like complaining. However, what I get from Roosh now is a need for answers, it seems to me he's looking for a plan of action. He wants something prescriptive for himself and other men to follow on with. I get it.

He's still included Red Pill truths as being an important part of his new doctrine and I'd respect him for that, if not for the wholesale disownment of the consortium that's been the testbed for those truths for so long. As I stated above, I think Neomascularity may have some merit, I don't disagree with about 90% of the manifesto Roosh went to great effort to put together. What I disagree with is how he's initiated all of this. He does no favors to himself with casual dismissals of principles he knows are deeper than he wants to give credit to – in fact most are principles he influenced personally.

As for my part, I'm going to keep doing what I do and that's making men aware of the world that's been pulled over their eyes. I will likely have some strong disagreement with Roosh in the future, but as I'm fond of saying unplugging men from the matrix is dirty work. We're both in the same family,

and sometimes brothers will fight, and that's OK.

I disagree with him that the Red Pill will cease to go on. It may be called something else, but it's been around before he or I started writing about it. The "Red Pill", like many other terms, is an abstraction; a place holder for an idea. Don't like the Matrix movie references? Fine, but the truth is the truth and freely expressed ideas need words to describe them.

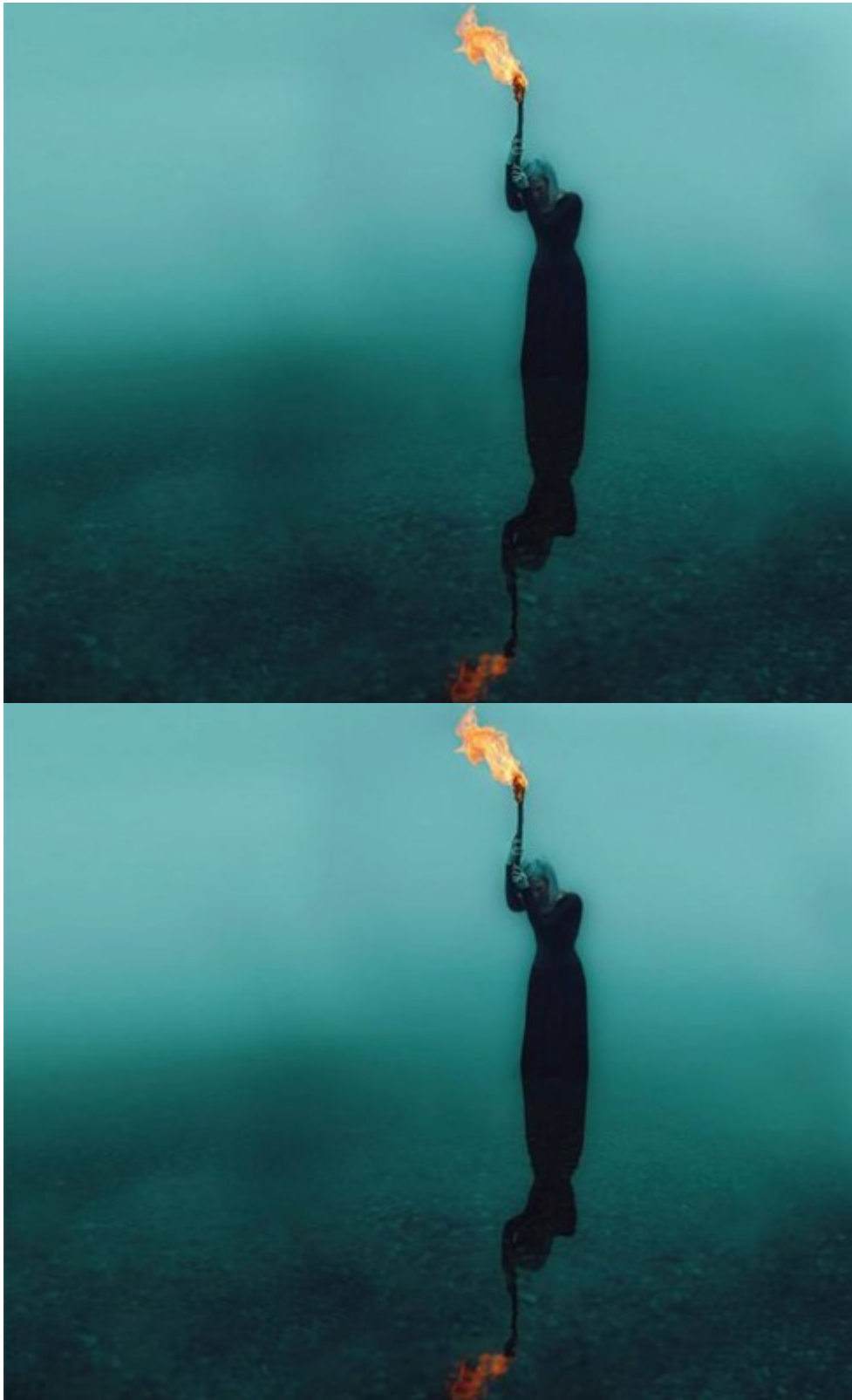
Maybe Neomascularity is the prescription you need, but from what I can gather so far it's a movement based on exclusion; not inclusion, not on a free exchange of ideas. Maybe the christianized Red Pill of Donalgraeme or Dalrock is a better prescription for you. Maybe you need the inspiration of a guy like Victor Pride and a better outlook on your physique.

Or maybe all you need is a truth and an awareness to help you lift yourself up. Yes, Red Pill awareness can be very depressing in the beginning, I've written several posts and book chapters dedicated to helping men come to terms with that, but ultimately it will be that awareness that becomes the catalyst for changing his life.

The Red Pill isn't one size fits all, you have to tailor your own life with what it shows you.

You Never Forget Your First

June 3, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I thought this was an interesting comment from CaveClown from a few posts ago. Needless to say the commentariat has increased in the last 6 months and I wanted to air this out rather than have it buried five pages deep:

| Rollo, question if you have time.

After unsuccessfully searching the archives, and having read your new book, i wonder if you have a post that further explains:

1. Why a “good girl” would skip the party years.
2. Why that good girl would become an early consolidator, and settle for a beta provider.

I understand that the “good girl” persona is just an attempt at seduction through differentiating herself from the “sluts”

I also understand that the “promise” of dropping the good girl act ‘for him’ is what snags the beta. The promise of her “sexual best” and all. (which is why women that do ride the carousel go “born again” later, no?)

At first glance, it seems like a solid strategy for hypergamy. If she can sell herself as virtuous, pure, and virginal, then she should have higher SMV.

Then why settle for a beta?

I’m trying to reconcile the “good girl” persona, and the manosphere trope about marrying a virgin. Seems a lot of men think that “if I could just find a virgin” things would be ok for them. (which is just a variation of blue pill/soul mate stuff)

I detailed a bit of the first question in *Making Up For Missing Out* and *Good Girls Do*. It’s important to make the distinction between a ‘good girl’ in that she’s nominally following the old-set-of-books traditional social contract, and the *Good Girl* strategy I went into in the latter post.

Bear in mind, no woman actually “skips” the Party Years. She may participate to greater or lesser degree in the opportunities those years open up to her, but she’s still keenly aware of those opportunities and realizes the window for them closes as her beauty and fertility fade. She sees her girlfriends, maybe sisters, indulge those opportunities, or she may live them vicariously through media that panders to them, but regardless, she’s feeling the pull of knowing she *could* potentially realize them.

One of my best friends married his first wife very early – him 21, and her 19. The guy was very Alpha (military), but had the White Knight script firmly coded into him courtesy of his Blue Pill conditioning. He did everything by the old set of books and knew he wanted to marry her after they’d been together for about eight months. He wasn’t her first lay, but she didn’t have more than 1 previous boyfriend, so while not a virgin she hadn’t been on the proverbial carousel for long at all.

They had three kids, early and out of the gate right after they married. She ‘played house’ well enough all through her 20’s while her sisters and girlfriends had their Party Years and urged her to come along for their GNOs. Once their youngest was old enough to be self-sufficient she started joining them. By the time she was 33 the marriage was over because she’d decided to follow the *making up for missing out* dynamic. She ended up cheating on him and then doing her version of the Wild Oats Project.

Virgin Brides Alpha Widows

There’s a wishful contingent of guys in the ‘sphere who think finding a young virgin bride before the world’s corrupted her pure soul is (or at least should be) a tenable goal. I understand the want and logic behind that, but even with a virgin bride there is no insulation from the sexual marketplace or the realities women experience as they mature.

By all measure this guy's wife was as close to that ideal as was practical. He's also one of more than a dozen men I've known who's "good Christian wives" detonated their marriages in a similar fashion. Generally all went along with the divorce-porn fantasies after their dutiful husbands had become boring Betas in their esteem.

2. Why [would] that good girl would become an early consolidator, and settle for a beta provider.

Religious conviction, LSE (low self esteem), definitely cultural or economic motivations, a fear of men in general leading to security issues. You also have to consider the likelihood that the guy she settles on early is possibly the most Alpha guy she's ever experienced.

Of the 40+ women I've had in my sexual past, two were virgins. Both of these women sought me out on Face Book 15-20 years after we'd went our separate ways. They are definitely not the same girls I knew back then, but I think this is an interesting illustration of a larger dynamic. Then and now, both of these girls surprised me with their attachment to me – I think that's part of a bond you make with a woman when you're her first.

It's the "never forget your first" dynamic. There's a presumption that any guy a "good girl" grants access to her pussy must be a top tier man to qualify for it. This is an ingrained psychological schema for women with the self perception of being a "good girl".

So she consolidates on what she perceives was Alpha for her at 18. That perception is markedly different from what she'll perceive as Alpha at 29, right as she enters her *Epiphany Phase*. If you read back through the Preventive Medicine series (or the book), I specifically outline a phase on women maturation timeline called the Break Phase. This is generally around the late teens (17-19) and I noted it in particular because it's a moment in a young man's life when his Blue Pill idealism is most commonly first tested.

The flip side of the Break Phase for women is the "never forget your first" dynamic conflicting with the opportunities her rapidly approaching peak SMV phase present to her. There may be an emotional investment on her part with a man she up to that point esteemed as the most Alpha man she was likely to ever pair with.

The Jig is Up

The danger inherent in these arrangements is that both young men and women make life-altering decisions based on their adolescent social skill set – not what will be their (hopefully) matured adult social skill set based on their experiences and acculturation. Thus you have the common situation my now-divorced friend experienced. I say common because one of the most frequent situations I get asked advice about from divorced men in their mid 30's to early 40's is how to initiate Game and wisely use their new Red Pill awareness after having been married since 23 or so.

For the most part they're still confused how the woman who'd found them so Alpha at that age could toss off all of the relational equity he'd thought he'd earned with her and leave him for the 'douchebags' she'd always claimed to hate. What they don't (or didn't) realize is the root level resentment they're experiencing with a woman they may have been married to for 15 years. That resentment stems from coming to terms with their Hypergamous filtering having been 'fooled' all those years ago; and the crush loss of not having been able to capitalize on the opportunities of those years.

It's not that she'd settled for what she thought was a Beta in her early twenties, it's that he was what

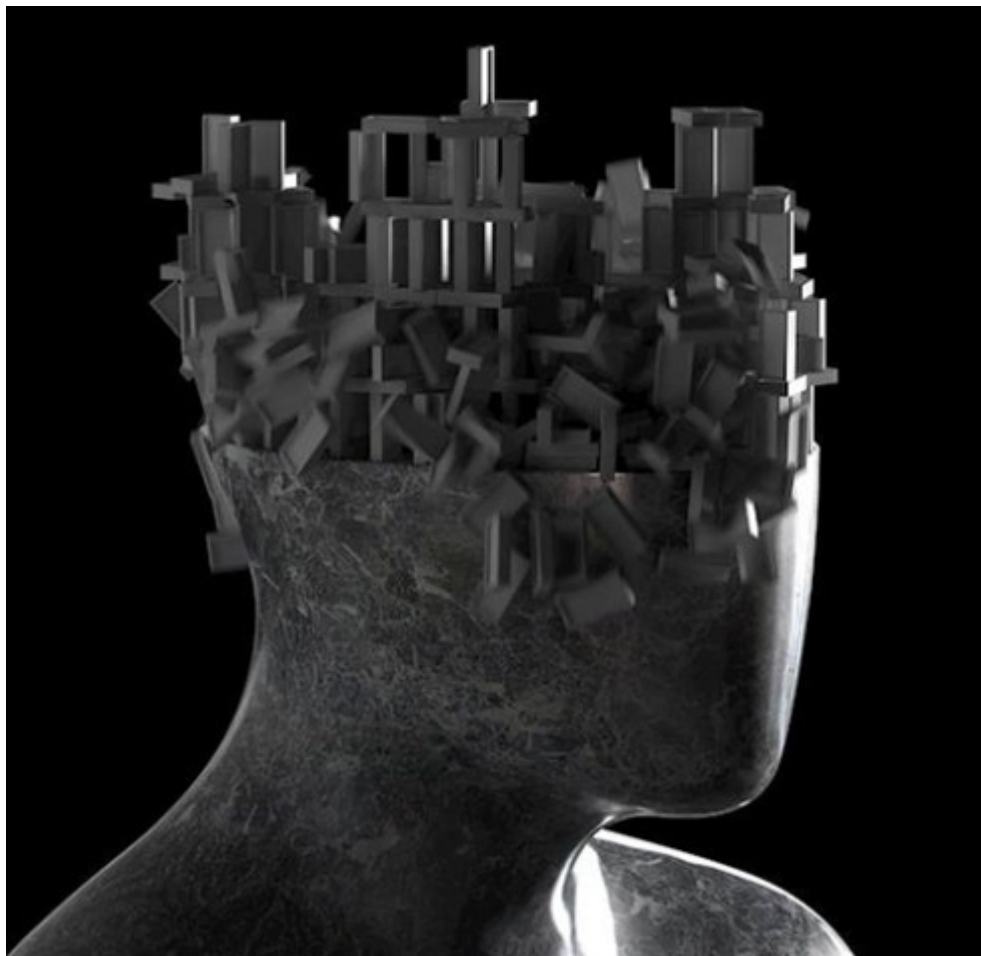
she thought was Alpha then, but learned later that he wasn't. This is the risk inherent to Hypergamy – that a woman might miss out on more optimal sexual selection choices while still in her peak SMV phase and able to choose from the broadest pool.

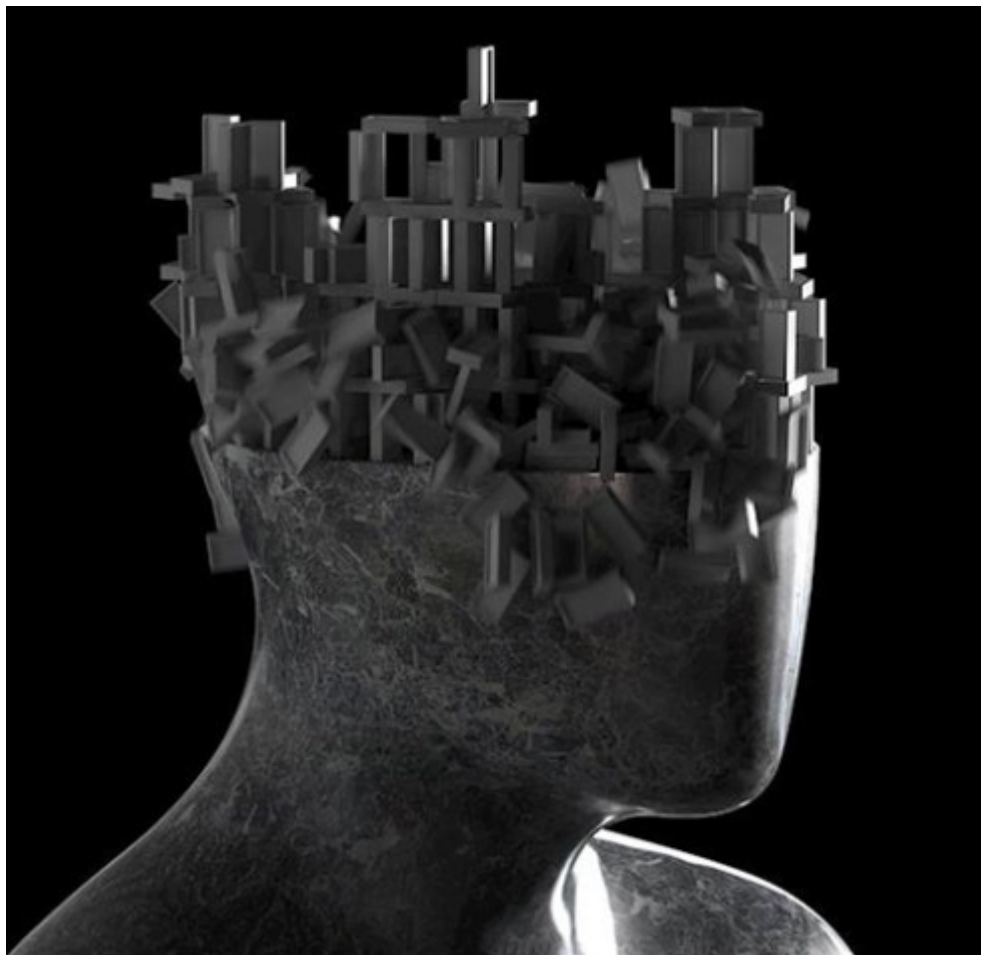
It's almost a reversal of women who follow the Sandberg plan of Hypergamy and make disclaimers of how different they are now from how they used to be in college. The sentiment is still the same, but the roles are reversed – she's different now from how she used to be because she (thinks) she has a better grasp of what is Alpha now and he ain't it.

If there's a silver lining to this it's that this post-marriage Epiphany Phase generally happens earlier in a man's life. If he's made a lot of his potential up to then, and the divorce wasn't too devastating, he's in a far better position as far as life stage is concerned than the Beta guy a woman settles for at 29 after her Party Years. That fellow gets the Beta boot in his 50s and it's a tall order to recover and have a Red Pill awakening.

In Defense of Evo-Psych

June 9, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





You'll have to forgive this exceptionally long post here, but for many critics of (and in) the manosphere of evolutionary psychology the following post articulates things better than I could. Some in the 'sphere seem to think a *reliance* on evo-psych is some form of blind faith at worst; some sort of creative, purpose-built guesswork at best.

It is not.

When I apply anything regarding evolutionary psychology on Rational Male I approach it in the most deductive manner I can see fit insofar as connecting the behavioral dots with the social apparatus I observe. While Red Pill awareness isn't *reliant* upon evo-psych it is founded upon a similar observationally deductive methodology.

Evo-psych is a very broad school of psychology that is not just limited to intersexual relations. While I do largely embrace the foundations of evo-psych, it's important to remember that my particular education revolves around behaviorism.

The following re-blog here is a collection of [ten answers to common criticisms of evolutionary psychology](#) by [Dr. David P. Schmitt](#). I've pared it down a bit for readability, but do see the link for all the sources cited.

Emphasis my own.

A few years ago, I was giving an invited presentation to an audience of mostly sociologists and family studies professors on the topic of evolution and human reproductive strategies. I mentioned that some social scientists hold false beliefs about "evolutionary psychology," such as the mistaken assumption that evolutionary psychologists think all men are interested in bedding as many women as

possible (often called short-term mating), whereas all women are only interested in marrying a single man and staying faithful to him for a lifetime (i.e., long-term mating).

When I tried to dispel this common misperception by noting, for instance, that evolutionary psychologists have hypothesized women are just as designed for short-term mating as men are—in some ways even *more so* such as women’s heightened desires for cues to genetic quality in short-term mates—an audible gasp swept through the conference hall. I kid you not, I could see rows of people who looked genuinely horrified. I was a little taken aback, so I asked an audience member near the front row who had her hand over her mouth if something was unclear, to which she proclaimed, “that’s not the evolutionary psychology I know.”

When I tried to explain that women’s evolved short-term mating desires have been studied by evolutionary psychologists since the early 1990s and the topic remains a very active area of inquiry today, heads swiveled in disbelief. My subsequent Power Point slides chock-full of studies confirming women’s specially designed short-term mating psychology were falling, I feared, on an auditorium of deaf ears (or blind eyes, I suppose). Alas, this stereotype about evolutionary psychology wasn’t going to change anytime soon.

It seems to me many critics of evolutionary psychology cling steadfastly to false stereotypes of the field, both theoretical and empirical. This is partly because so much evolutionary psychological research has been produced over the last 25 years it is hard for even evolutionary-informed scholars themselves to keep up (for an up-to-date review, I recommend Buss’ new edition of *The Evolutionary Psychology Handbook*[1]). Add to that the methodological breadth of different techniques used by evolutionary scholars to test hypotheses about the adaptive design of the human mind, and it is understandably difficult to know what all evolutionary researchers have been, and currently are, up to as active Darwinian scientists.

Perhaps more than other social scientists, evolutionary psychologists use an incredible variety of research methods, ranging from self-report surveys and behavioral field test experiments, to investigations involving genetics, hormones, and neuroscience, to cross-species and cross-cultural comparisons, to ethnographies of foraging societies and computer modeling of artificial intelligences[2] [3] [4]. To be aware of contemporary evolutionary psychology requires broad and deep knowledge of many scholarly disciplines, and a lot of evolutionary psychology’s critics simply do not know what they do not know about the field as it is practiced today.

Beyond simply not knowing about the empirical breadth and methodological richness of modern evolutionary science, **many critics exhibit a certain kind of “empirical nihilism” toward any psychological findings even remotely portrayed as supporting evolutionary hypotheses.** For instance, when one points to a set of studies that respond to a specific criticism, some critics reply with a “yes, but” attitude and set forth new criticisms requiring more evidence (sort of a serial “moving the goalposts” maneuver).

Now, in science extreme skepticism is generally a good thing. For scientists, there are no capital “T” Truths, and every claim about reality is tentatively true with a small “t” and is always adjustable as more evidence is accumulated over time. Sometimes, though, this attitude is more than healthy skepticism about a particular empirical finding and is, instead, clearly an attitude of irrefutable empirical nihilism toward evolutionary psychology studies in particular. As an example of this type of unshakeable attitude of disbelief, I list below 10 of the more common “yes, but” criticisms of evolutionary findings on women’s long-term mate preferences. It’s an illustrative (not exhaustive) list

of just how impenetrable some scholar's beliefs are when it comes to considering evidence that our evolved human mind might be something more than a domain-general learning mechanism writing on an asexual, ungendered blank slate.

Women's Long-Term Mate Preferences

Looking across the animal kingdom, one cannot help but notice that members of most species tend to mate non-randomly. Whether it is peahens preferring peacocks with more elaborate trains[5] or female common chimpanzees preferring males who possess higher social dominance[6], males and females of most species display adaptive forms of preferential mate choice.

Evolutionary psychologists were among the first to propose similar sex differences might exist in human mate preferences. For instance, evolutionary psychologists hypothesized that women may possess specially-designed long-term mate preferences for cues to a man's *ability* and *willingness* to devote resources to her and their offspring[7] [8] [9]. Such cues include a man's status and prestige which, depending on local culture, may involve hunting ability, physical strength, or other locally-relevant attributes, as well as his ambition, work ethic, intelligence, social dominance, maturity, and slightly older age[10] [11]. Not all women desire the highest value long-term mate at all times, of course, but it is expected that women's long-term mate preferences should be marked by some degree of "special design" that is reliably observable using the methodological richness of modern evolutionary psychological science.

One way to evaluate whether women possess long-term mate preferences for cues to status-related traits is to directly ask people whether they prefer those attributes in long-term mates (via methods such as self-report surveys), and then compare the intensity of responses of women and men. When doing so, psychologists typically evaluate the degree of sexual differentiation using the *d* statistic, with an observed *d* value of $\pm .20$ being considered a "small" sex difference, $\pm .50$ is a "moderate" sex difference, and $\pm .80$ is a "large" sex difference[12]. Negative *d* values typically indicate women score more highly on a particular preference, whereas positive values indicate men score more highly.

Buss and Barnes[13] were among the first to evaluate whether women (more than men) prefer cues related to a man's ability and willingness to devote resources. For instance, they found women more strongly prefer long-term mates who have a "good earning capacity" (a large sex difference, $d = -0.82$), "are a college graduate" ($d = -0.60$), and "possess intelligence" ($d = -0.19$). Obviously, these findings are not definitive proof that men and women differ in the evolved design of long-term mate preferences. The findings are merely tests of evolutionary-guided hypotheses, and the tests were supportive of specially-designed sex differences existing in human mate preferences. Still, some critics challenge these results, arguing yes, but...

1) Yes, but...that is just one study. *One cannot trust the results of just one study. Evolutionary psychologists need to conduct many more studies before I am convinced these effects are legitimate, let alone evidence of evolved psychology. I'm sure many other studies wouldn't find sex differences in mate preferences.*

Actually, most investigations of sex differences in mate preferences have been supportive of these hypotheses (to be honest, virtually all studies have). In 1992, Feingold[14] *meta-analytically* reviewed the extant literature (including 32 independent samples) on self-reported mate preferences across college students and community samples and found women more greatly desired socioeconomic status ($d = -0.69$), ambition ($d = -0.67$), and intelligence ($d = -0.30$) in potential long-term mates. Numerous additional investigations have since replicated these basic sex differences in

long-term mate preferences among college students[15] [16] [17] [18] [19] [20] [21] [22]. For instance, a recent study focused on women's mate preferences for men with the ability to invest in them, revealing that college women desire a man who has *earned* his money (compared to other sources), ostensibly reflective of the aforementioned qualities (ambition, work ethic, intelligence), and that this effect is strongest in the long-term mating context[23].

2) Yes, but...those studies are mostly with college students. People in the real world (e.g., representative samples of adults) won't display these stereotypical sex differences of youth.

Actually, yes they do[24] [25] [26]. For instance, Sprecher and her colleagues[27] examined sex differences in mate preferences across a nationally-representative sample of the United States and found women, more than men, valued a long-term mate who had a steady job ($d = -0.73$), earned more than they did ($d = -0.49$), was highly educated ($d = -0.43$), and was older by five years ($d = -0.67$). Young or old[28] [29] [30], gay or straight[31] [32], sex differences in long-term mate preferences for status-related attributes tend to reliably emerge.

3) Yes, but...many of those findings are from decades ago. Sex differences in mate preferences are probably not historically stable. They may have existed many decades ago (in the era of *Mad Men*), but sex differences in mate preferences are surely not present in more recent times.

Actually, yes they are. In a cross-generational analysis of the same mate preference questionnaire administered to Americans from 1939 to 1996, both men and women increased their valuing of good financial prospects and decreased valuing ambition/industriousness over time, but the degree of sex differences in these items largely *persisted in strength* across more than 50 years[33].

4) Yes, but...that is only when you have people self-report their ideal mate preferences from a pre-chosen list of traits given to them. If you ask them what they really want, say at a minimum, or maybe let them freely design their ideal potential partners, status-related traits aren't emphasized by women more than men.

Actually, yes they are. Researchers have questioned people about their long-term mate preferences using a wide variety of self-report methodologies. Kenrick and his colleagues[34] asked people what the minimum threshold of possessing a particular attribute would need to be to agree to marry a person. Women, on average, required men's earning capacity to be in the 70th percentile to be marriageable, whereas men required women to be in the 40th percentile (overall $d = -1.41$).

Using another nuanced form of self-report, Li[35] compelled men and women to engage in tradeoffs among various cues when intentionally designing a desirable long-term mate. Women devoted the most of their limited budget toward their mates' social level (33%), whereas for men social level was of moderate budgetary importance (17%). Across a series of studies[36], researchers using this tradeoff paradigm concluded that women, but not men, consider a long-term mate's social status a "necessity" and not a "luxury." Indeed, when forced to make decisions with very limited budgets, sex differences in long-term mate preferences are *stronger* than with typical self-report surveys.

Self-report surveys also reveal men, more than women, appear effective at displaying status-related traits to the opposite sex[37]. Overall, self-report methods (via ratings, rankings, trade-offs, nominations, or open-ended questions[38]) consistently support the hypothesis that women possess long-term mate preferences for cues to a man's ability and willingness to devote resources.

5) Yes, but...this is only because women are denied access to resources themselves. If women have higher status themselves, they would not prefer men with high status. It's just basic rationality, not

evolved psychology, causing these sex differences in mate preferences for status.

Actually, it is a compelling test of women's long-term mate preferences for men's status-related traits (including their ability and willingness to provide resources) to evaluate whether their expressed preferences disappear when women have ample resources of their own. It could be women only prefer cues to men's ability and willingness to provide resources because women are structurally denied access to resources[39].

Addressing this alternative explanation, Townsend and his colleagues have found women in medical school[40] and law school[41] are *more* selective of a future mate's financial status, not less. Similarly, Wiederman and Allgeier[42] found college women's expected income was positively associated with their ratings of the importance of a potential long-term mate's earning capacity. Regan[43] found as women's mate value goes up, so does their insistence on men's high status and resources (i.e., they "want it all"; see also[44]). Having higher personal status and resource-related traits appears not to attenuate women's preferences for cues to men's ability and willingness to provide resources. Instead, at least in the USA, women achieving high status themselves appears to make their long-term mate preferences for men's high status even more intense!

6) Yes, but...that is only true in the United States. Americans happen to live in a culture with conspicuous gender stereotypes about mate preferences that the rest of the world does not share. If you look at more gender egalitarian cultures, in Scandinavia for instance, sex differences in preferences for status-related attributes "disappear" (as claimed by Marks[45]).

Actually, no, they do not. Numerous studies have found sex differences in mate preferences for status-related attributes are prevalent across cultures[46] [47] [48]. Lippa[49] conducted an internet sampling of 53 nations and Zentner and Mitura[50] conducted an internet sampling across 10 nations and both studies found **100% of cultures displayed expected sex differences, with women demonstrating especially heightened long-term mate preferences for good financial prospects, social status, ambition, and older age.**

Some researchers have found the magnitude of sex differences in mate preferences for status-related attributes shifts from a large/medium effect size to a more moderate medium/small effect size in nations with higher gender egalitarianism. Zentner and Mitura found exactly this pattern of results after placing nations into three groups, low gender egalitarian cultures (within which women valued Ambition-Industriousness moderately more than men, $d = -0.65$), medium gender egalitarian cultures (women valued Ambition-Industriousness moderately more, $d = -0.53$), and high gender egalitarian cultures (women valued Ambition-Industriousness moderately more, $d = -0.48$). Hence, sex differences in the preference for Ambition-Industriousness in long-term mates were reduced (though not by much, and were still *medium* in terms of effect size) in nations with higher levels of gender egalitarianism.

Most other sex differences in status-related mate preferences also were attenuated from larger to more moderate levels in Zentner and Mitura's sample of nations that were higher in gender egalitarianism (e.g., Good Financial Prospects went from $d = -1.04$, to $d = -0.84$, to $d = -0.55$; Favorable Social Status went from $d = -0.67$, to $d = -0.42$, to $d = -0.31$). In most cases, these reductions were caused by women preferring status-related traits less in high gender egalitarian nations, though in many cases men's preferences for status-related attributes also were reduced in high gender egalitarian nations (which seems counter to the logic of men appreciating women's status-related traits more as women enter the workforce in high gender egalitarian nations). **One**

thing is clear, sex differences in long-term mate preferences for status-related traits do not “disappear” in gender egalitarian cultures. They may only be moderate in size, but we see them just fine.

Importantly, Zentner and Mitura also found in low gender egalitarian nations, men valued Good Looks only a little more than women, $d = 0.24$; in medium gender egalitarian nations, men's valuation of Good Looks was *higher still* than women's, $d = 0.43$; and in the highest gender egalitarian nations, men's valuation of Good Looks was the most different from women's, $d = 0.51$. Thus, contrary to the expectation that gender egalitarianism always reduces sex differences, Zentner and Mitura found sex differences in Good Looks are *largest* in nations with the *highest* gender egalitarianism. What!? Actually, these findings are not unusual, as high gender egalitarian nations also exhibit larger sex differences in Big Five personality traits and the Dark Triad traits of Machiavellianism, Narcissism, and psychopathy; in romantic attachment and love styles; in sociopolitical attitudes and personal values; in clinical depression rates and crying behavior; in tested cognitive and mental abilities; and in physical attributes such as height and blood pressure[51]. If the sociopolitical gender egalitarianism found in Scandinavian nations is supposed to produce smaller psychological sex differences, it's not doing a very good job of it.

7) Yes, but...all these studies showing men and women want different things in potential partners are merely evidence of gendered narratives as measured by self-report surveys. If ever tested in the real world, women would not preferentially choose or be affected by a partner's status-related attributes more than men.

Actually, there have been dozens of studies of real world mating and mating-related cognition, and almost all find that women do choose and are affected by a partner's status-related traits more than men are.

Feingold[52] meta-analytically examined what women ask for and what men advertise in public, real-world personal advertisements and found, as expected, women more than men ask for cues to willingness and ability to provide resources (e.g., 27% of women ask for high socioeconomic status compared to 7% of men). Men who advertise such status-related cues actually receive more responses from women, as well. For example, in a study that experimentally manipulated real-life personal ads, ads placed by men noting they were financially successful elicited the most interest, whereas for women physical attractiveness was the key[53]. In a study of Polish personal ads, the top four cues displayed by men that received responses from women were good education, older age, high resource levels, and tall height[54]. In a study of mail order brides from Colombia, Russia, and the Philippines, women universally listed ambition, status, and wealth as among their most desired attributes in a future husband[55].

Numerous studies of marital patterns also have found women tend to desire (and actually marry) men who are slightly older than they are, regardless of women's own age[57] [58]. As men get older, in contrast, they tend to desire and marry younger and younger women[59]. Women have been found to preferentially marry higher status men across such diverse cultures as the Kipsigis of Kenya, the Hausa of West Africa, Trinidadians, and Micronesian islanders, among many others[60]. It is true that some speed-dating studies in urban settings find women do not choose higher status men more often as dates, but these studies are limited by having only high status men in their samples (no homeless men allowed) and potentially including those who are interested in short-term mating (women's short-term mate preferences focus more on gene quality, not status). In speed-dating studies with low status men included, and when the context is explicitly *long-term mating*

only, women do pick higher status men more often for dates[61].

There also are a wide range of cognitive studies that test for women's desires for status-related traits without explicitly asking them what they want. For instance, as part of a study ostensibly helping a university develop a dating service, Kenrick and his colleagues[62] experimentally manipulated whether already-mated men and women were exposed to a target date either very high in dominance or very low in dominance. **They found women, but not men, were less committed to their current long-term mating partner after being exposed to a high dominance member of the opposite sex.** Merely being experimentally exposed to a man with very high dominance lowered women's commitment to their current mate, and did so without consciously asking women about their preferences for dominance.

Similarly, exposure to physically attractive women appears to evoke in men desires to fulfill women's evolved preferences, such as increasing men's attention toward and desires to possess resources and to display ambition, creativity, independence, and risk-taking[63] [64] [65]. And when exposed to men who are high in dominance, men tend to rate themselves as lower in mate value[66] and men's feelings of jealousy are more strongly evoked[67]. **All of these cognitive processes occur differently in women and men without explicit, conscious awareness of why they are doing so.** Surely, to an open-minded scientist these types of non-survey findings should buttress the view that women possess mate preferences for men's status-related attributes...

8) Yes, but...even though evolutionary psychologists may study real life cognition, emotion, and behavior, they fail to study the most important Darwinian outcome...fertility. If women evolved mate preferences for status-related traits, then women who marry men of high status men should have more children. Evolutionary psychologists haven't even bothered to look at these outcomes, lazy-headed daisies...

Actually, several studies by evolutionary psychologists have found women who marry higher status men tend to have more children, and to have children survive to an older age. In a study of pre-industrial Finland (from the 1700s), women married to wealthier men had more children and decreased child mortality[68]. In another study, marrying a man four years older was associated with maximum levels of fertility among women[69]. Bereczkei and Csanaky[70] conducted a study of 1,800 Hungarians over 34 years of age and found women who married older and better educated men tended to have more children. These are important findings, as it is critical that women's mate preferences for status-related attributes lead to reproductive success, or at least likely did so in our evolutionary past[71] [72].

One may also look at the effects of high *personal* status on men's versus women's reproductive success. Nettle and Pollett[73] and many other scholars have found men's higher level of personal status is related to higher fertility, but the same is much less true (or not at all true) for women's higher level of personal status. In fact, modern women who have higher personal incomes themselves tend to have fewer children[74]. Jumping Jehoshaphat...yes, but...

9) Yes, but...ancestral men were foragers and could not accumulate wealth, so these mate preferences for "good earning potential" are largely irrelevant to evolved mating psychology. Evolutionary psychology findings are extremely limited because they only apply to modern materialistic cultures.

Actually, it is correct that large masses of "material wealth" were not present in our ancestral past when we lived as foragers, but it is likely ancestral men did accumulate social capital or "status"

(from among other things, hunting ability). Several studies have documented this form of male status as being the subject of selective pressures (i.e., high status men—whether that status comes in the form of land, livestock, money, physical prowess, or hunting ability—have more offspring[75][76]). Evidence of selection for men's status has been found in many types of cultures, including studies of men's hunting ability among the Aché, Hadza, and Tsimane[77]. Apicella[78], for instance, found men's hunting reputation and upper-body strength both predicted reproductive success among Hadza hunter-gatherers.

Moreover, it is important to acknowledge that women's preferences in modern nations do not seem to be calibrated on money, per se. Instead, women may view money as a proximal cue to the underlying qualities that they have evolved to care about, such as status, prestige, social dominance, ambition, work ethic, and intelligence[79]. So it is certainly true that ancestral men did not accumulate financial wealth, but focusing too much on the importance (or not) of money or wealth across all cultures is missing the adaptive forest for the trees.

10) Yes, but...I know so many people who strongly believe that sex differences in mate preferences simply cannot exist. *The idea of evolved sexual desires of any kind are a theoretical impossibility from my point of view! Evolved sex differences in mate preferences have to be just a figment of the imagination of evolutionary psychologists bent on maintaining patriarchy. If the evidence is, on balance, supportive of women possessing long-term mate preferences for men with high status, why do so many post-modernists and social constructionists insist evolved sex differences are not, indeed cannot, be real[80]?*

That's a big question requiring several responses. First, the evidence of evolved sex differences in mate preferences is accumulating, but it is certainly not definitive. Evolutionary psychologists evaluate evidence of psychological adaptation in many ways[81], including cross-species, neurological, hormonal, genetic, and epigenetic evidence that has not been reviewed here (some examples of such evidence, see[82] [83] [84] [85] [86] [87]). Nothing in science is ever set in stone, and more evidence could emerge that would cast serious doubt about evolved sex differences in mate preferences (though it would take quite a lot to tip the scales against the existence of this particular set of mate preferences). Scientists are skeptical and open-minded, so anything is possible.

Second, it is a mistake to pit post-modernism and social constructivism against evolutionary psychology as though they are in an intellectual death match that only one side can win. This tribalistic, us-versus-them thinking isn't helpful to science. Much like partitioning the causes of human behavior into nurture versus nature or culture versus biology or learned versus innate, **social constructivism versus evolutionary psychology is a false dichotomy that may feel intuitively correct but should not be utilized very often by serious scientists** (exceptions include behavioral genetics studies). As insightfully noted by Tooby and Cosmides[88],

“To say a behavior is learned in no way undermines the claim that the behavior was organized by evolution because the behavior was learned through the agency of evolved mechanisms. **If natural selection had built a different set of learning mechanisms into an organism, that organism would learn a different set of behaviors in response to the very same environment.** It is these evolved mechanisms that organize the relationship between the environmental input and behavioral output, and thereby pattern the behavior. For this reason, learning is not an alternative explanation to the claim that natural selection shaped the behavior, although many researchers assume that it is. **The same goes for**

culture. Given that cultural ideas are absorbed via learning and inference—which is caused by evolved programs of some kind—a behavior can be, at one and the same time, ‘cultural’, ‘learned’ and ‘evolved’.”

Mate preferences in humans are certainly to some degree cultural, learned, and evolved. Ultimately, the adaptations of the human mind unearthed by evolutionary psychologists will likely play key roles in explaining precisely how and why human social constructionists have the mate preferences they do[89].

Third, some scholars believe, based on strict ideological commitments, that evolved psychological sex differences must not exist[90] or even if they do exist, studies of sex differences should be evaluated in ways that favor certain political ideologies over others, such as raising the evidentiary bar for evolutionary psychology hypotheses[91]. As a consequence of these political beliefs, many scholars chauvinistically dismiss or ignore much of the extant evidence accumulated by evolutionary psychologists.

This is a mistake on several levels, not the least of which is that even if evolved sex differences in mate preferences do exist, that does not make them “desirable” or “good” or “inevitable” in any way. Thinking like that is fallacious, it is wrong. Even though humans have likely evolved to be omnivorous, that doesn’t mean we should eat meat. What is natural is not inherently connected to what is desirable and thinking that way is committing the so-called naturalistic fallacy (actually more related to the is-ought problem and appeal to nature fallacy).

Instead of this false point of view, evolutionary psychologists take the position that by knowing what our evolved psychological adaptations are, and precisely *how* they are expressed (e.g., how they are specially-designed and which environments especially accentuate or attenuate their expression), we will be more capable of creating effective tools for altering human behavior in ways we do find desirable. This includes utilizing the socially-constructive psychological adaptations in our mental toolkit to do so. **Evolved sex differences are not to be ideologically feared, they are to be scientifically evaluated and, if they exist, knowledge about their special design can be used to more efficiently create the healthy society within which we wish to live[92] [93].**

Lastly, there are some scholars who are actively deceiving people about empirical findings in evolutionary psychology (e.g., claiming that sex differences “disappear” in egalitarian cultures[94]). Many of these thinkers spread doubt about evolved mate preferences by alluding to a highly popular study by Eagly and Wood[95]. People’s memories of Eagly and Wood’s study, however, are often quite at odds with what they actually found, and with the hundreds of empirical findings since.

Eagly and Wood related the size of sex differences in mate preferences for “good financial prospects” to sociopolitical gender equality measures across nations (actual mate preference data came from a large cross-cultural study by Buss[96]). Eagly and Wood examined four indicators of sociopolitical gender equality and found only one indicator (that’s right, only *one* of four tests) was significantly linked to smaller sex differences in long-term mate preferences for good financial prospects. Based on that rather meager empirical finding, a generation of scholars seems to have fallen for a “Jedi mind trick” (*these aren’t the sex differences you are looking for*) and have been convinced that sex differences in mate preferences completely disappear in more gender egalitarian nations. Indeed, Eagly and Wood’s study has been cited over 1,000 times and has led to many to believe *all* psychological sex differences disappear in gender egalitarian cultures. Not true then, not true now.

To the contrary, most cross-cultural studies find nations with the *highest* sociopolitical gender

equality (e.g., Scandinavian nations) exhibit the *largest* psychological sex differences in the world. You read that correctly. Higher gender egalitarian nations tend to have *larger* sex differences in mate preferences for Good Looks, in Big Five personality traits and **the Dark Triad traits** of Machiavellianism, Narcissism, and psychopathy; in romantic attachment and love styles; in sociopolitical attitudes and personal values; in clinical depression rates and crying behavior; in tested cognitive and mental abilities; and in physical attributes such as height and blood pressure[97]. **If sociopolitical gender egalitarianism is supposed to reduce sex differences to the point where they “disappear,” it’s doing a terrible job.** In fact, it’s most often doing the exact opposite. Without the constraints of patriarchal sex role socialization, it appears men and women are freer to follow their evolved desires in ways that lead to even greater psychological difference[98].

Adaptations â□□ Part I

June 13, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Prior to the post-Sexual Revolution era men adapted to their socio-sexual and relational realities based on a pre-acknowledged *burden of performance*. I've outlined the expectations of this period in *The Second Set of Books*,

[...] when men transition from their comfortable blue pill perspective into the harsh reality that the red pill represents, the experience is a lot like Ball discovering that the set of books (the set of rules) he'd believed everyone was using wasn't so. Likewise, men who've been conditioned since birth to believe that women were using a common set of rules – a set where certain expectations and mutual exchange were understood – were in fact using their own set. Furthermore these men 'just didn't get it' that they should've known all along that women, as well as men's feminization conditioning, were founded in a second set of books.

During the eras prior to the Sexual Revolution that first set of books was more or less an established ideal. Men were every bit as idealistic as they are today, but the plan towards achieving that ideal (if it was in fact achievable) was preset for them. Even the worst of fathers (or parents) still had the expectations that their sons and daughters would follow that old-order rule set as they had done.

For men a greater provisioning was expected, but that provisioning was an integral aspect of a man's Alpha appeal. The burden of performance was part of a man's Alpha mindset or was at least partly paired with it.

The danger in that mindset was that a man's identity tended to be caught up with what he did (usually a career) in order to satisfy that performance burden. Thus when a man lost his job, not only was he unable to provide and meet his performance expectations in his marriage, he also lost a part of his identity. Needless to say this dynamic helped incentivize men to get back on the horse and get back to his identity and his wife's esteem (even if it was really her necessity that kept her involved with him).

A lot of romanticization revolves around the times prior to the Sexual Revolution as if they were some golden eras when men and women knew their roles and the influence of Hypergamy was marginalized to the point that society was a better place than the place we find ourselves in today. And while it's undeniable that cultural shifts since the sexual revolution have feminized and bastardized those old-order social contracts, men will always adapt to those new conditions in order to effect their sexual strategies.

There's a lot of nostalgia for these idealized periods in the manosphere at the moment; seemingly more so as its members mature past their "gaming" years and begin to feel a want for something more substantial. Men are the *true romantics* of the sexes so it's no great surprise that their romantic / idealistic concept of love would run towards romanticizing a hopeful return to what they imagine these eras were like.

It's kind of an interesting counter to how feminism and the Feminine Imperative paints these eras – rather than some idyllic place where women appreciated men, feminists exaggerate and deride these times as oppressive; the sexual revolution akin to the Jews leaving Egypt. What both fail to grasp is the realities of these eras were still just as susceptible to human nature – the human nature described by what we call Red Pill awareness – and both sexes adapted to the social environments of the times to effect their natures.

Condoms were widely available in the 1940's and men painstakingly painted half-nude pinup girls on the noses of their bombers. Women too adapted to that environment; from *What Lies Beneath*:

two books by John Costello; 'Virtue Under Fire' and 'Love, Sex, and War' in which all too much of the above female psychology manifested itself;

"Of the 5.3 million British infants delivered between 1939 and 1945, over a third were illegitimate – and this wartime phenomenon was not confined to any one section of society. The babies that were born out-of-wedlock belonged to every age group of mother, concluded one social researcher:

Some were adolescent girls who had drifted away from homes which offered neither guidance nor warmth and security. Still others were women with husbands on war service, who had been unable to bear the loneliness of separation. There were decent and serious, superficial and flighty, irresponsible and incorrigible girls among them. There were some who had formed serious attachments and hoped to marry. There were others who had a

single lapse, often under the influence of drink. There were, too, the ‘good-time girls’ who thrived on the presence of well-paid servicemen from overseas, and semi-prostitutes with little moral restraint. But for the war many of these girls, whatever their type, would never have had illegitimate children. (pp. 276-277)”

and;

“Neither British nor American statistics, which indicate that wartime promiscuity reached its peak in the final stages of the war, take account of the number of irregularly conceived pregnancies that were terminated illegally. Abortionists appear to have been in great demand during the war. One official British estimate suggests that one in five of all pregnancies was ended in this way, and the equivalent rate for the United States indicates that the total number of abortions for the war years could well have been over a million.

These projections are at best merely a hypothetical barometer of World War II’s tremendous stimulus to extra-marital sexual activity. The highest recorded rate of illegitimate births was not among teenage girls, as might have been expected. Both British and American records indicate that women between twenty and thirty gave birth to nearly double the number of pre-war illegitimate children. Since it appears that the more mature women were the ones most encouraged by the relaxed morals of wartime to ‘enjoy’ themselves, it may be surmised that considerations of fidelity were no great restraint on the urge of the older married woman to participate in the general rise in wartime sexual promiscuity. (pp. 277-278)”

Women of the “greatest generation” were still women, and Hypergamy, just like today, didn’t care then either. Dalrock made a fantastic observation in a post once, and I regret I don’t have the link on hand, but paraphrasing he said “Every generation in bygone eras dated differently than the ones before it. Your parents dated in a social condition that was very different than your grandparent or their parents. No one in this generation is going to date like they did on Happy Days.” I think it’s important we don’t lose sight of this, but it’s also important to consider that in all those eras men and women’s sexual strategies remained an underlying influence for them. All that changed was both sexes adapted to the conditions of the times to effect them.

Post-Sexual Revolution Adaptation – The ‘Free Love’ Era

While there’s a lot to criticize about the Baby Boomer generation, one needs to consider the societal conditions that produced them. Egalitarian equalism combined with ubiquitous (female controlled) hormonal birth control and then mixed with blank-slate social constructivism made for a very effective environment in which both sexes sexual strategies could, theoretically, flourish.

Women’s control of their Hypergamous influences, not to mention the opportunities to fully optimize it, was unfettered by moral or social constraints for the first time in history. For men the idea of a ‘Free Love’ social order was appealing because it promised optimization of their sexual strategy – unlimited access to unlimited sexuality.

The new Free Love paradigm was based on a presumption of non-exclusivity, but more so it was based on an implied condition of non-possessiveness. Men adapted to this paradigm as might have been expected, but what they didn’t consider is that in this state their eventual cuckoldry (either proactively or reactively) amounted to women’s optimizing their own Hypergamous impulses.

The social contract of Free Love played to the base sexual wants of permissive variety for men, or at

least it implied a promised potential for it. Furthermore, and more importantly, Free Love implied this promise free from a burden of performance. It was “free” love, tenuously based on intrinsic personal qualities on the inside to make him lovable – not the visceral physical realities that inspired arousal nor the rigorous status and provisioning performance burdens that had characterized the intersexual landscape prior.

It should be mentioned that ‘free love’ also played to men’s idealistic concept of love in that freedom from a performance-based love. The equalist all’s-the-same environment was predicated on the idea that love was a mutually agreed dynamic, free from the foundational, sexual strategy realities both sexes applied to love. Thus men’s idealism predisposed them to being hopeful of a performance free love-for-love’s-sake being reciprocated by the women of the age of Aquarius.

That’s how the social contract looked in the advertising, so it’s hardly surprising that (Beta) men eagerly adapted to this new sexual landscape; going along to get along (or along to get laid) in a way that would seem too good to be true to prior generations. And thus their belief set adapted to the sexual strategy that, hopefully, would pay off for them in this new social condition.

For women, though not fully realized at the time, this Free Love social restructuring represented a license for optimizing Hypergamy unimpeded by moral restraint and later unlimited (or at least marginalized) by men’s provisional support. For the first time in history women could largely explore a Sandbergian plan for Alpha Fucks and Beta Bucks and, at least figuratively, they could do so at their leisure.

The problem inherent in the Free Love paradigm was that it was based on a mutual understanding that men and women were functional equals, and as such a mutual trust that either sex would hold the other’s best interests as their own. That basis of trust that either sex was rationally on the same page with regard to their sexual strategies is what set the conditions for the consequent generations to come.

This trust on the part of men was that these “equal” women would honor the presumption that it was “*who*” they were rather than what they represented to their sexual strategy at the various phases of their maturity that would be the basis for women’s sexual selection of them.

In part two I’ll continue this exploration through the 70’s and into our contemporary socio-sexual environment.

Adaptations â□□ Part II

June 22, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When I first published the comparative SMV graph a few years ago one of the first criticisms was that the age comparisons between men and women seemed too concrete and too specific to contemporary times. I tried to make concessions for this then, but when I was writing that post it was at first meant to be a bit tongue-in-cheek. Still, I try to write with the presupposition that critics will take things either too literally or too figuratively. I knew that the literati then and now would think, “...well, yes it’s a good outline, but you’re looking at the SMV from the perspective of 2012 and society was much different 50, 70, 100, 2,000 years ago so this graph is flawed...”

My SMV graph was never meant to be some canonical tablet handed to me from the almighty. I thought of it then, and still think of it now, as a very good workable outline for how men and women’s comparative SMV relates to the other. This has been borne out in many other statistics from individual studies sent to me by readers or just my coming across them since I created that graph.

That said, and in relation to where I'm going with this Adaptations series, those critics aren't wrong to suggest that this outline would be subject to the social environments and simple physical realities of earlier times, and likely some times yet to come.

Take what I'm about to delve into here with a bit of salt; I'm not a historian. One of my favorite figures from the civil war era was Colonel Robert Gould Shaw. If you've seen the movie *Glory* you know who I'm referencing here. This young man was 23 when he enlisted and 25 when he was promoted to Major and then Colonel. In that time Shaw saw some pretty grisly shit, including the battle of Antietam.

I'd seen the movie when it first came out in 1989, but after watching it again for a class assignment I had a new appreciation for the real man who was Robert Shaw. I saw the film using what was just becoming my Red Pill lens. It struck me that the realities of that era forced men to become Men much sooner than men do today. The realities of our times give us a leisure the men of Shaw's age simply couldn't imagine. The realities of that time necessitated a quick maturation to bear the burden of heavy responsibilities. Those burdens were much more imperative then, but a 23 year old is still a 23 year old.

I thought about how I'd spent my own years between the ages of 23-25 when I was at the peak of my semi-rock star tail chasing in the late 80's Hollywood scene. I began to really think about the differences in the social and physical environments of the 1860s and the 1980s-90s. I've always joked that men don't become Men until they're 30. Even on the SMV graph the point at which I attribute men's real ascendancy to their peak SMV at around age 30, but this wasn't always the case in the past.

Men (comparatively) live longer lives as a result of health and medical advances, but (at least in westernizing culture) it takes much more time and personal investment, as well as acculturation for men to realize their personal potential. Men's *burden of performance* wasn't much different in prior eras, but the timeframe necessary to reach a man's peak potential was much more accelerated.

So to address the concerns of the temporal critics of the SMV graph, yes, this graph might look a bit different to the men and women of the 19th century. Considering lifespans of the era and the social conditions then, the ages during which a woman would reach her own peak might be around 17, and a man's may be 25, however the same curves of the bell wouldn't change drastically. Men adapted to the conditions their environment dictated to them then in much the same way they did before and after the sexual revolution. And this adaptation came as the result of what was expected of them as their burden of performance, as well as what their social leisures would permit them.

Love American Style

Into the 70's the new social contract of the Free Love generation began to take a new shape. Bear in mind that this new equalitarian contract was based on the hopeful presumption that both sexes would mutually honor the "what's on the inside is what counts" normalization of attraction. Under this contract women's Hypergamous natures could flourish, while men's *unlimited access* sexual strategy could ostensibly be realized.

Of course these lofty, higher-consciousness, presumptions were meant to supersede human nature and an evolved sexual arousal function based on human biology. One thing that still thwarts ideological feminism today is that its perceived goal states contradict human beings' natural states. This contradiction gets narratively blamed on men not wanting to cooperate with feminism, but even the most ardent feminist is still guilty of her own biology and arousal triggers contradicting herself.

Biology trumps conviction. People get fidgety when I apply this in a religious context, but it's equally applicable to feminism and really any ideology that under-appreciates human nature and the realities of its conditions.

As the new sexual landscape began to solidify, men began to adapt their own sexual strategies to the conditions of this fast and loose environment. Just prior to the Disco Generation hardcore pornography began its path to the ubiquitous porn we know today. The sexual restraint necessitated by the realities of prior generations loosened in light of widespread hormonal birth control and safe(er) legal abortion.

While Hypergamy was effectively unleashed, the women of this era hadn't fully grasped the scope of it being so or what it would become. Acceptable premarital sex, abortion and unilaterally feminine controlled birth control meant that women had an unprecedented degree of control over their Hypergamous decision making. I doubt many women of the time understood this, but the only real control men had (and still have now) over women's breeding and birthing outcomes was now grounded in the psychological (Game) or the physical (arousal). Provisioning was still a consideration for women, but the division between short-term and long-term pairing became more stark.

As I mentioned here in the beginning, a slowing of the maturation process was the inevitable result of women's freedom of Hypergamous choice. Short-term Alpha Fucks no longer posed the same societal and personal risks of a pre-birth control generation, thus long-term pairing choices (Beta bucks) began to be delayed. The ideological cover story was one of women expecting men to "love their insides" despite their age, psychological baggage or physical condition.

Women's preoccupation with *The Wall* was ostensibly mitigated by the Free Love social contract that men would honor their end of the higher-consciousness equalitarian dream of a mutually agreed attraction based on intrinsic qualities. The biological realities for both sexes was much different.

Women trusted they could be sexually 'free' without social stigmatization, but the reality was that the long-term needs of Hypergamy could be postponed in what would eventually become a *Sandbergian* sexual strategy. The more Alpha men of the time – ones in touch with the visceral nature of women and themselves – understood the incredibly boon this represented to them.

It's important to bear in mind that Hypergamy was not the openly embraced dynamic it's come into today. Thus, the unspoken, secretive nature of Hypergamy was something a man who *'just got it'* instinctively understood and women were aroused by it.

Machismo

During the 70s 'Macho' men began to adapt to a new paradigm. They adapted to the reality that women were conflicted by the Free Love paradigm. These men embraced both the sexual openness expected of women, but they also understood that in spite of the social contract of love being based on intrinsic qualities, women still wanted to fuck (with abandon) the men with extrinsic arousal triggering qualities. The physical began to take priority above the emotional pretentiousness.

The macho quality could take different forms. Whether it was the good ole boy of the south or the Tony Manero at Studio 54, understanding the mindset is what's important here.

Macho men in the discos and key parties of the 70s figured out they could 'Game' the old paradigm of non-exclusivity paired with birth control by re-embracing (with disco era gusto) a masculinity that had been abandoned just a decade earlier. Unlimited access to unlimited sexuality was for men who

overtly challenged the Free Love preconditions. They enjoyed the rewards of its expectations of women while rebounding off the self-expectations of the Beta men who were still cooperating with the Free Love social contract.

This era is an interesting parallel to our own. I think much of the Red Pill resentment coming from men still plugged into a Blue Pill mindset is rooted in a similar perception that they're playing by an acceptable set of rules that "men with Game" are exploiting for their own selfish ends. What they don't realize is that their Blue Pill interpretations are a designed part of a social paradigm that supports feminine primacy. Game works because, like the macho men of the 70s, it's primarily based on women's inborn psychology and the visceral realities of women's biological impulses.

Beta men in the 70s still believed that the Free Love mindset was equally and mutually beneficial for both sexes since it was supposedly based on a freedom from performance for themselves while freeing women from sexual repression and (covertly) from the reality of the Wall. In reality the Free Love paradigm put men at a disadvantage by giving women almost total control of Hypergamy and the time in which to realize short term mating and long term provisioning.

So these men's resentment of the Alphas of the era is understandable when you consider that their visceral attractiveness was observably and behaviorally arousing to women who were supposed to idealistically love them for *who* they were not *what* they were. These men represented a return to that burden of performance they'd hoped to avoid in the Free Love contract.

These Alpha men understood women's base impulses then, and that understanding became an integral part of their "just getting it" attraction. However, as we'll see in the next part of this series, these men would eventually become the butt of their own joke as the Feminine Imperative fluidly transitioned into a new social paradigm of Fem-powerment developing in the 80s and reaching its apex in the 90s.

The arousing 'macho' men, the Alphas of the era, would systematically become the most ridiculed parodies and caricatures of masculinity as women came into a better understanding of the power they were only beginning to realize and the Beta men took their perceived revenge. And likewise men adapted to this new paradigm based on the same visceral reality women's sexuality is fundamentally based on.

Eat, Prey, Love

June 26, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It started with a girl I met at summer camp and ended with the woman for whom I left my first wife. In between, I bounced from one girl to the next — dozens of them — without so much as a day off between romances. You might have called me a serial monogamist, except that I was never exactly monogamous. Relationships overlapped, and those overlaps were always marked by exhausting theatricality: sobbing arguments, shaming confrontations, broken hearts. Still, I kept doing it. I couldn't *not* do it.

I can't say that I was always looking for a hotter girl. I'd trade good women for bad ones; their character didn't much matter to me. I wasn't exactly seeking love, regardless of what I might have told them. I can't even say it was the sex either. Sex was just the gateway drug for me, a portal to the much higher high I was really after, which was the chase, the

seduction.

Seduction is the art of coercing somebody to desire you; playing on someone else's longings to suit your own agenda. Seduction was never a casual sport for me; it was more like a heist, adrenalizing and urgent. I would plan the seduction for months sometimes, picking the target, looking for openings. Then I would break into her deepest vault, steal all her emotional currency and use it myself.

If the girl was already in a committed relationship, I knew that I didn't need to be hotter or "better" than her botfriend; I just needed to be different. (The novel doesn't always win out over the familiar, mind you, but it often does.) The trick was to study the boyfriend and to become his opposite, thereby positioning myself to this woman as a sparkling alternative to her regular life.

Soon enough, and sure enough, I began to see that woman's attitude toward me change from indifference, to trust, to IOIs, to open desire. That's what I was after: the sensation of steadily dragging her fullest attention toward me and only me. My guilt about the boyfriend was no match for the intoxicating knowledge that — somewhere on the other side of town — somebody couldn't sleep that night because she was thinking about me. If she needed to sneak out of his house after midnight in order to call, better still. That was power, but it was also affirmation. I was her irresistible temptation. I loved that sensation, I needed it, not sometimes, not even often, but always.

I might win the girl over eventually. But over time (and it wouldn't take long), her unquenchable infatuation for me would fade, as her attentions and guilt returned to her boyfriend. This always left me feeling abandoned and invisible; desire that could be quenched was not nearly enough for me. As soon as I could, then, I would start seducing another girl, by turning myself into an entirely different guy, in order to attract an entirely different woman. These episodes of shape-shifting cost me though. I would lose weight, sleep, dignity, clarity. As anyone who has ever watched a werewolf movie knows, transmutation is excruciating and terrifying, but once that process has been set into motion — once you have glimpsed that full moon — it cannot be reversed. I could endure these painful episodes only by assuring myself: "This is the last time. This girl is the ONE."

Back then, if you asked me what I was up to, I might have claimed that I was a helpless romantic — and how can you judge that? If I was really cornered, I might have argued that I was a revolutionary bucking the trend by countering women's own manipulations in kind. In my mid-20s, I married, but not even matrimony slowed me down. Predictably, I grew restless and felt unappreciated for my Beta supportive sacrifices. Soon enough I seduced a new girl; the marriage collapsed. But it was worse than just that. Before my divorce settlement was even signed, I was already breaking up with the girl I had broken up my marriage for. You know you've got intimacy issues when, in the space of a few short months, you find yourself visiting two completely different couples' counselors, with two completely different women on your arm, in order to talk about two completely different emotional firestorms. Trying to keep all my various story lines straight (Whom am I angry at, again? Who is angry at me now? Whose office is this?) made my hands shake and my mind falter.

At our last counseling session, my soon-to-be-ex-girlfriend and I argued bitterly, and

she ran off in a different direction. I came home distressed, only to find a string of distressing phone messages from my divorce lawyer: Nothing but ruin on that front too. Then I did an unusual thing. I did not grab the telephone and call yet another woman. Instead, I asked myself, “What are you doing with your life?”

For the first time, I forced myself to admit that I had a problem — indeed, that I was a problem. Tinkering with other people’s most vulnerable emotions didn’t make me a romantic; it just made me a cad. Lying and cheating didn’t make me brazen; it just made me a needy coward. Stealing other men’s girlfriends didn’t make me an irresistible player; it just made me a menace. I hated that it took me almost 20 years to realize this. There are 16-year-old kids who know better than to behave this way. It felt shameful. But once I got it, I really got it: There is no way to stop a destructive behavior, except to stop.

I spent the next six months celibate and serious, working with a good therapist, trying to learn if I even existed at all when I wasn’t soaking up women’s desire for me. Then one afternoon I ran into a girl I liked. We went for a long walk in the park. Flirted. Laughed. It was sweet. Eventually she said, “Would you like to come back to my apartment with me?”

Yes! My God, how I wanted to unwrap this woman like a Christmas present!

Wasn’t this great? Wasn’t this a beautifully written, wise and brave account? Too many men are punished, and quietly punish themselves, for what is indeed our birthright: “human complexity”. Understanding and acceptance of a man’s capacity for cruelty is necessary for personal growth, right? Have you ever been the ~~euro~~old boyfriend on the other side of this equation? Isn’t it nice to get a bit more clarity from a PUAs side? Its a rough road, but I admire this guy’s courage and honesty. He’s earned my forgiveness and I expect he’s also earned yours.

Or...is this guy just an evil fuck seeking absolution from women for his manipulations? Should we forgive a guy who’d run a ‘boyfriend destroyer’ scheme and sow such discord for his own personal distemper on a dozen, two dozen, women? Is this *man* above forgiveness in spite of his personal insight and professed regret?

Men can be so callous; it’s good to see the PUA/Seduction perspective finally come to real insight, because, Lord knows, no woman would ever be able to relate to such horribly damaging obsessions, right?

Post Edit:

OK, all snark aside, my intent with this was a comparative in a similar vein as my Qualities of the Prince post.

When you use **exactly** the same words and narrative women use with the genders flipped you begin to see the code in the Matrix. I purposely left the original article link at the end because the interpretation of how horrible and denigrating a man exhibiting such behaviors and rationalizing them needed to be expected and believed by default.

However, the real issue here isn’t so much Gilbert’s overt embracing of Open Hypergamy, it’s the degree to which she expects a fem-centric pop-culture not just to forgive her for it, but to redefine it as a necessary growth step in the maturation of a woman.

As most of you figured out, it's (an albeit delayed) Epiphany Phase rationalization that all women have to confront eventually. The only difference here is the heroic narrative context. When a man spins plates, even with the most open and honest approach to being non-exclusive, he's typecast as a monster, a predator, a player and a cad –and those are the nice adjectives.

But have a woman spin plates (as all of them do to varying degrees), and she's a hero for her journey of self-discovery. Have a look at the comments on Gilbert's original article. I even incorporated a few into the end of my post.

“This was a beautifully written, wise and brave account.”

“Too many men are punished, and quietly punish themselves, for what is indeed our birthright: human complexity”

As Open Hypergamy becomes more widely accepted, and men's cooperation with it becomes an expectation for men in “a mature adult relationship” the Feminine Imperative will progressively need to redefine the inherent duplicity of women's sexual strategy and mold it into a personal strength of women. We can see this fluid redefining in this article and I expect in Gilbert's next book.

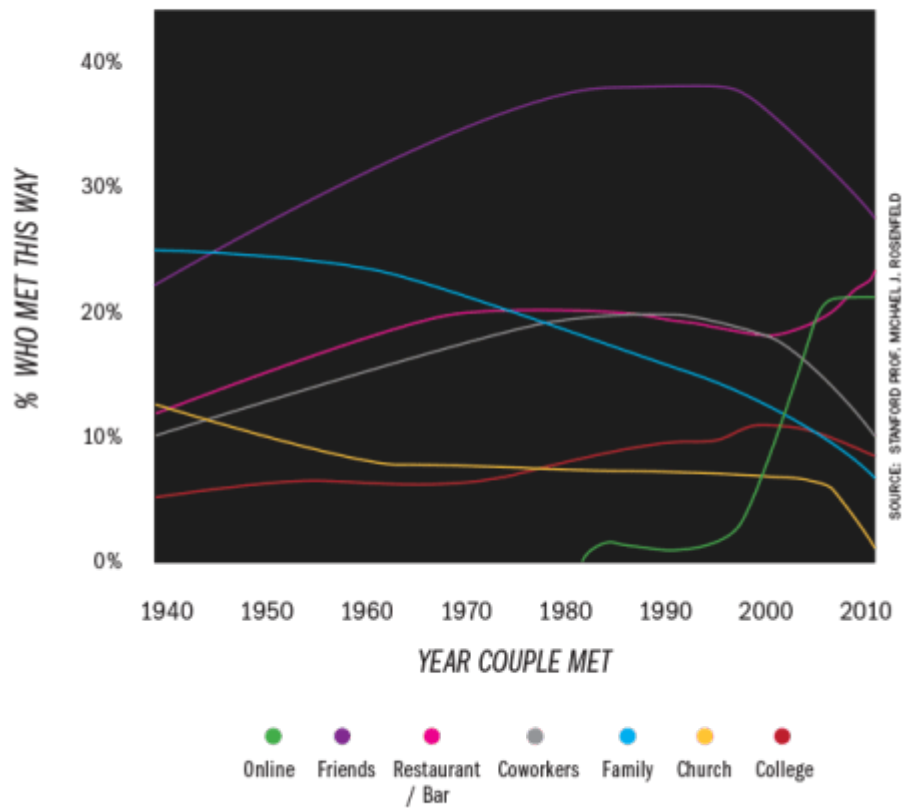
Men will need to be made compliant to women's overt Hypergamy and the first step is to make them accept it as a triumphant self-discovered strength in women. Men need to be taught to applaud women for the courage to embrace their Hypergamy openly, and any man who doesn't love women more for it is a chauvinist / misogynist.

Adaptations â◻◻ Part III

July 1, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

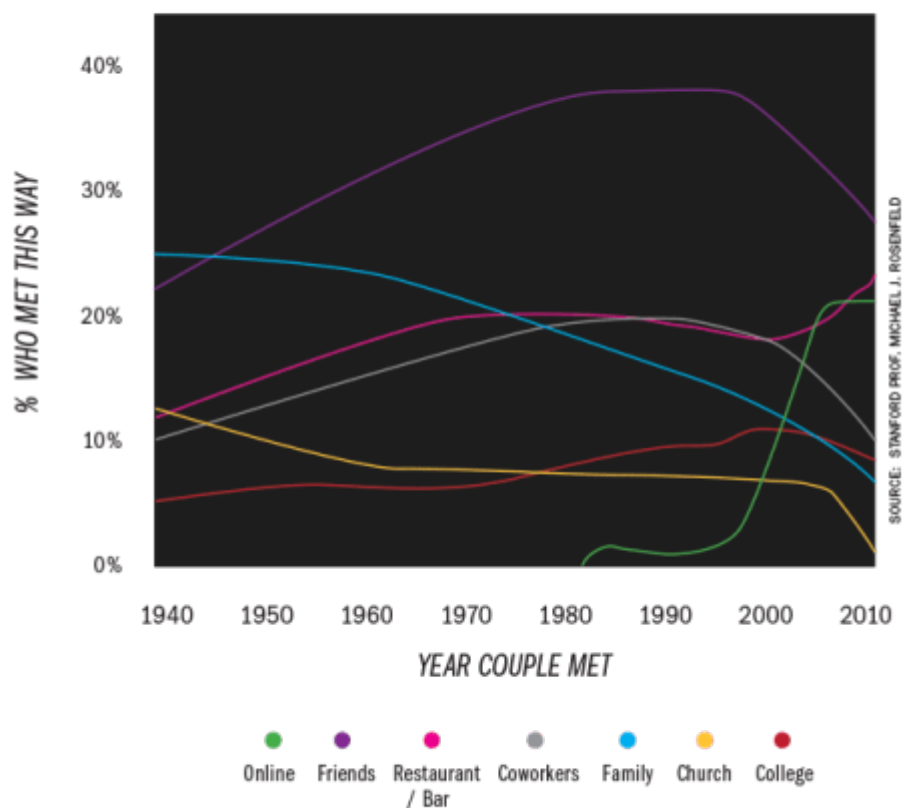
HOW **HETEROSEXUAL** AMERICANS MET THEIR SPOUSES & ROMANTIC PARTNERS

*MULTIPLE ANSWERS ALLOWED



HOW **HETEROSEXUAL** AMERICANS MET THEIR SPOUSES & ROMANTIC PARTNERS

*MULTIPLE ANSWERS ALLOWED



Today's chart comes courtesy of Time's recent analysis of how Americans met their spouses ([h/t to Heartiste](#)). Heartiste provides the most obvious reasoning for these stats:

Every inception source of romance is down over the past 70 years except for bars and online. What happens in bars and online that doesn't happen in the normal course of events when couples meet through the more traditional routes? That's right: Intense, relentless, and usually charmless come-ons by drunk and socially clumsy men, that pump girls full of themselves. We've entered the age of the narcissistically-charged woman who houses in the well-marbled fat of her skull ham a steroid-injected, Facebook-fed hamster spinning its distaff vessel's place in the world as the center of existence.

Not to be outdone, but what CH doesn't address here is the adaptive strategies men are pragmatically employing in order to facilitate their sexual strategy. What this chart illustrates is a graphic representation of the adaptive sexual strategies of the sexes over the course of 70 years.

Granted, in contemporary society women's *attention* and *indignation* needs are as ubiquitously satisfied as men's need for sexual release (i.e. internet porn) is. This of course leads the mass of women to perceive their social and SMV status to be far greater than it actually is – and when that inflated SMV is challenged by the real world there are countless social conventions already established to insulate women and simultaneously convince men that their perceived status *should* be the fantasy they believe it is.

It's important to keep this in mind because men's adaptive strategies key on women's self-impressions of their SMV (and often personal worth). I start with this for the last installment of this series because the intergender conditions we're experiencing today were seeded by the adaptive strategies men used in the past and the contingent counter-adaptations of women employed then too.

From *The Abdication Imperative*:

The Abdication Imperative

Hypergamy is rooted in doubt. Hypergamy is an inherently insecure system that constantly tests, assesses, retests and reassesses for optimal reproductive options, long-term provisioning, parental investment, and offspring and personal protection viability in a potential mate. Even under the most secure of prospects hypergamy still doubts. The evolutionary function of this incessant doubt would be a selected-for survival instinct, but the process of hypergamy's assessment requires too much mental effort to be entirely relegated to women's subconscious. Social imperatives had to be instituted not only to better facilitate the hypergamous process, but also to reassure the feminine that men were already socially *pre-programmed* to align with that process.

In an era when women's sexual selection has been given exclusive control to the feminine, in an age when hypergamy has been loosed upon the world *en force*, social conventions had to be established to better silence the doubt that hypergamy makes women even more acutely aware of. And nowhere is this doubt more pronounced than in the confines of a monogamous commitment intended to last a lifetime. Thus we have the preconception "Happy Wife equals Happy Life" pre-programmed into both gender's collective social consciousness. It's as if to say "It's OK Hypergamy, everything's gonna be alright because we all believe that women should be the default authority in any relationship."

When you disassemble any operative feminine social convention, on its most base, instinctive level the convention's latent purpose is to facilitate and pacify hypergamy.

Heirs of Free Love

Over the course of this series I've mentioned the "Free Love" movement. When most people hear that term their first mental impression is usually something like the picture I posted for part one; hippies at woodstock smoking pot. Later it quickly morphed into the 70's adaptation of socially permissive promiscuity. However, it's very important to understand that this most recent Free Love social push is by no means the first in human history.

Our impression of Free Love today was colored by the Baby Boom generation, but there have been many Free Love "movements" in the past. This was a fascinating read in light of the SCOTUS recent ruling on gay marriage:

A number of utopian social movements throughout history have shared a vision of free love. The all-male Essenes, who lived in the Middle East from the 1st century BC to the 1st century AD apparently shunned sex, marriage, and slavery. They also renounced wealth, lived communally, and were pacifist vegetarians. An Early Christian sect known as the Adamites existed in North Africa in the 2nd, 3rd and 4th centuries and rejected marriage. They practiced nudism and believed themselves to be without original sin.

In the 6th century, adherents of Mazdakism in pre-Muslim Persia apparently supported a

kind of free love in the place of marriage,^[15] and like many other free-love movements, also favored vegetarianism, pacificism, and communalism. Some writers have posited a conceptual link between the rejection of private property and the rejection of marriage as a form of ownership

[...] The challenges to traditional morality and religion brought by the Age of Enlightenment and the emancipatory politics of the French Revolution created an environment where ideas such as free love could flourish. A group of radical intellectuals in England (sometimes known as the English Jacobins), who supported the French Revolution developed early ideas about feminism and free love.

Notable among them was the Romantic poet William Blake, who explicitly compared the sexual oppression of marriage to slavery in works such as *Visions of the Daughters of Albion* (1793). Blake was critical of the marriage laws of his day, and generally railed against traditional Christian notions of chastity as a virtue. At a time of tremendous strain in his marriage, in part due to Catherine's apparent inability to bear children, he directly advocated bringing a second wife into the house.^[19] His poetry suggests that external demands for marital fidelity reduce love to mere duty rather than authentic affection, and decries jealousy and egotism as a motive for marriage laws. Poems such as "Why should I be bound to thee, O my lovely Myrtle-tree?" and "Earth's Answer" seem to advocate multiple sexual partners. In his poem "London" he speaks of "the Marriage-Hearse" plagued by "the youthful Harlot's curse", the result alternately of false Prudence and/or Harlotry. *Visions of the Daughters of Albion* is widely (though not universally) read as a tribute to free love since the relationship between Bromion and Oothoon is held together only by laws and not by love. For Blake, law and love are opposed, and he castigates the "frozen marriage-bed".

There are certain manosphere writers of note who believe that our current state of "social degeneracy" is unprecedented in human history. And while it's certain that no prior generation did it in the same manner as the one before it, ours is simply one more chapter in a Free Love flareup that's punctuated history for many cultures, not just the west – all prompted by the underlying bio-evolutionary / psychological impulses our race has always been subject to.

That said, it's important to consider the residual social after effects of our most recent Free Love incidence. I can't speak to the era in the past, but the Free Love ideology is very much an evident part of the egalitarian equalism ideology that's rooted itself in our contemporary culture. As western culture spreads, so too does that equalism rooted in Free Love.

The Rise of Fem-powerment

By the time the 80s had begun the redefinition of conventional masculinity – masculinity adapted to capitalize on women's short-term, Alpha Fucks, sexual strategy – was beginning to take shape. By the mid 80s gone were the Captain Kirk and Han Solo archetypal machismo characters. They were systematically replaced by sensitive, supportive, asexual and unthreatening Dr. Huxtable and increasingly contrasted with laughable parodies of conventional masculinity; these roles redefined to fit into shaming and obfuscating any former idea of masculinity and the men who'd attempt to embrace it.

The action heroes of the era abounded, but the expectation to accept a new archetype, the Strong Independent Ass Kicking Woman® was coming into its own.

Granted, the feminization process was gradual. Throughout the 80s this feminization was primarily reinforced by men (or men like them) who'd borne the brunt of the 'macho men' of the 70s sexual opportunism. Beta men of the post Disco Generation and the men who identified with them adapted their own Beta Game of increased identification with the feminine, and thus began the rise of the era of fem-powerment.

A new paradigm was evolving; a social environment founded on the same 'higher selves' faux-equalism of the Free Love generation(s), but one predicated on Beta men's enthusiastic supportiveness of women's imperatives. Gradually the Free Love narrative was sublimated by a one-sided expectation of male supportiveness and self-identification with women.

From Identity Crisis:

Far too many young men maintain the notion that for them to receive the female intimacy they desire they should necessarily become more like the target of their affection in their own personality. In essence, to mold their own identity to better match the girl they think will best satisfy this need. So we see examples of men compromising their self-interests to better accommodate the interests of the woman they desire to facilitate this need for intimacy (i.e. sex). We all know the old adage women are all too aware of, "Guys will do anything to get laid" and this is certainly not limited to altering their individual identities and even conditions to better facilitate this. It's all too common an example to see men select a college based on the available women at that college rather than academic merit to fit their own ambitions or even choose a college to better maintain a pre-existing relationship that a woman has chosen and the young man follows. In order to justify these choices he will alter his identity and personality by creating rationales and new mental schema to validate this 'decision' for himself. It becomes an ego protection for a decision he, on some level, knows was made for him.

Beta Game is predicated upon this effort to become more alike, more in touch with a calculating feminine ideal men they were being conditioned to believe was equitable to their concept of love and would be reciprocated with appreciation and intimacy. Into the 90s, men built their lives around the 'high self' hope that if they could just relate more to the feminine – supporting their girlfriends and wives in equalist endeavors women of the past never had access to – they could out-support the 'ridiculous cad' parody straw men they'd created for themselves.

The burden of performance that the men of the Free Love eras had hoped to avoid with higher self conditions of love were replaced with a burden of more accessible Beta supportiveness. Thus, into the 90s we had more and more characterization of masculine competition become associated with men out-supporting one another. Stay-at-home Dad became a socially lauded life choice to be proud of. Tootsie, Mr. Mom, Friends, and the culmination of total abdication to feminine identification, Mrs. Doubtfire, became apex examples of men adapting to a socio-sexual environment they'd been conditioned for – a burden of support.

Mrs. Doubtfire was a particularly egregious depiction of this male to female transition. The apex Beta Father Provider versus the social and sexual Alpha 'great guy' in a battle for the genetic rights to the Beta's children (which he eventually concedes and accepts). This story epitomizes the subtle undercurrent of socially acceptable cuckoldry that would define men's adaptations during this era.

By assuming the female role, by identifying with the feminine they'd been convinced was so lacking in themselves, men reinforced, aided and abetted the rise of contemporary women's default

entitlements; not just to support, but to conventional masculinity when convenient, and equalist independence when convenient.

There's a presumption in the manosphere that women have become more masculinized today, and while this is true, the Hypergamy that's defined every era for women is more dominant now than in any other age. There is nothing that defines the feminine more than the Feminine Imperative's want for the security of provisioning and sexual optimization that the masculine provides for women.

As men we're prone to believe that if we've become more feminine women have become more masculinized, but is it this or is it the expectation that women need to adapt a masculinized outlook to counter men's conditioned Beta passivity? Even staunch feminists get tingles from conventionally masculine, unapologetically Alpha men.

Hats Off to the Bull

July 6, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





TWO WEEKS LATER



CH maxim: The feminist goal is removing all constraints on female sexuality while maximally restricting male sexuality

The following is a story from the Red Pill subreddit:

My all too true story goes like this: years ago in my divorce my wife basically stopped having sex with me. The lack of sex was in line with her seemingly having a problem with

anything I did (be it how I dressed, how I told jokes, and more). ...Note: sex was once every two months or so if that.

I tried to talk to her about how it seemed we just weren't getting along that well. She said we were getting along just fine. The only problem was me. Per my wife I had UNREALISTIC EXPECTATIONS about married life after 15 years of being together and with kids running around. Her work demands also helped make sex a low priority for her. She was too tired in the evening. The kids were up in the morning. The weekends were needed to catch up on house stuff and spend time with the kids. Vacations were also "kid" time. The twist she put on it was DIDN'T I LOVE THE KIDS?

Another problem I had (per my wife) was that was I was TOO SENSITIVE. My "whining" about the lack of sex and closeness was proof of this.

[Game note: If I were to consider another Iron Rule of Tomassi it would be this: *Never* complain, whine, negotiate, or otherwise attempt to appeal to a woman's reason by explaining your need for sex, intimacy or "closeness". Nothing demonstrates lower value and reconfirms a woman's Beta perception of you than openly complaining, or explaining, about your sexless status.

This is not exclusively for married men. Rank Beta men will often make these "dryspell appeals" to female friends who then talk to their other friends and pass on your DLV impression to them.]

Unfortunately, I bought her story line and internalized it. I self-censored, essentially stopping my complaining about no sex and just accepted it. I was less accepting of her poor day-to-day treatment of me but even on that point I tried not to complain too much (not wanting to come across as "whiny").

And I was pro-active about trying to make our marriage better. I tried my best to be positive about things. I even kept a diary to keep myself honest. I did more chores around the house. I more and more let her have things her way. And I was already in quite good physical shape. I made myself even more so.

And the end result of all this? Turns out my wife had been having secret affairs for years. She was having sex 4 or 5 times a week with her lovers (lunch time, quickies after work in a park, the beach locker, the driveway at night, etc.) Her story line on "my problems" had mostly just been bullshit to keep me at bay so she could continue her secret affairs. As she told me at the tail end of our divorce in a moment of candor, the "forbidden fruit" of extramarital sex was "very exciting". Her longest term lover (3 years) had just been a play thing and only ended when he asked her to marry him (not realizing he was also being "cheated" on with another lover my wife had).

Next up is TRM reader *Razorwire* who came strong with this comment from the Adaptations II thread:

[...] I'd say by now the societal and personal risks are negligible for pretty much any decision made by women. So these days, the delay of the beta-bucks model is extended to encompass a starter marriage or having children. The cuckold window is wide open.

I've seen this in fellow genXers who actually married young (by today's standards) but of course those men turned out to be jerks or were too irresponsible or selfish (all of the things that got her wet) so they divorced and she quickly locked down the beta-bux who was likely

her “friend” back in college or some “nice” co-worker she met in her three-year career with the insurance company.

I went to one such wedding a couple of summers ago. Now that they have a kid and she’s realized the full potential of the AF/BB transition, she can’t (or doesn’t bother to) hide her disdain for his niceness and general lack of alpha behavior. He’s a dead man walking.

On that note, I caught a trailer of an upcoming Will Ferrell film: “Daddy’s Home.” Frames it up nicely.

While I’m sure they will have some hollywood make-believe ending in which the biological dad realizes his loss, has to confront manhood (as defined by the FI), and is jealous/admiring of the stepdad for his honorable provisioning of the kids, the interesting part of the trailer was how it focused on the two “dads” competing for the love and attention of the kids. I’m sure it is funny, but also telling.

Not only is the Sandberg stepdad supposed to be a just-in-time dad to fulfill the equalist needs of the post-wall (and in this case – post reproduction) wife, but he is also expected to pedestalize and perform for the offspring of the cad in order to earn (and keep) his place as the settle-down guy in the eyes of the wife. **He must keep winning his way through the consolation bracket for a wife who has not just achieved the AF/BB transition, but has done so after capturing the genetics of the Alpha. He doesn’t even “get” the beta bucks prize of breeding.**

The dwindling societal pressure to honor marital commitments and minimal shame of divorce has allowed the delay of beta bucks to blow past birth control in terms of prevention into what is now birth control in terms of actualizing female preference for the AF offspring – with rapidly decreasing risk/impact on her ability to secure the Beta Bux stepdad or post-baby-daddy husband (because now marriage means something to her.)

With, of course, big daddy gov’t as a stand in. But I’d reckon that the attractive single moms are not struggling at all to parlay into BB.

Because they aren’t his kids the stepdad’s burden of performance includes purchasing/exchanging resources for the children’s love which is one more condition he must continually meet in order to maintain her conditional love. Talk about a fleeting proposition.

Peruse any online dating site and you will see the teaser advertising for this coming from all single moms. It’s really just “must love dogs” on crack but often with more bait n switch mechanisms.

Meanwhile the perpetual competition (between you and him) merely deepens the resource pool for her to leverage into her lifestyle and security.

One man is operating under the threatpoint of divorce, the other under the legal extortive aspects of the post-divorce financial fatherhood model. Both must pay to play. Both are subject to her approval, her terms – backed by the social and legal structure. As such, neither are actually fathers, but just offshoots of motherhood channeled through provisioning and conditional exchanges.

I’d say even with the extensive provisioning (the kids in this flick have it all), the kids are still getting the shit end of it. Two marginalized dads is still less than one Father, one

marriage. They are just being indoctrinated into the consumerist, fem-centric, self-indulgent model of modern marriage.

A mom who goes full AF/BB with kids in tow may get sold as the heroines journey, but it still strikes me as deeply selfish.

We had an interesting discussion in this thread about modern cuckoldry and the rise of it becoming ‘fetishized’ for men as some new form of ‘*alternative*’ lifestyle. I’ll get into the grisly biological nuts and bolts of this later, but before I do the practical reasonings for a societally acceptable cuckoldry need to be highlighted.

I chose Razorwire’s comment and the story above to illustrate a fundamental Red Pill truth – **Hypergamy is nothing if not pragmatic.**

In a larger respect, a woman optimizing Hypergamy follows a predictable schedule, but as Razorwire points out, on a psychological level it also builds fail-safe contingencies into that schedule. Root level, *largely subconscious*, survival/parental investment insecurities and long term insurances against them drives this pragmatism. Thus we see operative social conventions carefully prepared to excuse and absolve women’s duplicitous behaviors in both a social and personal scope.

What benefits a female sexual strategy is forgivable and prudent in a fem-centric social order no matter what the personal consequences are. Women’s default victimhood status is their strongest insurance against those consequences while what benefits men’s sexual strategy is characterized as selfish, juvenile or criminal. These characterizations, and the social conventions that are an extension of them, are part of the pragmatism of Hypergamy.

When you look at the time line I presented in the Preventative Medicine book and series, and you get to the stages just before and just after a woman’s Epiphany Phase – the phase at which a woman’s subconscious understanding that her SMV decline has begun in earnest – you begin to see a bigger picture; a meta overview of the necessity of keeping Blue Pill men ignorant of their long term role in that strategy.

While women increasingly embrace Open Hypergamy and become increasingly more confident of their capacity to satisfy both sides of it (AF/BB) due to a presumed expectation for men to also openly support it, there comes less expectation to try to optimize Hypergamy with only one man.

The Future of Hypergamy is Cuckoldry

The following quote came from a fantastic essay one of Heartiste’s readers, Chris, submitted regarding the recent gay marriage ruling:

I don’t know many men who would sign up to an institution where the partners are expected/morally obliged to be emotionally faithful but not sexually faithful. It is much easier for women to get casual sex than men, so any man signing himself up to that deal would be signing himself up for cuckoldry and cuckoldry is the absolute worst thing that can happen to a man pursuing a long-term mating strategy, (and it is the evolved moral norms surrounding the long-term mating strategy which marriage as a cultural institution is/was developed around/for.)

Of course, if people became more knowledgeable about evo-bio/evo-psych and instead started calling marriage essentially what it is, the social-codification of the long-term mating strategy in humans, then this concern wouldn’t really matter. (No worrying about importing norms anti-thetical to the reproductive interests of one party in the relationship and

subsequently which disincentivizes the pursuit of the strategy from that party as its definition is strictly evo-bio/evo-psych.)

In *The Myth of the Good Guy* I put forth the idea that while women would ideally like to have both the Alpha Fucks and Beta Bucks aspects of Hypergamy satisfied by the same man, women today don't even have the expectation that this is in anyway possible, much less is it preferable to them anymore. The expectation becomes one of the Sandberg plan; expect to bang the bad boys, the Alphas and the thrill providers while your SMV is high, and expect a good, persistent and reliable 'Dad' to be ready to forgive and forget all that before you're 30.

What Chris digs into in that essay isn't so much about gays being married, but rather the fundamental restructuring of the nature of marriage. Religious issues only serve as a convenient distraction, the nuts and bolts of it is that this edict fundamentally restructures the legal aspects of male/female marriage. When this restructuring questions and impedes the access to long-term resource provisioning for divorced women (initiators of 70+% of divorces), that's when you'll see a truly misandric inequality in hetero vs. homosexual marriage arrangements. Men will still need to be forced into indenturement and forced to cooperate with a binding commitment to Hypergamy in the face of alternative marriages not based on monogamy.

Indeed, what man would sign up for that arrangement? Particularly in an era when women (not the Red Pill) blatantly lay bare the duplicity of their sexual strategies.

Limiting Dick

Around the time I was writing the second book I'd gotten into a Twitter debate with several feminists on a hashtag called #askmenanything or something to that effect. The pretense was of course to "ask men" all the insipid meme questions and answer them for men with feminist boilerplate. Once the Red Pill forums and manosphere proper got involved the tag quickly switched footing and feminists lost interest.

It was during one of these exchanges that I'd quoted Heartiste's maxim from the start of this post to a particular feminist; Feminism's end goal is removing all constraints on female sexuality while maximally restricting male sexuality.

Her response was an incredulous, "So you think all feminism is about is limiting dick?!"

It was of course the type of simple dismissive I've come to expect from the fem-powerment generation, but it sums up the dynamic pretty well. It's always been my take that feminism in all of its waves has always been another social arm of the Feminine Imperative; which has always been an imperative driven by the best interests of optimizing women's Hypergamous choices.

So yes, feminism is in fact about 'limiting dick' by socially, legislatively, personally and psychologically facilitating the selecting out and opting in on what best serves a woman's short term and long term sexual strategy needs – throughout her entire life, not just around her *Epiphany Phase*. She needs the Alpha bull for his raw sexuality, dominance and confidence, and she needs the Beta comfort, investment and reliability that her bull is unwilling or unable to give her.

In this new age of proactive and reactive cuckoldry, men are expected to put up and shut up with playing the role of one or the other. In our thread conversation about cuckold fetishes the idea was put out that there's some sick or deviant mindset in which a man gets off on watching his wife get pounded by another man. Keep in mind the possibility that the rise in popularity of cuckold porn may be an extension of this new paradigm.

The cuckold fetish narrative follows the same Hypergamous script as any other “alternative lifestyle”. As I mentioned in the Adaptation series, even within the ostensibly Free Love paradigm the same Hypergamous imperative was played out. In cuckold porn there is always an Alpha bull, a ‘superior’ sexual competitor that fucks that man’s wife; an inferior Beta sexual partner is never the tingle generating center of that fantasy. Thus that husband plays his expected passive, supportive role within that “fantasy” and thus is that wife’s dualistic Alpha Fucks sexual strategy completed.

That’s the messy nuts and bolts of it, but it’s all too easy to get caught up in the sensation of our blood boiling in righteous indignation than to see the larger perspective. This too is a part of the pragmatism of Hypergamy.

Cuckoldry is not simply about who got to breed with a woman before or after she settled into a committed monogamy; it’s about the consistent impulse to optimize Hypergamy. It is cuckoldry for a man to assume the parental investment responsibilities of another man that a woman previously bred with. It can be proactive or it can be reactive, but the purpose it serves is the same.

Few people really grasp how outrageous it is for a man to take part in his own cuckoldry. We call those men heroes for playing savior to a woman who made “bad choices” and invests himself in a child he didn’t father, but even this association has become yet another expectation of the dutiful Beta’s role. A conditioned White Knight disposition makes him feel good about it, but it’s a woman’s strategy that comes to completion, not his own. A bull was in his bed long before him.

Doin' It Live (again)

July 9, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I'm in Vegas for most of this month (July is promo month for what I do), but I did make time for a [Tom Torero](#) interview last week, on the 4th of July no less.

Tom's a good guy, and was (or still is) a partner of Nick Krauser's crew. We talked for an hour, but I could've gone longer with him. We discussed a lot in that time. Have a listen on youtube or you can download the interview from [iTunes](#) (#27).

Let me know what you think here or you can comment on the youtube link too.

Thanks Tom.

Our Sisters' Keeper

July 14, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





“Men are to blame for women’s behavior. The Feminine Imperative only has as much power as men have allowed it to have. Hypergamy (open or otherwise) wouldn’t be the unrestrained social juggernaut it’s become without men’s complicity or accomplice.”

This quote is a go-to rationalization I read a lot from women just coming to terms with their first taste of the Red Pill. Unfortunately it’s also become a common refrain among certain sets in the manosphere; this rationale is usually particular to the moral absolutist strains of the manosphere.

When I read it from women it’s kind of ironic considering it usually comes from women who share in the same moral absolutism, who were “so different when they were in college”, but they’ve had their Epiphany and “got right with God.” They often cling to the Strong Independent® identity for themselves, but turn over a rock and show them the visceral, observable, ugly truth of unfettered Hypergamy and then, then it’s men’s partial or total responsibility for fostering women’s conditions.

It becomes men’s fault for not having the fortitude and presence of mind to correct them when they needed it – never mind the lifetime of Blue Pill conditioning that taught them judging women made them misogynistic assholes. I understand axiom that men and women get the men and women they deserve, but I wanted to explore this blame game dynamic a bit more.

The Feminine Imperative relies on memes and conventions which shift the ownership of women's personal liabilities for their sexual strategy to men.

When men are blamed for the negative consequences of women's sexual strategy it helps to blunt the painful truths that Jenny Bahn is (to her credit) honestly confronting in her article at 30 years old and the SMV balance shifts towards enabling men's capacity to effect their own sexual strategy.

As I was writing the Adaptations series it occurred to me that men on the ends of both the Alpha and Beta spectrum adapt their own sexual strategies in accord with the sexual marketplace and how that environment dictates the approach to what seems the most efficient.

As I stated in the last post, Hypergamy is nothing if not pragmatic, and efficient. However, men's adapting to the "market" dictates of Hypergamy has to be equally efficient if that guy is to fulfill his own sexual imperative. Pragmatism doesn't have time for how things should be. You make the best play with what's in front of you.

Just to illustrate, for about 25 years or so, popular culture strongly pointed men towards a sexual strategy that could be defined as Beta Game. Play nice, respect a woman by default, be supportive of her self-image and ambitions to the sacrifice of your own, don't judge her and do your utmost to identify with the feminine, was the call to action that, deductively, should make a man more attractive to a woman.

Furthermore, the intrasexual combat amongst men for sexual qualification was (at least ostensibly) focused on out-supporting, out-sympathizing, out-emoting and out-identifying with the feminine more so than other men. To set oneself apart from "*other guys*" the seemingly most strategic tact was to accept what women said they wanted from men. To pragmatically effect this men gladly joined the chorus of ridiculing conventional masculinity; denouncing and resisting the very element that would in fact have set them apart from the nebulous "*other guys*".

So while this is an illustration of men's deductive pragmatism in their adapting to the SMP, it's also an illustration of how that adaptation can work against men's best interests. Between the 80s, 90s and into the early 2000s this adaptation involved men following women's lead to systematically turn conventional, positive masculinity into ridiculous or gay-associations of "macho-ness". Later, defining the very idea of masculinity would progress from ambiguousness to women being the sole authority of what masculinity should mean to a man.

Women and Moral Agency

For as long as I've read and commented on Christo-Manosphere blogs a common thread has cropped up again and again; the debate as to whether women have the same moral agency or the same accountability for it as men. I've always found it fascinating because for all my dealing in cold harsh observable facts I've never paused to consider that women might have some excusable reason for their ethically challenged behavior. In my own estimate Hypergamy isn't inherently bad or good – it just depends on whether you find yourself on the sharp end of it.

My point here isn't to reheat that debate, but rather to see how it feeds into the rationale that men are in some way responsible for what contemporary women have become, and how they'll progress if men don't assume some responsibility for women's behaviors.

Hypergamy is pragmatic, but it's also inherently duplicitous. It's unjust and unforgivable to a guy

who doesn't measure up to his burden of performance. When you consider the War Brides dynamic it's downright reprehensible, but we have to also consider the pragmatism in that dynamic. From a male perspective we want to apply masculine concepts of honor and justice to women's action – and in the past there was a high price to pay for infractions of it – but are we presuming our concept of justice is one that's universally common to that of women?

Much in the same way we were Blue Pill conditioned to presume that our idealistic concept of love was mutually shared by women I would propose that men's concepts of justice, honor, and (from an intrasexual perspective) respect are dissimilar from those of women.

For women, whatever actions serve Hypergamy are justifiable actions.

All that needs to be sorted out is reconciling those action with the concept of justice held by men. In the intersexual arena, what best serves men's imperatives is justice. Up until the sexual revolution the balance between the sexes' concepts of justice was mitigated by mutual compromise – each had something to lose and something to gain by considering the other sex's imperatives.

For roughly the past 70 years this balance between the two concepts has listed heavily to the feminine. Our age has been defined by women's unilateral and ubiquitous control of Hypergamy, and as such it is women's sexual imperatives that is biologically and sociologically setting the course for future generations.

Along with that unprecedented control comes the prioritizing of women's concept of justice above that of men's. We can see this evidenced in every law, social convention or social justice movement that entitles women to rights and privileges that free them of any accountability for the negative consequence their Hypergamously based behavior would hold them to in a concept of justice that men would have.

I would also argue that women's inherent solipsism reinforces this separation of concepts of justice between the sexes.

Rivelino had a good take on this on [Twitter](#):

- 1 The woman is always the victim
- 2 Nothing is her fault
- 3 She is not responsible for her actions
- 4 A man is to blame

To which I'll add a 5th: Any fault is always a 'strength'.

The problem I see in assigning the blame of women's behavior to men's lack of control is that, presently, men have no real control nor does men's concept of justice align with that of women. There's a manosphere idiom that says women are the gatekeepers of sex while men are the gatekeepers of commitment. I'm not sure I completely agree with that.

That's not to be defeatist, or an endorsement of a MGTOW course of action, but it is to say that if a man has neither the sex appeal to be a short term sexual prospect nor the provisioning appeal to be a long term investment, women feel entirely justified in acting in the best interests of Hypergamy and controlling his capacity for commitment as well.

And yes, that's pretty fucked up if you, again, find yourself on the sharp end of it. Men's adapting to the intersexual conditions set by women isn't some deterministic prospect, but the idea that the mass majority of men would be responsible for the state women find themselves in is ludicrous. There will

always be men willing to accept the sexual dictates of women because it serves their breeding imperatives. It's good for him personally and it's good for the species.

There will never be some global Lysistrata where men organize in solidarity, promising not to fuck another woman until they comply with demands that would place the Masculine Imperative above that of the feminine's. Our own biology guarantees it.

Personal Responsibility

On a final note here, whenever I delve into the ethical implications of Red Pill awareness I invariably run into the personal responsibility equation. I do my best to make as coldly rational an observation of dynamics I see and allow my readers to make their own judgements. However, those observations are never intended to excuse the behaviors men and women find themselves prone to acting out.

There is always a want on the part of either sex to see their concept of justice enacted on those who would act against it. Thus you get honor killing in the Muslim world, and you have men's access to the DNA testing of children they suspect aren't their own denied in the "best interest of the child."

So are men to blame for the conditions they find their women in? Are we our sisters' keepers, hamstrung by our own culpability to actually help them be better women? Or do they bear the responsibility to conform to our perspective of justice and police the worst impulses of a Hypergamy most are only peripherally aware of?

That was then

July 20, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rollo Tomassi confession time: There was a time when I was in my late teens to right before I was 21 when I would've easily married one of my first LTR girlfriends. My Beta conditioned state of mind was such then that I would've launched headlong into what would surely have been a tragic marriage based on Blue Pill naiveté and changing the course of my life.

I made a special effort to cover the commonalities of this period in what I called the *Break Phase* in my [second book](#) and from the *Preventive Medicine* series of posts. It's a dangerous time for young men feminized and conditioned to put women's imperatives, ambitions and support above their own. This eagerness to please and put off his own future ambitions (the ones he allows himself to entertain) is the result of an acculturation process that prioritizes identification with the feminine and sacrificial supportiveness of any woman's ambition he may be paired with during these ages.

Often this is the first time in his life he has the real opportunity to prove his dedication to a girlfriend by arranging his life around her goals – goals that are based on her own acculturation of female empowerment and entitlement. Sometimes this drive comes from a young man wanting to out-support the performance his father dismally failed at with his victimized mother, but mostly it comes from a thorough Blue Pill conditioning that assures him the old set of books are the rule set women can be expected to follow.

This is the crux of it; he is at his most eager to please while she is just coming into realizing what her sexual market value peak can leverage for her. Don't assume that this leveraging is strictly based on securing things for herself, but rather what her impulses are leading her to. The time at which young men are their most ready to be "the perfect boyfriend / husband" is usually when young women want monogamy the least. Young men's Blue Pill idealism is generally unblemished by having it betrayed at this point.

When I was passing through this time I was ready to suspend, postpone or simply abandon the ambitions I wanted for myself then just for the prospect of securing a girlfriend, wife, LTR, stable and lively source of sex and intimacy.

How could I not? I'd been conditioned my whole life up to that point to believe in the Disney fairytale that had me believe if I could just do more for a woman, be more like a woman, be sensitive to her feelings, and do everything in my very limited power to help her achieve her dreams she would appreciate the effort and the sacrifice and reciprocate with her own genuine love, sex and devotion to me.

Naturally the Blue Pill had convinced me that men and women shared a mutual concept of love and that my burden of performance was only based on how well I could help a woman rise above the horrible injustices that my poisoned gender had ruthlessly perpetrated on womankind in the centuries before I was born.

I'm thankful I was spared from the worst consequences of that delusion. I know too many men today who did just what I would've then. Most are on their 2nd or 3rd marriage, with kids from the first or second and still wondering how it went so wrong for them. They all either forced that fantasy to happen for themselves or paired with a girl who simply hadn't come to understand her SMV during that period before she said "I do." Almost to the man, these men's wives went through what I describe in *Making Up for Missing Out*.

It's not to say that I didn't take the sting of rejection during that time, but I'm glad to have been rejected in light of so many men's experiences for making their Blue Pill dreams come true.

Wait For Me

It's ironic that the time at which young men are most eager to put on the yoke of what the Blue Pill has conditioned them for is the same time women want it the least. As I mentioned in *Dream Killers*:

The truth however is that the longer you remain uncommitted, the more opportunities will be available to you. It's been stated by wiser Men than I that women are dream-killers – and while I agree with this, I'd say this is due more to the man involved, and their own complicity and apathy, than some grand scheme of women.

[...] **Women are dream killers.** Not because they have an agenda to be so, but because men will all too willingly sacrifice their ambitions for a steady supply of pussy and the responsibilities that women attach to this.

I recently read a forum post from a young man who was lamenting his ‘friend zone’ state with a girl. I had to laugh because I’d heard his ONEitis girl’s exact same words, verbatim, when I was about 19 or 20. She said to him,

“You’re such a great guy, but I’m not ready for a relationship right now. How about this, if neither of us is married when we’re 30 we’ll get married, ok?”

Hearing this negotiation now at 47 I have to laugh sardonically; it’s the same ‘deal’ I’d been offered at 20. At 47 I can see the machinations behind it – “Hey Beta chump, I like your dedication to the Disneyland narrative, and you’ll make for a dutiful and lucrative supporter once I’m 30 and done with the Alphas I really want to fuck while I’m in my prime, so how about you and I get married once I’m ready to finally ‘get it right with the right guy who was there all along’ okay?”

In other words, wait for me and be my Plan B guy just in case, ok?

What makes this unfunny is that at 20, young men want to believe the best of women. They want to believe she really thinks he’s so special she won’t be able to not marry him and fulfill his Beta programming at 30,...so long as he’s patient. He wants to believe her earnestness because to do otherwise would be to judge her, and *that*, he’s been taught, is the worst thing a man can do no matter what choices she makes. What makes it unfunny is he actually considers it as a viable option for his life.

What also makes it unfunny is that on some level of consciousness this negotiation, this very long game, is something a woman pre-plans in her head. She *knows* at 20 years old that she’ll need her Beta-in-waiting. It’s not serendipity that she’ll find a Beta ready to out-support and out-forgive the *other guys* of her “crazy mixed up past” or her “journey of self-discovery”, no, she has it planned a decade before. It may not be a conscious acknowledgement at the time, but the expectation is there long before she comes into her SMV peak and the years just before her Epiphany Phase.

Beta Idealists and the Endgame

But at the time, young men want to believe it. There’s a certain satisfaction in the prospect that the ‘happily ever after’ will be fulfilled in the future. Of course during that time it’s vital a man disabuse himself of that fantasy, become Red Pill aware and see the ‘*deal*’ for what it really is – an insult to him.

For my part that came from not wanting to wait around and learning how to get laid like I wanted to. That period of my life had some great moments as well as some pit of misery ones, but I learned, I grew; and had that girl actually been unmarried at 30 instead of a divorced single mother of two when I got there, I still wouldn’t have married her.

It’s an insult to a man’s masculine nature because it presumes he’d in any way be an attractive choice for his steadfastness. Any guy who’d even entertain the insult only confirms his Beta, optionless and destitute status to a woman who’s already planning to follow the dictates of her Hypergamy. He’s the sure thing, and his Blue Pill conditioning would convince him that his burden of performance is predicated on his perseverance, when in fact it just verifies him as a guy who Just Doesn’t Get It.

Again from *Dream Killers*:

I tend to promote the idea that Men should be sexually and emotionally non-exclusive until age 30, but this is a minimal suggestion. I think 35 may even serve better for Men. The importance being that as a Man ages and matures in his career, his ambitions and passions,

his personality, **his ability to better judge character**, his overall understanding of behavior and motivations, etc. he becomes more valuable to the most desirable women and therefore enjoys better opportunity in this respect. Women's sexual value decreases as they age and it's at this point the balance tips into the maturing Man's favor. It's the Men who realize this early and understand that bettering themselves in the now will pay off better in the future while still enjoying (and learning from) the opportunities that come from being non-exclusive and non-committal make him a Man that women will compete for in the long term.

One of the first things I have to explain to a young guy about the Red Pill is that what he believes is so vitally important to him in the now will be rendered meaningless in only a few years. I can only try to explain to him how his idealism about holding together his now long distance relationship with his high school girlfriend will change and decay, but at this age and with his Blue Pill conditioning it's very hard to communicate.

The *Break Phase* is an all or nothing prospect when it comes to helping a young man unplug himself. Unfortunately it usually takes the trauma of a breakup (made all the worse due to his investment in a Blue Pill fantasy) and confronting the reality his girlfriend is experiencing in college and her coming into her peak SMV years.

What he lacks is the insight and experience to fully grasp his situation. One reason the Sandbergian plan for Hypergamy reaches its limit around a woman's Epiphany Phase is because it's at this critical point that a man can more or less be expected to be a better judge of a woman's character – or at least that's the anxiety that the Wall engenders in women.

This point also coincides with a woman's SMV decaying, whilst his is on the ascent to being realized. There's a lot riding for her on a man remaining ignorant of the Game that's been played for the past decade. Ironically it's this same ignorance, the one she needs him to retain for so long, that makes him unattractive and ultimately unsuitable as long term prospect she can be aroused by or respect.

Thus we see the infancy of this anxiety in her earlier years when she asks her "perfect boyfriend" to wait for her until she's ready for him to serve her necessity. She plans ahead with the ending in mind.

This is now

July 24, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Razorwire had another [great comment](#) about the “wait for me at 30” social convention that was this week’s topic (emphasis mine):

The thing with the “wait for me” or “in x years” lie is that it truly does reveal the pervasive dominance of the Feminine Imperative (FI). Sure, an 18 y/o woman will drop this on her high school beta BF as a kind of preemptive moral relief from confronting her true sexual agenda (alpha fux) but what I find to be worse – through my own experience, is how the lie is not just the cagey maneuvering of a woman in her sexual peak but rather something all women invoke with the full backing of the entire supporting cast.

Its not just the individual woman dropping this pretty little lie, but it is the how the lie is supported by the entire culture and propagated such that this little lie becomes the big lie, which is that **her sexual strategy must remain paramount**, her magical journey of womanhood must not be subordinated or impeded in any way by a man – or men, or even her own choices.

So even by 18, she has learned early and often that these little lies are not like most lies; they don’t lurk about like so many contingent liabilities, or like writing bad cheques about

town that will soon enough come back to bite her. No they are more like swiping her EBT card, fully backed by the FI.

Its not coming out of her moral account, so the weight of these lies are carried by the recipient. And not only is he expected to accept this charge but he is actually paying for it on the other end as well through the various extractions and taxes the FI upholds.

It is at this other end where the little lie turns big; it becomes too hard to ignore, when the other Jimmy Choo falls. When a man actually gets to that point “in ten years” and has watched as the truth reveals itself over and over in the interim he is still expected to accept her EBT without hesitation.

He is again asked to accept the lie that “those mistakes/other men/experiences made her who she is today” that she is “finally ready” and thus he should see this as equity accrued to him.

The lie on the font end is a lesson learned. But it is the fact that the lie is perpetuated over all of those years and choices, only to be eventually re-heated and served up lukewarm when she decides to change lanes that is so damaging.

And the normalcy whitewashed over this is astounding, to the point in which a man might hear his own mother instructing him to accept it for all kinds of reasons and rationales that pave over his own experiences and observations. He might also get his ear bent by his dutiful beta husband friends, parroting similar platitudes of man-up. It can be a solitary place for a man, residing at the other end of the lie.

There’s more to the comment, but this was the grist of it I wanted to address. I’ll confess I had a hunch that if I let the comment thread go on long enough some good brother would scoop me on this next post. Razorwire didn’t disappoint.

More so, the very next comment by *Adam Man* added some more cement to the mix:

I’ve been seeing this picture pop up in my facebook feed

“
NOTHING
MAKES A
WOMAN MORE
BEAUTIFUL
THAN THE
BELIEF THAT
SHE IS
BEAUTIFUL.

”
– *Sophia Loren*

“
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”
— *Sophia Loren*

Do women really believe this? Apparently yes. If not for Rollo and Dalrock, I would have had no idea that intelligent (I'm convinced there are many intelligent women) women actually believe this.

Are women really that clueless? I feel like I need to ask this every month to be reminded that there are many many clueless people out there, but stuff like the picture above is absurd.

Tropes and memes like this are only absurd if, as a man, you haven't accepted the most salient part (bolded) of what *Razorwire* observed in his comment, **her sexual strategy must remain paramount**. This is the essence of the feminine primacy I've explained in countless posts, but it bears repeating that this primacy is firmly root in the Cardinal Rule of Sexual Strategies:

The Cardinal Rule of Sexual Strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

Not to belabor it yet again, but it will also serve my point here to restate the Sandbergian declaration of Open Hypergamy as well:

“When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, **over time**, nothing is sexier.”

— Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

I’m contrasting these two points to illustrate the circumstances men will find themselves in when they arrive at the point at which women will find themselves the most necessitous in consolidating their own sexual strategy (Hypergammy) in the long term.

I mentioned in *That was then* that the Break Phase is a very critical point for a young man’s life-decision making due to his Blue Pill conditioning and Disney naiveté about where he *ought* to serve women’s interests best. Naturally this is a precarious time because, for the majority, those young men are predisposed to sublimate their own ambitions and sacrifice their best interest because they cling to a Blue Pill hope; a hope that those sacrifices will engender a young woman’s attraction and she’ll reciprocate with something like his misguided concept of a mutual love.

The Plan

That was then. Now at 30 and (hopefully) with a learned and earned degree of merit, success, developed judgement, character and a reasonably well kept physique, a man finds himself in a position like no other – his options and agency to enjoy the attentions of women seem to suddenly be at an apex.

The planning women had at 19 when they told him to “wait for me at 30” now becomes more urgent as she becomes more viscerally aware of the Wall.

She knew this day would come when she was just entering into her peak SMV years.

As I’ve outline many times, women between the ages of 29 and 31 will enter the Epiphany Phase in which the rationalizations of their 20’s Sandbergian plan sexual priorities conflicts with the provisioning necessity and parental investment needs necessary for her long term security.

For men entertaining women embroiled in their Epiphany Phase inner conflicts, not only is this a very confusing phase for the uninitiated Beta, but it is also an equally precarious period with regard (once again) to the consequences of his life’s decisions with her. Most men find themselves players in women’s meta-sexual strategy at this time because they believe that their perseverance has finally paid off. All of that sacrifice and personal achievement has finally merited him the *genuine* interest of a “quality woman”.

For the men who never learn a Red Pill awareness what they fail to understand is that it’s at this point they’re are expected to abandon their own sexual strategy in order to complete that of the (now Epiphany Phase) woman they’re considering a pairing with. Whether they were literally asked to wait for a woman until she was 30, the effect is the same, they have waited their turn, they have waited to be of service, they have waited to fulfill a feminine primary sexual imperative.

You’ll notice I’ve bolded “**over time**” in Sandberg’s quote. This is an important, and not so subtle, detail to consider in the selling of a mandated and feminine-correct strategy to men.

The plan was never to *find* a man who “wants an equal partner. Someone who thinks women should

be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home.” The plan was to create and ensure a Beta provider is waiting for her when she needs him most – one pre-whipped and pre-willing to forgive the indiscretions of her fucking the bad boys, the cool boys, the commitment-phobic boys, the crazy boys, on her ‘journey of self-discovery’.

To effect this, not only must he be convicted of his righteous purpose in that plan, he’s got to be convinced that when he arrives at this juncture in life “*nothing is sexier*” than him. His Beta, Blue Pill conditioned ignorance about his true role in this planning is of the highest importance.

In prior generations, the ones before the sexual revolution, the Cardinal Rule of Sexual Strategies could be balanced in both sexes mutually compromising those strategies to ensure the complementary benefit of both men and women. Those days are no more. They’ve been replaced with men’s planned (subconscious and aware) abdication to women’s Hypergamous sexual strategy. That compromise in strategy has been replaced with women’s solipsistic expectation that men will, by default and by right, abandon their own sexual strategy and sublimate their own self-interests to ensure the strategies and interests of women.

Red Pill awareness and contingent strategies on men’s part are the only recourse to this ‘plan’.

Interview with Goldmund

July 27, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Last week I got a tweet from fellow manosphere blogger Goldmund Unleashed informing me that he'd be making a slight detour to his '[American Tour](#)' as it were and he wanted to visit me in Reno. Far be it from me not to play the gracious host, I put him up at one of my clubs for a couple nights and we got together for dinner and talked a bit.

After we'd finished and were heading back to the club Goldmund asked if I'd be down for [an impromptu interview](#). My time was limited, but I thought what the hell, and we ended up doing a quick half hour talking on the video of his SLR camera and a little mic he had. It was early evening and the high dessert was cooling off so I just pulled over to a spot I thought might do.

What follows here is what we discussed.

I generally don't do video 'appearances', but Goldmund is doing what I can only describe as touring documentary of the manosphere as he makes his circuit around the United States, so I felt compelled to do this one. He's making a herculean effort in this 'On the Road' trip and I had to make sure his stay here was comfortable and worthwhile. This isn't some new foray in my going public; I thought my readers would appreciate this.

On Goldmund's blog Jack Raynor left [this comment](#) and I thought it might make for an interesting discussion:

On the topic of being, instead of acting (which I'm 100% in agreement with), my current position is that this isn't something that is possible for all men, or even "most"...

Just like the behavioral differences between males and females are the results of inborn traits (and these traits' adaptations to the environment), not just "socialization" (the blank slate hypothesis), the behavioral differences from one male to the next are likewise the results of such inborn traits. These things can be...tweaked, but how far?

I, for example, have had an easy time with the red pill because I've have always had a rather shallow emotional response. My own brother, however, has always had a terrible temper. (He takes after my father much more in that regard.) As he's matured he's learned to get it under control a little, but it's still there. He's even gotten into Buddhism, but it hasn't suppressed it completely. The difference between us is significant enough that he claims that I'm a natural born Buddhist, even though I don't know the first thing about Buddhism...

This thought of mine originated while getting more involved in the conversation on r/theredpill. I've observed individuals who talk about the fact that, try as they might, they can't get their emotions under control enough to keep up the act for long periods of time , much less to simply "be".

Any thoughts on this?

Let me know what you think.

Archetypes

July 30, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Law 17

Keep Others in Suspended Terror: Cultivate an Air of Unpredictability

Humans are creatures of habit with an insatiable need to see familiarity in other people's actions. Your predictability gives them a sense of control. Turn the tables: Be deliberately unpredictable. Behavior that seems to have no consistency or purpose will keep them off-balance, and they will wear themselves out trying to explain your moves. Taken to an extreme, this strategy can intimidate and terrorize.

In Law 17 Robert Greene hits upon a human dynamic that has much broader implications than a

useful tool for power. Of course Dread – whether a passive acknowledgement or an overt display – is rooted in this principle, but the fundamental dynamic is that humans have an inherent ability to perceive patterns in nature.

It's comforting for us to know what to expect in both people and our environments. It gives us a certain sense of security to have things remain consistent, but it also allows us to better pick out and isolate exceptions to that consistency. In a herd of brown cows we can better avoid or prefer the lone purple cow in the field.

It's important to understand this basic need in humans because it's both an aid and a hinderance to a Red Pill awareness. Dread works because when it's applied, or even when it's simply a new perception, what a woman is being forced to recognize is an inconsistency in what she's come to expect about a man she's familiar with. When a husband (or a wife) takes on an interest in hitting the gym where previously he'd had none before, the imaginings this prompts is the triggered result of seeing an inconsistency in a previously reliable behavior pattern.

We are creatures of habit, so when that habit is replaced by another behavior this then becomes the purple cow in a field of brown cows. I've stated this in many prior posts, but familiarity, comfort and rapport are anti-seductive elements in a man's Game. This is one of the first areas I try to address with men trapped in a sexless LTR. Most Beta conditioned men believe that a woman needs to be comfortable with him before she's willing to sleep with him and are then dumbfounded by how quickly she bangs the hot guy in the foam cannon party in Cancun on Spring Break.

These men believe that consistency in behavior will lead to their becoming intimate with a woman – this is a principle of Beta Game that's reinforced by women with a 'plan' for him. However, it's important to bear in mind that this comfort and familiarity is based on establishing a pattern of behavioral consistency; a pattern women really have no capacity to appreciate.

That's not cut on women per se, but women's lack of being able to appreciate a man's consistency is founded in the same human want to experience security in the environment. Thus the anomaly is what's appreciated; the 'hawt' guy in the right place at the right time who "she wouldn't normally do this with".

Bucking the Meta

Men's unlearned, deductive Game derives from efforts to appear unique amongst the herd. This is the foundation of all Game really. Early PUAs identified the base utility in principles like Peacocking, being Cocky & Funny and mastering the art of Negging because their willingness to experiment with the boldness necessary to do so (often with women they perceived were above their SMV level) set them apart from the masses of men who's Game was based on the comfort, rapport and familiarity women had told them would make them attractive all their lives.

These early PUA were bucking the meta game of the time. Women were (and mostly still are) accustomed to being pandered to by 'Nice' guys, ready and pre-programmed to defer to, respect and pedestalize them by virtue of their being a woman. Thus the anomaly, the man undisposed to that deference, who reverses her expectations of him qualifying to her becomes the purple cow.

Statistically Beta men are the common herd, but this isn't what they believe of themselves. What that Beta believes *his* herd is is what makes his efforts fail and traps him in the plan of the Feminine Imperative. He believes he is the purple cow, but that belief is what makes him common.

That Beta man makes his efforts about adhering to what a fem-centric culture has convinced him will

make him unique. He believes he's bucking the meta; a meta environment he's convinced is overwhelmingly populated with insensitive Alpha assholes. He believes the Alpha Men (women love to hate) are the common herd and the more he is alike with women and his behavior is more consistent than the Alpha 'douchebags' the more he will appear unique amongst them.

Archetypes

I've been asked on many occasions about my impressions of Vox Day's now manosphere-common referencing of different sub-types of men as Alpha, Beta, Delta, Sigma, Omega, etc. I had Goldmund ask me about these classifications when we had dinner last week and I had to admit that I'm much more of a reductionist when it comes to delineating an Alpha mindset from a Beta mindset.

I've always been impressed with Vox's thinking and observations, and I do think his classifications have a definite merit as useful models for abstract personality types, but I have to also temper that by saying these classifications are by no means absolutes. I say that because I know that humans have an insatiable desire to see consistency and familiarity in people. For the better part that want to interpret patterns is generally reliable in predicting behavior, but that isn't to say personality is ever static.

Robert Greene works his own personality archetypes into the first half of his book *The Art of Seduction*. He too categorizes different seduction types in an effort to make their strategies more understandable – The Dandy, The Natural, The Rake, etc. And again, these are very useful archetypes upon which Greene builds and applies examples of how each uses various seduction strategies more or less effectively.

While generalizations are always a necessary tool in a broader understanding of a dynamic it's important to grasp that the archetype you believe you embody are neither static nor deterministic. As I've stated before, Alpha and Beta are mindsets, not demographics. We've recently had an interesting debate about how uncommon it is for men to break their Beta cycle, and how rare it is for a man to *change his stars*. I'd like to address this by saying that personality is never static.

Over the years I've evolved from naive Beta high school chump to unwitting Alpha semi-pro rock star, to simpering Omega crushed by a BPD woman, to a lesser Alpha husband / father, to an Alpha businessman, artist, and successful brand owner – those are demographics. You could've placed me in many of Vox and Greene's personality types along my progression to who I am today, and my Game evolved with what I adapted to and what proved successful (or so I thought) for me then.

But when I distill it down to an essence, what shifted for me in all these instances wasn't the label I would've applied to myself, but rather what mindset I adopted at that time – Alpha or Beta. The results of my Alpha or Beta impression of myself became *what* I was. This is why I'm more of a reductionist in this respect. A want for consistency makes archetypes comforting, but there is never growth, there is never arousal or stimulation in comfort.

Equalism in the Meta

I should also address that the prevailing ideology of egalitarian equalism hates the idea of easy archetypes (even though it fluidly applies its own). The easy observation of course is that if all are equal blank slates then categorizing people by personality type smacks of profiling and denying the individual in a state of equality. However the real flaw in the equalist philosophy comes from an ego-investment in a blank slate state that doesn't allow for 'types'.

While critics in the manosphere see this categorization as deterministic and incapable of changing, the equalist chafes at the idea that people could be too predictably alike in type and behavior.

Preferences

In *Women's Physical Standards* I briefly outlined the concept of men's fetishization of their 'type' preferences when it comes to women:

You see, men will very readily cater their physical sexual "preferences" in accordance with what has proven sexually successful for them in past experiences. In other words, men tend to return to the same watering hole they found to be plentiful in the past. These preferences of convenience manifest themselves as 'fetishes' for men. And you don't even need all that extensive research to prove this. All one need do is search the vast variety of porn available catering to the physical attributes that men will fetishize. Big boobs, small boobs, big ass, small ass, every hair color of the rainbow, shaved snatch, hairy snatch, teen girls to MILFs and older, tan, pale, ultra-thin to the ubiquitous BBWs (Big Beautiful women). Ladies, name the physical attribute(s), and there's a fan-group just waiting to bang you. Rule 34 was never more provable than in men's willingness to fuck damn near any physical demographic of women – just ask the female midgets catering to that fetish of porn.

Men tend to stick with the same breeding circumstances that proved successful in the past. Again, this is another function of the want of a predictability in pattern and behavior. It's the *Watering Hole Theory* as I stated here; we go back to what worked for us before.

Men's deductive, rational nature when it comes to problem solving is both a blessing and a curse in this respect. The problem inherent in repeating the pattern in order to extract a similar success runs the risk of a man being trapped by what he believes are his "*natural* " preference for a certain 'type' of woman – the type who *would* eventually fuck him.

We may fetishize these preferences and thus men believe their only options for sex and intimacy with a woman get pared down to archetypes of women – Goths, Plain Janes, single mothers, big "beautiful" women, etc. become the 'type' that will fuck him. They become his 'preference', but in the same way men consider the deterministic nature of applying archetypes to themselves, rarely do they consider the archetype of woman their conditions and self-image predispose them to.

Most men don't see the link between physical types and personality types. In other words they don't really grasp why they like what they like. A fem-centric society, with the imperative of keeping a man ignorant of it, will offer him the easy answer that his desires, his very arousal cues, aren't 'natural' at all. Rather they're the result of a nebulous "society" programming him to only respond to what makes a woman less able to compete and consolidate on a man.

In reality physical and personality preferences can differ according to what was priorly successful for him, as well as what a man understands about himself (maturity, SMV peak potential) and what women have or lack in contrast to that.

Law 25

Re-Create Yourself

Do not accept the roles that society foists on you. Re-create yourself by forging a new identity, one that commands attention and never bores the audience. Be the master of your own image rather than letting others define it for you. Incorporate dramatic devices into your public gestures and actions – your power will be enhanced and your character will seem larger than life.

I began this essay with the truth that others will always want to see a consistency in your behavior. It's interesting when you consider this and how *flashes of Alpha* tend to both shock and excite women expecting a Beta response from you in a confrontational instance.

Both men and women want what they expect from you consistently. Granted, the comfort of the pattern is part of human nature, but the categorization that comes from it is often a way to keep you trapped in the role others expect of you. One reason I advocate that there is no "Beta with a side of Alpha" is because the inconsistent side of that equation is never believable. Women want that consistency to keep you in the role they expect of you.

Men struggling in Dead Bedroom marriages, or ones in which the power/authority dynamic defaults to their wives fight an unenviable, uphill battle to reclaim the Alpha respect their wives really want from them. It's a difficult situation because the believability of that change doesn't happen in an instant, it takes the progressive establishment of consistent behavior changes. A sudden switch from Beta servitude to Alpha respect from a woman never happens. What's necessary is a persistent, slow, believable change in the pattern she's expecting.

The Quick Fix

August 3, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Becoming the Captain of My Boat dropped [this comment](#) in the *This is now* thread (emphasis mine):

You know, I found the RP about a year and a half ago. I've been working on applying things to my life, and for the most part things are going well.

Most of the articles though are about what to avoid, what to look out for, or how to think about women when you're in your 20's. The difficult thing is now being aware and seeing it all around you and being married.

I see the Sandberg quote, I hear it all the time from women in one form or another, and then my wife says similar shit. Like she dated the assholes, or had to find herself. Now I'm like, shit, I'm the nice guy she married. I don't want to be that guy.

I was the asshole in college, what the fuck happened to me and **how do I fix it quick?** But

there is no quick, once you're in this it's an uphill battle, a necessary one, but an uphill battle none the less.

I read the Rational Male, I've read a number of the books, but it gets tricky when you're already in it.

My wife isn't a terrible person, and I can see firsthand how all this applies to her, but she isn't malicious. This is subconscious shit reinforced by all their surroundings. Hell, my own betaization was subconscious shit reinforced by my surroundings.

I can say without a doubt that if you're not already in a LTR or married and you're younger than 30-35 don't get in one. **Read this stuff, make yourself a better man, fuck around and "find yourself" then you can get into a LTR, because it's much harder to take control of a ship and right the course with your now demoted wife** psychologically kicking and screaming than it is to captain a boat from the get go and then find a hot, willing first mate along the way when you're already a seasoned salty captain.

He can only speak for himself of course, but *Captian's* situation is not an uncommon one. Far too many men discover too late that the great relationship they swore they had with their wives was founded on their having fulfilled a Blue Pill set of achievements.

This belief is part of the *plan* Hypergamy had intended for him to follow, but as women's sexual strategy has become more visible (if not outright flaunted) to him he begins to see the code in the Matrix he's been a willing participant of. The machinations of Hypergamy are unignorable, or soon will be, but it's one thing to be single and young enough to be able to leverage that *plan* to your own benefit when you still have the options and maneuverability to do so – it's quite another to become aware of your own participation in it once you're committed legally, emotionally and familially to going along with the *plan*.

For men, one of the more unfortunate consequences of Open Hypergamy is the degree of comfort their wives have in revealing the part their husbands play(ed) in their sexual strategy. As I've mentioned in prior posts, in a previous social order it was simply a matter of course that women should keep the mechanics of Hypergamy secret from the men they paired with in the long term.

Amongst themselves women were (and are) very open and frank about their sexual exploits both in the short term sexual and the long term provisional. I've always been convinced that women's insistence on proliferating the trope of men's "locker room talk" or 'Humble-Bragging' about their sexual conquests is a distraction from their own peer clutch groups congratulating themselves on the successes of their sexual strategy.

In a prior social climate keeping these 'hen house' Hypergamous revelations to themselves made sense. There was little point to informing the men they depended upon for parental investment and security that they were really the best available option to be their means to an end.

Not so in the present social climate. There is an eager brazenness on the part of wives to openly explain the part their husbands play(ed) in her Hypergamy. I'd attribute most of this to a social climate that encourages women to believe they have nothing to lose by doing so, but there's also a want to participate (even if vicariously) in the single-woman peer clutch that has openly embraced revealing the ins and outs of Hypergamy publicly.

It's a rough transition for men to have their Blue Pill idealisms dispelled by the Red Pill community, but it's far more devastating for men steeped in Blue Pill merit badge accomplishments to have their

wives openly confirm what the Red Pill aware have been trying to awaken him to for some time.

Open Hypergamy isn't just a game for single women; it's made its way into contemporary marriages. It's now part of the egalitarian equalist expectation of men in marriage – that in order for men to truly be men worthy of marrying a co-equal 'modern woman' he must dispense with any notion of ownership of her, forgive the worst of her Hypergamous indiscretions as part of her "finding herself" and then accept his role as the Plan B, Beta provider for her in the nick of time to help her fulfill her sexual strategy in the long term. All of this coming with no expectation of any reciprocal value on a woman's part – in fact to believe so is tantamount to marital rape.

I see the Sandberg quote, I hear it all the time from women in one form or another, and then my wife says similar shit. Like she dated the assholes, or had to find herself. Now I'm like, shit, I'm the nice guy she married. I don't want to be that guy.

I was the asshole in college, what the fuck happened to me and **how do I fix it quick?** But there is no quick, once you're in this it's an uphill battle, a necessary one, but an uphill battle none the less.

This is the revelation men in this situation find themselves in. Even the men who may have fulfilled the role of "a great living dildo" for women in their 20s can still find that their role may have shifted to that of 'non-threatening relationship material guy' who she'd never have sex with on the same night she met him.

Now granted, all of this comes back to the subconscious expectation of cuckoldry women place on the men they cast in the passive, supportive role. Women don't expect the Beta Bucks men they pair with will ever be the Alpha Fucks men their biochemistry predisposes them to want to fuck. But 'great Dad' must believe he was chosen as her best option, her best choice for the balance of the two. Only later, once she's consolidated on him with family, children, financial and professional liabilities to her, is she comfortable in letting him in on how the game was really played.

As I said, the truth of that is hard enough to hear from Red Pill writers on the internet, but to have it viscerally confirmed by a wife without the social filters of an older social climate is a much harder pill to swallow than the red one.

The Fix is In

That sounds like an awful lot of gloom and doom doesn't it? I can't speak for *Captain*, but a woman delivering the confirmation that a guy is really a Blue Pill consolation prize is rarely couched in so melodramatic and sinister delivery. I've had many men (mostly disillusioned husbands from MMSL) relate similar stories as *Captain's* and none of them were screaming confessions of deceit on the part of their wives. Most were simply matter of fact comments in passing that aligned with their suspicions about themselves.

I hate to harp on Pixar's *Inside Out* cartoon, but it's the simple everyday open Hypergamy that goes unnoticed by Blue Pill idealists. It takes a Red Pill lens to even be sensitive to it, but when you see how casually the wife/mother in this movie fantasizes about her widowed Alpha, the Alpha fantasy she couldn't consolidate on, and how frustrated she is every time her Beta husband fails a shit test, you begin to understand the passive nature of an overt Hypergamy in women.

Women get frustrated that Blue Pill men Just Don't Get It. The Blue Pill idealism blinds them to having the insight needed to realize the role they're *supposed* to play and the frustration comes from their being over-supportive and over-engaging in order to make things right for their women. Blue

Pill men will graciously ‘play equal’ in their marriages in order to live up to the equalist goal-set they were taught would pay off for them for a lifetime if left unchecked or unchallenged.

It’s my belief that wives will use a married form of open, or certainly casually overt, revelations of Hypergamy in order to rouse a man to a Red Pill awareness in the hopes that he’ll *Just Get It*.

And to answer the inevitable question, yes, this is a meta-scale shit test on the part of wives.

However, it’s important remember that Hypergamy is rooted in existential and life-security doubt for women – “Is he really the best I can do?” – and that the shit tests associated with this vary depending on the influences of a woman’s phase of maturity as well as which part of her menstrual cycle she happens to be in.

Revealing the machinations of Hypergamy to a husband has potentially disastrous consequences, or at least it used to. As I said before, women generally don’t sprout horns and a forked tail and say “Ha ha, sucker!” when they reveal Hypergamy; it’s usually a casual inference. If a Blue Pill husband isn’t *Getting It* about his participation in women sexual strategy from outside means (media, social networks) then the passive or overt shit tests about his awareness of it need to be implemented.

In a previous social order making men aware of this could just as likely result in a woman being divorced or ostracized socially. Today, in men’s never ending quest to satisfy “equalism’s” approval, men are less likely to even believe their role when a woman confirms it for them. Ego-investments meets cognitive dissonance. Not only does he not *get it* his ego refuses to *get it*.

This then is the pathetic state of 80%+ of contemporary men. Men so inured by Blue Pill conditioned idealism that they’ll entertain ‘open marriages’ in order to make themselves ‘better husbands’ according to an emasculated equalist ideal.

Help! Quick!

So now we come to a situation like *Captains* – one where that husband *Just Gets It* only he’s gotten the message, received the awareness, from his wife (either passively or overtly) and he’s both pissed off at his state and equally wants to improve it. I expect most men would advise *Cap* to sack up and dump that bitch; and they’d probably be right in that assessment. She was duplicitous and then felt so self-assured in her position (reinforced by feminine primary social influences) that she was comfortable in revealing it to him. What’s he gonna do about it, right?

The *right* answer is to preemptively detonate the marriage. When you consider he’ll be cast in the role of villain no matter who files for divorce (he’s an asshole, or he’s the asshole who couldn’t meet *her* needs) why not, right? Any kids, any family discord, certainly the financial liabilities, should all be small shrift, collateral damage, when we look at this in terms of justice. It’s just revenge for her double-cross.

And yet that’s not what the vast majority of men in *Cap*’s situation first consider. Their first thought is “How do I fix this? I’ve lost Frame! How do I get it back fast! Help?” For all of the duplicity inherent in Hypergamy, for all of the insult that comes from a wife confirming he’s her Beta ‘sure thing’ (not the ‘hawt’ college asshole), that guy *still* wants to make lemonade from lemons, knowing full well she deserves piss.

That husband *wants* to still be all things, the mythical Good Guy balance, to his wife. There’s something in men’s romantic natures that wants this to work for themselves and in spite of women who fundamentally lack the capacity to appreciate it.

The first question I think men in this situation need to confront is whether it’s worth the effort to

attempt to change their wives' impression of them. If you're 35 and (should be) entering your SMV peak years, this open Hypergamy revelation is particularly tough to accept since it's likely you've invested 7-8 years in a woman who's just told you *what* you are to her (and confirming it's not *who* you are that's of primary importance to her). As I've stated many times before, going from a Beta character to an Alpha (or more Alpha) one is always an uphill battle:

How many of the simpering, socially conditioned, Betatized men these women seeth about would make for believable Alphas once they had a red pill epiphany? It is precisely because of this impressionistic, binary solipsism that women will never be happy with 'fixing' their Beta. This is why he has to Just Get It on his own.

It is a far better proposition to impress a woman with an organic Alpha dominance – Alpha can *only* be a man's dominant personality origin. There is no Beta with a side of Alpha because that side of Alpha is NEVER believable when your overall perception is one of being Beta to begin with. This is why I stress Alpha traits above all else. It's easy, and endearing to 'reveal' a flash of Beta sensitivity when a woman perceives you as predominantly Alpha. If your personality is predominantly Beta, any sporadic flashes of Alpha will seem like emotional tantrums at best, character flaws at worst.

Women may love the Beta, but they only respect the Alpha.

That's not to say a real transformation isn't possible, but rather it's a question of whether the juice will ever be worth the squeeze. There is no 'quick fix', no magical formula that will reverse Frame to your favor. Even if you won the lottery tomorrow, you'd still be a Beta with more money to your openly Hypergamous wife now. Frame establishment (not re-establishment if you never had it to begin with) takes time and active, practicable Red Pill awareness.

As I was telling Goldmund in my interview, that awareness needs to become a man's internalized nature. He needs to become his own self-important mental point of origin; that and a Red Pill aware nature take time to develop. Anyone telling you they have a 'one-size-fits-all' Red Pill solution that 'guarantees results in your marriage' is selling you something.

I say they're selling you something because of one simple truth – no quick fix that could make you *seem* more Alpha, more like the asshole college guy your wife loved to fuck back in the day will ever be believable to her if it happens overnight. On a root, hindbrain level, your Beta designation was set for your wife when she was having her Epiphany Phase. She knows and is comfortable with what she expects your nature and your character to be.

As I illustrated in Archetypes, women need consistency in behavior – they expect you to be Beta and are so comfortable in that assessment that they feel no guilt and have no fear in revealing to you the role you play for her. Thus, any radical shift in that comfort doesn't seem genuine, and in fact it seems childish that you won't accept your designation.

So, is it worth it? I think my advice in this instance would be this:

Iron Rule of Tomassi #7

It is always time and effort better spent developing new, fresh, prospective women than it will ever be in attempting to reconstruct a failed relationship. Never root through the trash once the garbage has been dragged to the curb. You get messy, your neighbors see you do it, and what you thought was worth digging for is never as valuable as you thought it was.

Once your wife has openly revealed your part in the *plan*, you've effectively broken up. Logistically that may not be the case, but I think most guys need to see this for what it is; a rejection of a husband's authority, masculinity, his decisiveness and his capacity to read the nuances in behavior and a society that's been (sometimes literally) screaming to him to *Just Get It*.

Your wife's garbage can was dragged to the curb by your wife's admissions, only the trash truck never comes for it because you're committed to that can staying on the curb until you walk away from it. If you go digging through it to find what you think is valuable, prepare to get real dirty and look for a long time.

You've effectively been 'friend zoned' in your marriage. You may still have sex, you may still share special moments, but never forget, her confessions make you 'just a friend' in your marriage.

*Standard disclaimer: Yes, men should forego marriage altogether and/or stringently vet women for virginity, homemaking and childrearing. Importing wives from third world countries is duly noted. Rollo Tomassi has been married for 19 years to a magical unicorn he found after being a semi-pro rock star and lives an idyllic life of riches and extravagance. NAWALT. Your milage may vary. See dealer for details.

Men In Demand

August 7, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well, I think I've teased it long enough now. If you've been watching my Twitter posts or you've payed close attention in my comment threads you already know I'm the confirmed 'featured guest' speaker at the first annual Man In Demand seminar on September 12th, 2015 in Las Vegas, Nevada.

I'll be speaking and doing a Q&A along with Christian McQueen, Tanner Guzy and Goldmund. We're doing this collectively at our own initial expense and the venue is amazing (literally on the strip across from the Bellagio). "Seminar" doesn't begin to do this meet up justice, it's really a well rounded Red Pill TED conference with each of us covering our respective aspects of Game, style, life applications and of course theory and Red Pill awareness.

While I'm flattered by the response thus far (the VIP tickets are already sold out), it's not just about me – the idea we had was to give readers / attendees a collaborative all-day experience that they can benefit from on many levels. We've made every effort to make this meet up as affordable as possible for guys too (\$47). Trust me, I know better than most how expensive a trip to Vegas can be.

You *will* be impressed by this venue. As you might expect, this is legitimately high-end, not a rented Elks Club hall or a La Quinta conference room.

Needless to say this event is my first (and certainly only for this year) in-person appearance. Just to allay some fears, I have no plans for ‘going public’ in the foreseeable future, so with that said, let me assure the men considering attending that we all place our highest priority on your anonymity and personal privacy. I can personally assure you there will be no media (invited or uninvited) allowed, no surprise interviews of attendees, no video recorded (and certainly not any of the attendees), and no undercover Huffington Post bloggers posing as a hostess will be hired – keep in mind this is Vegas, not Montreal (*wink*).

I know everyone always states this, but tickets really are limited and we expect a pretty full house since Vegas is a premier destination. Each one of us is very accessible and very approachable so it’s highly likely we’ll have some (not on the schedule) social gathering or club crawl after the conference too. I’ll be signing books and if you’re lucky I’ll have a bit of one of my whisky brands left for you to have a taste of too.

So, if you’re going or not, let me know what you think about this. If you have questions I’ll answer them in the comment thread over the weekend. Also, I’m doing the outline of my talk right now so if you have some suggestion about what you think I should cover let me know. I should add too that I have at least one scheduled podcast interview between now and the conference.

Hopefully I’ll see you in Vegas.

Post Selection

August 12, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Anonymous Reader on Dalrock's thread had an interesting observation about women's (wives') dumbfounded response to discovering that the Beta chump they believed would be entirely optionless and adrift after they divorced, in fact, had far more SMV capital than her solipsism would allow her to acknowledge:

So, dear Lisa, you (a) had a husband but (b) decided you did not want him anymore and now (c) other women **do** want him? Whose fault is this, again? Great display of a version of preselection that ought to be called "post selection" (if Rollo or Heartiste or someone else

hasn't already thought of that).

Reminds me of a divorce I saw from a moderate distance a few years ago. Wife got a couple of promotions at her work, while her salesman husband just plodded along with the usual feast or famine of that business. She apparently got "married" to her job, putting in long hours serving the situational alpha men she worked for. Then at home made up for the long hours by showering attention on the kids while stiffarming "whats-his-name". When he had an affair she was, by all accounts, surprised. When he had a second affair she divorced him. Both were churchgoing, and I agree that she had Bible-based grounds for divorce, there was no question he was cheating. But he wasn't the roving-eye type for the first 5 to 10 years of marriage, so perhaps a certain *lack of something* tempted him to cheat? What could it have been?

Familiarity breeds contempt, but it also breeds complacency.

I've stated in many prior thread that familiarity, comfort, rapport, vulnerability and security are all anti-seductive attributes when it come to women's sexual response. I'm not saying those elements aren't intrinsically good or bad, just that men shouldn't buy the boilerplate sexual filibustering of women who would have them believe they are in anyway arousal cues for women.

As Roissy's maxim states – "Gina tingles are born in the defensive crouch."

Iron Rule of Tomassi #3

Any woman who makes you wait for sex, or by her actions implies she is making you wait for sex; the sex is NEVER worth the wait.

*When a woman makes you wait for sex you are not her highest priority. **Sexuality is spontaneous chemical reaction between two parties, not a process of negotiation.** It's sex first, then relationship, not the other way around. A woman who wants to fuck you will find a way to fuck you. She will fly across the country, crawl under barbwire, climb in through your second story bedroom window, fuck the shit out of you and wait patiently inside your closet if your wife comes home early from work – women who want to fuck will find a way to fuck. The girl who tells you she needs to be comfortable and wants a relationship first is the same girl who fucked the hot guy in the foam cannon party in Cancun on spring break just half an hour after meeting him.*

If a girl is that into you she'll have sex with you regardless of ASD or having her friends in the room videotaping it at a frat party. All women can be sluts, you just have to be the right guy to bring it out in them, and this happens before you go back to her place. If you have to plead your case cuddling and spooning on the bed or getting the occasional peck on the cheek at the end of the night, you need to go back to square one and start fresh.

The problem most husbands and LTR live-in boyfriends experience in this respect is that there is no opportunity for a fresh start once that pattern of familiarity and comfort has been established and is what's expected from him.

This principle is easy for us to understand from the man's side, but what about the woman's?

Anonymous' observations here tell a broader story. Dal's quick-hit post and the article he linked there is well worth the read, but it essentially illustrates a common regret women are forced to acknowledge when they've opted out of a relationship, or were opted out of by their men as a result

of their protracted dissatisfaction with those women – they simply cannot fathom that the Beta man they cut loose has a sexual market value that other women would not just appreciate, but jump at, far quicker than they imagined.

Considering that 70%+ of all divorces are initiated by women, women opting out is usually the case. If you track along with the time line I presented in *Preventive Medicine* you can also see that this opt out (first divorce) *window* usually coincides with the time a man is (should be) experiencing his SMV peak.

After 7 or so years of marriage the familiarity, the routine and the comfort a woman expects from her statistically Beta husband are cemented for her. Reliable, sensible, comforting and responsible make for a great security prospect, but a boring ‘fuck prospect’. Unless that woman is casually, but frequently put into the defensive crouch (via passive dread) that man’s *Archetype* is set in her mind for her. His behavior is predictable and familiar, and boring to the point that she suspects no woman but her would ‘tolerate’ him.

In fact this perception is reinforced for her, not just by a fem-centric culture, but her husband’s constant self-deprecating praise of how “lucky he is to have a woman like her who’d put up with a guy like him. Haha, LOL.” In spite of all this supplication, women still affirm that man as the unexciting Beta chump who she subconsciously pegs would be entirely optionless in the SMP were (when) he to be re-released back into the wild.

Women want to get with a man that other men want to be, and other women want to fuck.

This is an easy maxim for a woman who’s single, but it takes on new imperatives when that man is fighting against the familiarity and comfort elements that come with long term monogamy and living together. That familiar complacency combined with Hypergamic social expectations makes women doubt that the man they thought other women might compete for has morphed into an optionless schlub only she would have the patience to constantly tolerate.

One of the reasons I advise against men and women *shacking up* is because the comfort and regularity of that living situation eventually becomes a disincentive for women to maintain a consistent sexual desire and urgency for the man she’s paired with. Women are at their ‘sexual best’ when men keep them at arms reach, and this is primarily due to the anxiety she experiences in the doubt over whether she’ll be able to consolidate on an optimized Hypergamy with that guy.

Post Selection

As *Anonymous* hints at, there is a form of social proof a ‘released’ man enjoys once he’s been cut from women’s Hypergamous equation. To understand how this works we need to remember that Hypergamy is fundamentally rooted in doubt:

The Abdication Imperative

Hypergamy is rooted in doubt. Hypergamy is an inherently insecure system that constantly tests, assesses, retests and reassesses for optimal reproductive options, long-term provisioning, parental investment, and offspring and personal protection viability in a potential mate. Even under the most secure of prospects hypergamy still doubts. The evolutionary function of this incessant doubt would be a selected-for survival instinct, but the process of hypergamy’s assessment requires too much mental effort to be entirely relegated to women’s subconscious. Social imperatives had to be instituted not only to better facilitate the hypergamous process, but also to reassure the feminine that men were

| already socially pre-programmed to align with that process.

Dumping a woman is the highest form of social proof for a man.

In no uncertain terms he demonstrates to her that he has the supreme confidence he can find another woman with better prospect than her. Even if this isn't the pretext of the breakup, this is the message in the medium that she understands; she doesn't measure up to his expectations.

This then is further compounded by the unconscious knowledge that it *should* be women who are socially in charge of the sexual selection and approval process. When a man dumps a woman he demonstrably takes that agency away from her.

However, the effectiveness of that social proof for the dumped woman is only proportional to the doubt that he may have been a better, more optimal Hypergamic choice for her. We understand the effectiveness even a fabricated perception of preselection has on women, but depending on the psychological impact a man has, post-selection and the uncertainty of his long term fitness can be so powerful it can create an Alpha Widow of her.

Hypergamous doubt makes women creatures of constant comparison. Thus, when (if) she makes another intimate connection after that breakup, the new guy is held next to the comparison of the previous one. Once that comparison is made, that post-selection value of the previous guy (or lack thereof) becomes reinforced for her.

Starting Over

Women have a biological imperative to restart the Hypergamic process *far* more rapidly than men when they're younger and closer to their SMV peak. They have more time to capitalize on it.

However, once they are on the opposite side of the Wall and men are ascending to their own SMV peak, "getting over" the relationship is equated with remarriage because men have the SMV advantage. That previous husband or LTR lover has the power of selection and confirmation she no longer holds as she did in her youth.

Women have far less marketability and prospect to restart that Hypergamic process once this agency exchanges hands with men. They've lost on a perceived long-term investment. Thus her brooding fixates on his ease of finding a new mate, with his remarriage being the context of finalizing that break with her.

I should also add that rarely is consideration is given to the incentives and reasons for the breakup whatsoever on her part. Convenient social conventions aid her in thinking she is blameless in the circumstances that led to the split and he is heartless for "getting over" her at all, much less quickly. We are left to presume that it's he who should suffer the same or more. He should be pining for her, he should be regretting the split.

It's far easier for a man to move on with new women when his benchmark for intimacy was set by a sexless marriage to an authoritarian, shaming, shrew. Maybe it's that thought that really hurts – it was easy to get over her because the opt out for him is soooooo much better a prospect than a lifetime of having to untangle her hangups about him.

Final Thought

Bear in mind this post-selection dynamic is only effective insofar as a man's SMV can be actualized outside of his previous relationship.

Women only contemplate whether a man has moved on from her quickly when they care to concern

themselves with it. If it was she who initiated the breakup with her Beta husband/LTR women are simply indifferent to what the guy is doing a year or so down the road.

Nothing is more satisfying to a woman than to believe she's figured a man out using her mythical feminine intuition. This works in a positive sense when a man leads her to believe she's genuinely got inside his head, but it also works in the self-convincing negative sense when she dismisses a guy who no longer qualifies for her long term (or short term sexual) hypergamic interests.

The satisfying feminine indignation comes from convincing herself he was never really as invested as he led her to believe he was. Thus the loss of investment is converted to betrayal and becomes a source of self-righteousness despite any circumstance she contributed to the break herself.

Interview with Niko Choski

August 16, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I did about an hour and a half interview with Niko Choski this weekend. Niko is a great guy and he treated me very well. His podcast is rooted in the MGTOW side of things and as I've said before I'm not really an adherent of that lifestyle obviously, but I do understand and appreciate the motivation behind it.

Just to reiterate it again I don't subscribe to PUA, MRA, MGTOW or any other tenets in full. I have issues with all the various branches of the manosphere and I think all of them have something to positively contribute to a better understanding of intersexual dynamics. It's my take on the MGTOW side of things that the one common thread these guys share is putting themselves as their own mental point of origin, and I go into that a bit in this interview.

Not all MGTOWs are cut from the same cloth. As I understand it Niko puts himself out there to engage women, but his perspective is one of ROI and making himself the primary frame setter when he does. As I stated before, my main concern is men isolating themselves socially and I think that taken to its extreme MGTOW can lead men to a self imposed isolation. Niko and I discussed this a bit too, as well as covering the true forced loneliness groups.

That said I think there's more Red Pill common ground in the mindset. Yeah, I get that any man's wife is empowered by the state to essentially be the deciding factor in how that guy will live his life. I'm not advocating for marriage, and certainly not in the hostile social state it's in today – but you don't have to marry or even entertain monogamy to engage with women. Regardless of how you go about it, becoming Red Pill aware will necessitate that a man 'goes his own way' in some respect. Applying Red Pill knowledge may mean you learn Game or it may mean you simply decided to recuse yourself from it, but that awareness will require you to put yourself first.

So, have a listen and let me know what you think.

In other news the [Man in Demand conference](#) is down to the last 4 or 5 tickets by my last count. It will sell out soon, so if you're still on the fence now's the time to get your reservations set.

Peak Hypergamy

August 19, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Commenter [Divided Line](#) came on with such a strong take on *Our Sisters' Keeper* I had to riff on it:

Hypergamy is a given and it's not going anywhere. But even if women's sexuality is biologically rooted, their rationalizations for it aren't possible without a compliant culture. So long as women are the damsels, the victims who are put upon by the cruel and all powerful patriarchy, so long as men are perceived to be powerful and free in a way that they clearly are not nor have ever been, open hypergamy is possible. After all, any guy who points it out or complains about it is branded an embittered loser, a misogynist, a creep, and so on, but I wonder to what degree this will change as red pill awareness spreads and penetrates the mainstream. I mean, how long do we think that men will go on smiling and nodding when it's increasingly the case that more and more of us can see what bullshit all of this is?

What it makes me think of is [Alana Massey's Dickonomics article](#).

If you haven't already read it, she goes on and on about how male attention is abundant and cheap, proving that women are well aware of what men who bother with online dating realized from the start. She recognizes the extreme degree of power this gives her before hamstering it away with this:

"Some will read my gleeful rejections on the many faces I encounter on Tinder as evidence of a disturbing uptick in malevolent, anti-male sentiments among single straight women. It is not. It is evidence of us arriving nearer to gender equilibrium where men can no longer happily judge the clear and abundant photos and

carefully crafted profiles of women but become incensed when they take the opportunity to do the same.”

How many times have you seen this? All venality, cruelty, selfishness, indifference, etc is justified, of course, because men have it so good, women have it so bad, blah blah etc. So she can write something like this and the sisterhood will nod their heads and no doubt be able to ignore doubt or second thoughts in regards to their atrocious, destructive, and cruel treatment of the opposite sex. Women, like people who rationalize generally, tend to think in bogus bumper sticker one liners because they provide excuses not to think for themselves. And men, after all, just saunter about in the patriarchal torture dungeon of a society free and powerful, and pluck women from the trees before discarding them like jizz towels, so naturally, why should she consider their complexity as human beings or ever recognize what a rotten, horrible human being she is? They’re free to retaliate against men for women’s imaginary oppression.

But how long will they be able to keep employing these rationalizations and getting away with it if the public dialog changes? And it has already begun to change. I’ve watched it happen over the last year. You see more and more disclaimers in articles which appeal to the you-go-girl crowd. It really does seem as if there is a growing awareness that they are full of shit, or at the very least, that maybe there are moral complexities and obligations that come with female social power, to the degree that they are even willing to recognize that power.

Hypergamy isn’t going anywhere, but since men increasingly are comparing notes now and voicing their criticism of women’s bullshit (at least online), maybe it really isn’t the case that women are going to be able to continue this bullshit with public sanction. Is this wishful thinking?

I’ve made the case in several other blog comment and forum threads, but it’s getting almost too easy to point out women’s overt embrace of *Open Hypergamy*. There was a time – only 4 short years ago – that I would be run up the flagpole for publishing my observations on the ins and outs of women’s sexual strategy. Women in the blogosphere *hated* the fact that I was exposing their Game. They didn’t like the idea that I was informing men about the *plan* women had for them or the part they played, and by informing them it represented a fundamental threat to the long term success (and essentially their long term security) of that plan.

If you’re feeling nostalgic you can skim through the comments of posts like *Wait For It?* or *The Threat*:

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

[...]

Race to Awareness

Because of women’s relatively short window of peak sexual viability it is imperative that men be as unaware of their slower, but progressively increasing SMV for as long as possible in order for them to achieve the prime directive of female hypergamy; realize the best genetic options and the best provisioning options she has the capacity to attract in that peak window. If Men become aware of their SMV before a woman can consolidate on her

options with monogamous commitment her sexual strategy is defeated.

The mistake (and the binary retort) is to think this need for contrivances was concocted in whole as some grand sisterhood conspiracy. This just proves an ignorance of social constructs. For a social contrivance to be such, it necessitates being repeated by society WITHOUT a formal conception – meaning we learn the contrivance from seeing it, internalizing it and repeating it ourselves without forethought. The best social contrivances are inconspicuous and rarely questioned because they’ve been learned without having been formally taught. This is why I think encouraging men NOT to bother trying to understand women is in itself a social convention. Don’t look at that man behind the curtain, just accept it for what it is, enjoy the show, you’re better off that way, the Mighty Oz has spoken.

This is the threat that Game represents to the feminine imperative. Widely shared, objective assessments of Men’s SMV and how it develops is the antithesis of the female sexual strategy. Women’s greatest fear is that they could become the ‘selected’ instead of the ‘selectors’.

Bear in mind I wrote this years before I published *Preventive Medicine*. This was also only a few years before I formally identified women’s embrace of openly, proudly, flaunting their sexual strategy. I can remember being soundly rebuked by women denying they adhered to anything so callous as an Alpha Fucks / Beta Bucks schedule with regard to men.

There was a certain nervous undertone that accompanied their shaming that revealed how protective they were of keeping the *plan* as ambiguous and secretive as possible from men in general. For every acknowledgement of the biological influences of Ovulatory Shift behaviors by these women there was always an obligatory, “yes, but, people are people, we’re above all that, it’s what’s on the inside that counts, NAWALT” intended to offset the ugliness of it.

Now, the same women who adamantly denied what their functionally opportunistic concept of love represents; the same women who rejected the idea of an Alpha Fucks / Beta Bucks sexual strategy openly and triumphantly boast about it. It’s become a source not only of agency, but a proud admission of perceived power on the part of women.

At some point the social impetus behind Open Hypergamy became so blatantly obvious they could no longer deny the truth of it. The Genie was out and it was more advantageous to not only to welcome it, but to brandish and profit from forcing men to accept it. Thus we have Open Hypergamy both subtly and triumphantly waved in our mainstream advertising, our pop-culture, our social media, our music and even the movies we take our kids to enjoy.

To see what is in front of one’s nose needs a constant struggle.

– George Orwell

I expect most of the worst aspects of Open Hypergamy (Overt Hypergamy if you prefer) are fairly obvious to my readers. Even the now the subtle influence in the media and advertising becomes not-so-subtle for men accustomed to seeing things with a Red Pill Lens. We can only shake our heads and hope that so blatant a confession of relishing power in Hypergamy on the part of unaware men will come to light for them.

Divided Line raises a very poignant observation – what’s next? What’s the natural progression?

Hypergamy isn’t going anywhere, but since men increasingly are comparing notes now and voicing their criticism of women’s bullshit (at least online), maybe it really isn’t the case

that women are going to be able to continue this bullshit with public sanction. Is this wishful thinking?

I think there is a caveat we have to address here first. With Red Pill awareness it gets very easy to slide down the slippery slope and believe that 'all women' will have some equal capacity to enforce the worst of Open Hypergamy on men in general. Yes, in a westernizing context, women have an almost unilaterally state-backed influence on enforcing men's de facto participation in Hypergamy by order of degree. However, it's important to remember that men's willing participation or coercion in it is still (as yet) limited by women's capacity to attract and involve them.

Men want (and yes, need) sex and will find behavioral and psychological adaptations and workarounds to get it. That may be MGTOW, prostitution, porn or an as yet developed alternative of virtual sex. It may be Red Pill awareness and applied Game, it may be a self-aligning push to pander to the most extreme elements of the Alpha Fucks or Beta Bucks ends of Hypergamy, or it may be upping fame or a false social proof (via personality politicking on social media) that makes for men's future adaptations.

Peak Hypergamy

I'm not a prognosticator about such things, but I can make logical estimates based on observations. One thing is for certain, and I discussed this with Niko in our talk, intersexual politicking and the condition of women will reach a 'Peak Hypergamy' state in the not too distant future. There will indeed come a point when even Blue Pill men will be unable to ignore so gross a power imbalance between the sexes.

There's been some debate as to whether there's some socially conscious 'marriage strike' in the manosphere for some time, and I think marriage statistics being at an all time low bear much of this out. I don't think this is the result of some nascent MGTOW awakening, but rather a deductive, peripheral, general awareness men have of Open Hypergamy in our current social order at the moment.

Just as a last aside here, let me state that I am aware of the more militant, absolutists of MGTOW belaboring the idea that 'the juice aint worth the squeeze' and the dangers of even approaching a woman risk his being accused of sexual harassment, much less having recreational sex with her leaving a man open to post-sex regret-rape allegation. I get that. It's part of the ascension toward a 'Peak Hypergamy' social state. My question is whether these men would find it worth their while to engage with women if their fears were removed in a post Peak State social order? Some may even live long enough to have to figure that out for themselves.

I think Divided Line is correct – there will come a state when Open Hypergamy's power consolidation becomes too obvious and the social mechanics the Feminine Imperative has used to ensure that consolidation will be too much for women to maintain as a collective. Then what? What will women rationalize for themselves when they realize their monster has become too much?

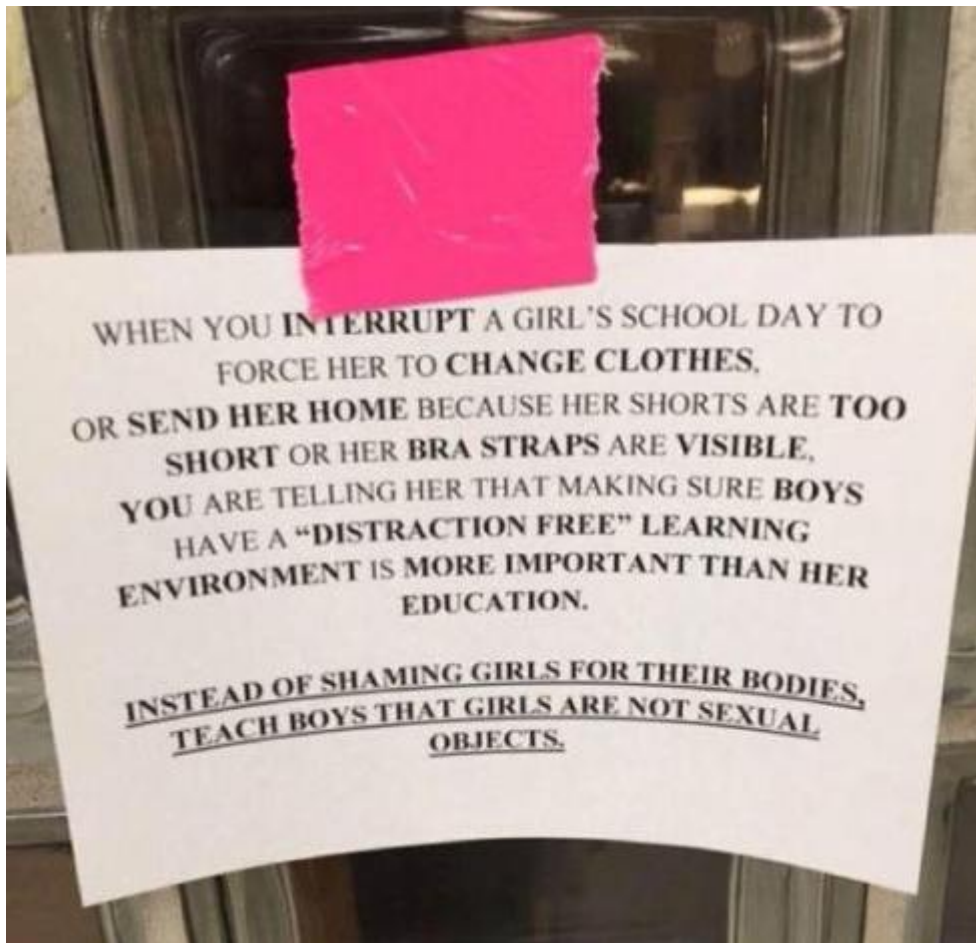
I'll reiterate it again; socially, it didn't take long for women to transition from a secretive Hypergamy to an open display of it. The same women who called AF/BB the imaginings of misogynous men only 4 years ago are now proudly claiming it as truth (they knew all along) and a means to a power they've always had and should openly use.

The social, political and personal stress point of Peak Hypergamy is coming. It may take a bit longer, but there will come a point where even women will be forced to recognize the consequences of

legislating their hubris.

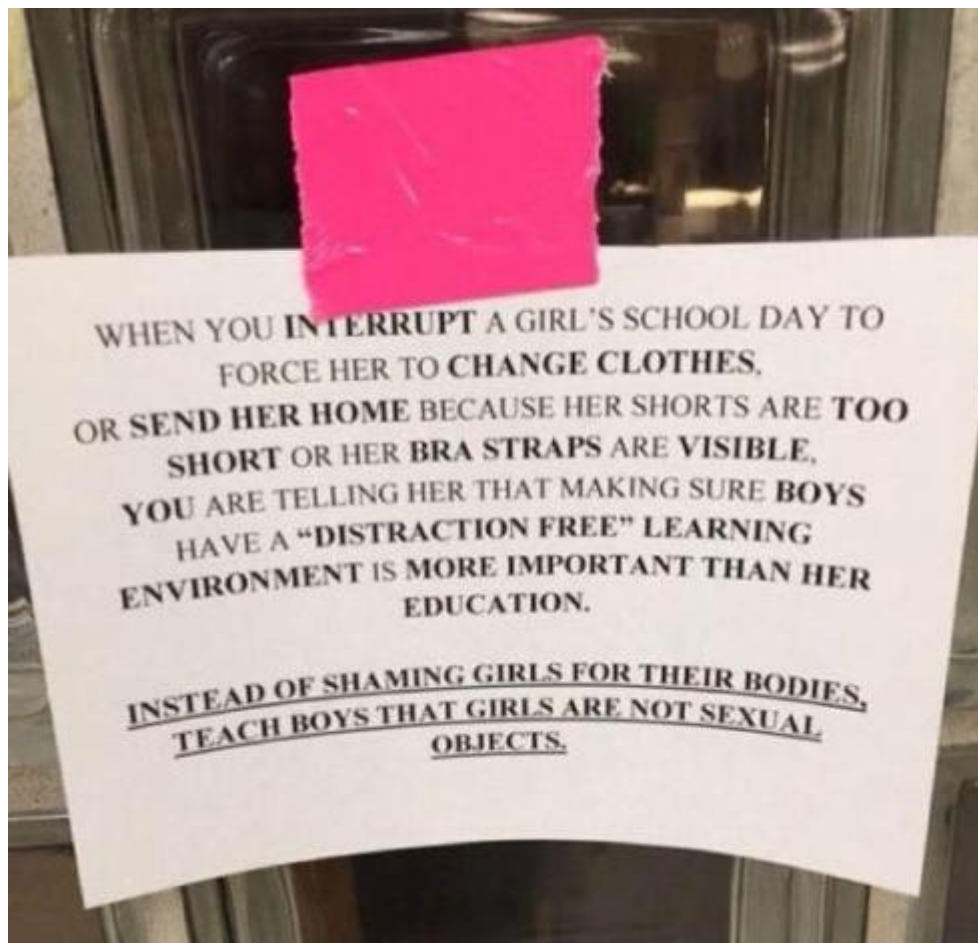
Jails & Churches

August 25, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



WHEN YOU INTERRUPT A GIRL'S SCHOOL DAY TO
FORCE HER TO CHANGE CLOTHES,
OR SEND HER HOME BECAUSE HER SHORTS ARE TOO
SHORT OR HER BRA STRAPS ARE VISIBLE,
YOU ARE TELLING HER THAT MAKING SURE BOYS
HAVE A "DISTRACTION FREE" LEARNING
ENVIRONMENT IS MORE IMPORTANT THAN HER
EDUCATION.

INSTEAD OF SHAMING GIRLS FOR THEIR BODIES,
TEACH BOYS THAT GIRLS ARE NOT SEXUAL
OBJECTS.



Slut Walkers & Soccer Moms

This picture has been making the rounds on Face Book recently. Last I looked it'd been shared about 89,000 times from the source I pulled it from. For the most part, what passes for some organized debate in most comment threads about this centered on a conflict between two factions of women – the responsible mothers and the 'Slut Walk' feminists faction of the femosphere.

Yes, 'responsible mothers' and Soccer Moms are in fact a very vocal part of the Feminine Imperative's sphere of social control. It's a mistake to believe women of a feminist bent are the only driving factor in influencing a feminine-primary social order. It's not just grrrl-power demi-lesbians with fuschia hair, it's that sensibly dressed lady in Target too. As I mentioned in last weeks post, Peak Hypergamy is yet to be settled, but until then the women who's sexual strategy would best be served by keeping the ugliness of it secret will be at odds with women who proudly embrace open Hypergamy with gusto.

It's easy to apply our Red Pill lens for such things as TV shows, popular music and media, and see the social undercurrent messaging of the Feminine Imperative, but there are some more subtle instances that need a proper lens focus on them. One trapping of the Red Pill lens is that aware men often overlook the more personal, more localized influence of the Feminine Imperative when they see the most public displays of it.

I've stated in prior posts that if you took a roomful of God-fearing traditionalist women and asked them if they identified as feminists the answers would range from "No" to a resounding "Hell no!" However, if you asked them specifics of how a woman's role in society should be defined, what a woman's obligations to a man ought to be, or in what way women's influence in should be expressed in our culture (westernizing), then you would get your real answer.

Most *traditionalist* women would be appalled to be associated with anything bearing the Feminist® brand name, but still find themselves carrying the same flag when it comes to their rationalized beliefs. The ‘Sisterhood’ comes before all other considerations – be they politics, religion or personal interests – the Feminine Imperative is the common thread that underscores all intrasexual relations with women.

Tribe of the Sisterhood

In a social context, a principle strength of the Feminine Imperative is a presupposed, tribalistic sense of intrasexual belonging amongst women that transcends politics, race identity, religious conviction and ideology. We euphemistically refer to this dynamic as the *sisterhood*, but this female ‘belonging’ shares it’s roots in our foraging evolutionary past. Thus, women from starkly different cultures or socio-economic tiers still share that common theme of pre-known ‘oppression’ by the nebulous patriarchy.

One problem I have with recent rise of self-styled anti-feminist “Red Pill Women” is that while on the surface it appears that they are “pro-men”, the real impetus is that they are “anti-feminists”. In other words, their primary concern becomes one of opposing the methods and ideologies of how best to assert the influences of the Feminine Imperative they both ultimately serve. The common tribalism of the *sisterhood* is still present, but the applications of how best to instrument it is the source of that conflict.

This is what I believe we’re witnessing in debates of this nature; it is a conflict between women who’d be better served by keeping men confused and in doubt of the mechanics of Hypergamy versus women who believe they’d be better served in openly and proudly embracing Hypergamy. This is the primary reason women despise other women who are openly ‘Gold Diggers’ or ‘Attention Whores’, or even prostitutes – their method of optimizing their own hypergamous interests reveals their sex’s larger sexual strategy which they’d rather men not fully comprehend (until such time as they are ready to consolidate on men’s commitment).

It’s important that Red Pill men not be fooled into thinking that ‘traditionalist’ women are in anyway less predisposed to the influences of their sex’s imperatives. They’re not unique or better suited to a feminine role because of their ideology, they simply can’t afford to have sexual rivals with different methodologies competing for the same optimization of Hypergamy.

Social Saturation

This may seem an unlikely way to address the core issue of this notice to school administrators, but read me out here. There are two presumptions implied in this message. The first is the presumption that these school-age girls are being shamed by expecting them to adhere to some modicum of dressing to a certain standard – a standard they can expect once they exit school as well I should add. The second is that these girls wearing shorts that are too short, and bra straps so noticeable as to draw attention from school administrators (God forbid a male teacher make such a judgement call) would be more concerned with their educational prospects than influencing the boys in their environment is questionable.

And lastly the presumption is that boys of a certain age should be taught to control themselves to counter their synaptic wiring and biochemical responses and not ‘objectify’ the girls who take it upon themselves to dress provocatively.

These are relatively easy assessments to make about the intent of this note, however, what both

factions of women debating this presume is a condition of feminine primacy. The feminine presumption is one that this school is nominally founded in male primacy – the girls distract the boys with their advertised sexuality – but the expectation is one based in the male *Burden of Performance*. While it's important for men to have an objective understanding of their burden of performance, it's equally important for men to realize that women understand the utility of that burden and put it to their own opportunistic ends. In a feminine-primary perspective that burden translates into these boys *needing* to be taught to act against their biological impetus.

The shaming isn't about girls having their education interrupted for wearing booty shorts or their tits pushed up by exposed bras; the implied shame is that these boys are not being instructed to understand that their burden is one of controlling the very biology that compels them to distraction. In a feminine-primary context the real "shame" should be on the boys who see girls (who are signaling sexual cues) as the sexual objects these girls are intentionally making of themselves.

The implied prioritization of undistracted education is presumed to be focused towards the males in the class, but the reality is that this education is taking place in a feminine-primary environment that is being inconvenienced by social standards.

The Feminine Expectation of Performance

Instead of adapting to the realities of their environment, women expect men to accommodate their sexual strategies and incorporate them into their accepted burden of performance.

CH maxim: The feminist goal is removing all constraints on female sexuality while maximally restricting male sexuality

This goal is eminently more achievable when men are taught that it is an aspect of their Burden of Performance to self-restrict their sexuality for a feminine-primary purpose. It was recently brought up in last week's comments that the rise in unfettered, openly acknowledged Hypergamy is (or is becoming) a comparable condition to men's unrestricted sexuality. The contrast of course was flipping the script and considering what the results would be if it were men who's sexual strategy was unrestricted to the degree Hypergamy has currently.

In an exaggerated feminine-primary context, women like to believe this was once the case. Granted the apex fallacy is rife in that presumption, but the Feminine Imperative needs to establish a preexisting notion that women must necessarily suffer in a masculine-primary social order. That's the presumptive social context this note was crafted in. The truth of the matter is that the Feminine Imperative cannot afford for both women and men to believe anything different if it is to remain the primary social influence.

This presumption is what brings women of conflicting ideological bents together in solidarity despite their disagreements; there is always a common enemy, a common opposition, in the belief that it's men who are calling the shots for them. And as I said, this apex fallacy presumption is universal in that it transcends ideology and religious convictions. Thus we see similar social conventions used to maximally restrict male sexuality in those same institutions.

Holistic Game had an interesting take on this restriction this week:

I was raised Southern Baptist, then moved on to some form of megachurch-style evangelical Christianity in high school. I felt that sex before marriage was sinful, that lust was evil, and that the female body was a source of lurid temptation. It was a constant struggle not to look

at porn. I remember being in a men's young adult service when I was 24 and the pastor asked, with heads bowed, if any man in the room *hadn't* looked at porn. I peeked and realized no one had raised their hand – every man in the room had indulged at some point. Though I couldn't grasp it at the time, I've since come to understand that there is no point in repressing natural human desire.

I certainly couldn't contain my urges forever, and ended up losing my virginity later that year. I was teaching guitar to a hot blonde beach babe a couple years older than me, and we got drinks one night. We fooled around, tipsily, and after a few weeks of on-and-off gropings I finally decided to fuck her. After the act was completed, I sat on her deck and looked at the ocean and searched myself. I never imagined the staining of my chastity happening in such a fashion, but I had to face the reality that it had happened. I tried to be honest with myself, and to my surprise, I found that I didn't feel guilty. At all. The one thing I'd tried to save, that seemed to matter so much to God and his plans, I'd wasted on a stupid blonde I'd end up dumping. I should have felt overwhelmed by holy conviction, but didn't feel anything but normality. I felt like I was finally part of the human race. This lack of guilt was the crack in the foundation that eventually led to the shattering of the whole rotten edifice.

Holistic expounds on this experience into doubting the existence of God (which I honestly think is a shame), but it's important to understand how this presumptive state of male social primacy, and the necessity to mandate chastity as a man's Burden of Performance has effects that go well beyond a man self-limiting his participation in his sexual strategy.

I think a necessary stage in becoming Red Pill aware is truly understanding not just our preconditioning, but the social environment that condition takes place within. This acknowledgement needs to take place in order to really unplug; it cannot simply be an acceptance that a guy was raised into his Blue Pill circumstance, he must also recognize the social conditions he's still operating within, and he must recognize how to avoid the pitfalls and make the changes he wants to see in that world.

In a Blue Pill, feminine-primary social order plugged in men are left to participate in two institutions: jails and churches. I can imagine the frustration Red Pill men must feel when they see their friends trapped in those institutions. They see their friends in an endless tail-chasing of a performance of their own doing, but a result of their 'teachers' investing it in them. They contort in an endless self-expectation to be better men by self-defeating the essence that make them men. Then they are punished for the slightest infraction of acceding to that male essence, not so much by the women they hope to perform for, but rather a disappointment in themselves for not living up to what they believe are their own self-developed expectations of a standard that only serves the feminine.

Yes I know my enemies, they're the teachers who taught me to fight me.

The Best of The Rational Male â◻◻ Year 4

August 28, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Four years ago on August 19th I finally took some SoSuave friends' advice, stopped procrastinating and began organizing and building upon about 9 years worth of writing I had done on that forum and in my university work. Back then all I wanted to do was flesh out the forum posts I thought might make for some interesting reading. I had so many members and newly unplugged friends ask me to collect all of these essays in one place I had to make some sort of effort.

Four years later I think I've moved beyond just the core Red Pill ideas I had then. I don't keep a personal journal. I do have a small notebook I write ideas into as they hit me, but my only way of

reviewing my writing is looking back through these notes and searching back through 4 years of writing here. Even if I'm just going back through the previous year's work it's an interesting review of where my life was at as well as where the manosphere in general was too.

Even if you're just peripherally aware of the events in the sphere you know that things have been more than a bit unsettled for the past 5 months. I really dislike involving myself in the manosphere's PR, but as one of the primary writers (one of the three 'R's as it were) I'm sometimes compelled to do so. I would much rather be writing about what I do than writing about the 'sphere itself. I don't do this for a living, nor do I have any plans to ever make it my vocation. I enjoy the freedom of being able to focus on issues I believe are important to making men Red Pill aware unencumbered by any concern about how my writing might affect revenue generated by web stats or advertising.

As of today I have 452 published posts. My posting has gone up a bit more this year to 1-2 per week. I'm getting a bit more comfortable with this schedule as it allows me to craft a post over the course of a week and give more thought (and counterthought) to what I'm mulling in my head. I like doing the weekend discussion questions too so I'll be upping these for the weekenders here in the coming year.



In 4 years the view traffic is fast approaching the 13 million mark. My monthly views are averaging almost half a million now. I might be a bit off, but I think this is pretty impressive for a Red Pill blog that doesn't advertise and has never been monetized. I have a stake in a couple of liquor brands that would kill for half of this traffic.

I've been a bit more public in the last few months. Since the last 'Best Of' post I've done 5 interviews, and in a couple of weeks I'll be making my first in-person appearance at the Man in Demand conference in Las Vegas. I've got some high hopes for this event, but I should state for the record that it's the first and only appearance I'll be making for at least a year. I have no plans of 'going public' in the foreseeable future.

Obviously I think the best thing about the past years was publishing the second book Preventive Medicine. I now own the trademark for The Rational Male (just to be official and protected) and I do have plans for a 3rd installment of The Rational Male series, but this won't be until Q4 of 2016 at the earliest. I should also say that I've been entertaining the idea of writing what I call Red Pill fiction. Not to go into too much detail, but I'm toying with the idea of writing some down to earth, gritty fiction that's firmly rooted in a Red Pill perspective.

Beyond all this, Sam Botta has just recently finished the audio and editing of the first book in Audible format. The plan is to have it available by mid-September, but I'll be announcing it officially when it's available.

The following are links to the posts I felt had the most relevance and impact for the year. The comment volume has increase exponentially this year which I'm very happy about. Open, unmoderated, discussion has always been the strength of this blog and it's encouraging to see the interaction stepped up this year.

I have a love-hate kind of feeling with the Best Of posts. I want to highlight what I think were great, but I do so at the risk of marginalizing the posts I think had great merit, but just didn't make the cut. These selections aren't necessarily the most popular or the most commented on, but I thought they deserved some consideration as the most significant (several were even included in Preventive Medicine).

The Rational Male – Preventive Medicine

Interviews

- [Christian McQueen 1](#)
- [Christian McQueen 2](#)
- [Goldmund](#)
- [Tom Torero](#)
- [Niko Choski](#)

Series

- [Adaptations 1](#)
- [Adaptations 2](#)
- [Adaptations 3](#)

Social

- [The Political is Personal](#)
- [Building Better Worlds](#)
- [Equalism and Masculinity](#)
- [The Invisibles](#)
- [Our Sisters' Keeper](#)

Red Pill / Game

- [The Dangers of the Red Pill](#)
- [Admiration and Respect](#)
- [Wives and Lovers](#)
- [The Art of AMOG](#)
- [Acing the Test](#)

Hypergammy

- [Estrus](#)
- [Socialized Hypergammy](#)
- [Two Camps](#)
- [Peak Hypergammy](#)

SMV

- “She turned on me”
- The Reckoning
- Betas In Waiting
- Making Up for Missing Out
- Validation Hunting and the Jenny Bahn Epiphany

Personal Development

- Vulnerability
- Mental Point of Origin
- A New Hope
- The Burden of Performance
- The Myth of the ‘Good Guy’
- The Quick Fix

Love

- The Love Experience
- Commodifying Love

Thanks for another great year!

RT

Solipsism I

September 3, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Women have always been the primary victims of war. Women lose their husbands, their fathers, their sons in combat. Women often have to flee from the only homes they have ever known. Women are often the refugees from conflict and sometimes, more frequently in today’s warfare, victims. Women are often left with the responsibility, alone, of raising the children.” – Hillary Clinton

I had planned on using Hillary’s now infamous quote for an upcoming post outlining the distinction between women’s innate solipsism and an acculturated narcissism, but fate delivered me a much

more profound use for this quote last week (we'll get to that in part II).

Before I dig in here I feel it's kind of incumbent upon me to point out that I in no way align with, nor endorse Hillary's political or ideological perspectives, and I think it should go without saying that I diametrically disagree with her feminine-primary social agendas.

That said, if you ever need a better quote to explain the realities of feminine solipsism I think I'd be at a loss to give you one. A lot of men, even Red Pill aware men, have a hard time understanding how solipsism fits concretely into the feminine psyche. The social conditioning and upbringing that predisposes us towards an egalitarian equalist mindset rebels against thinking women and men would have different psychological firmware. Equalism teaches us to expect that men and women's needs share mutual origins and our impulses are so similar that any difference is insignificant.

That egalitarian frame predisposes us to consider that 'not all women are like that' or to disassociate the idea that men and women could be anything but functionally equal agents. As a result we get convenient distractions to confuse our looking for comparatives to should anyone (or thing) challenge an equalist answer.

Simply put, we get rationales like "Oh well, men do it too", or worse, or any opposite comparison that leads us away from considering the truth that men and women are psychologically, biologically and sociologically different; with different motives and different strategies which they employ to meet their different imperatives. And often these imperatives are at odds with the best interests of the other sex.

Separating Differences

The Cardinal Rule of Sexual Strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

It is the fundamental differences in either sex's imperatives, acculturation and biology that creates this conflict. Of course, men and women have come together for each other's mutual benefit (and love, and enjoyment) to create families and sustain our race for millennia, however, this mutually beneficial union does not originate from mutual imperatives or sexual strategies.

When I explain how women hold an opportunistic concept of love, while men hold an idealistic one, the resistance to accept that observable, behavioral, reality is rooted in a blank-slate belief that men and women are fundamentally the same. So, when we read a statement from a woman (to say nothing of a high status one) such as Hillary's, we either scoff at the oblivious audacity of it because it is so counter to our (male) imperative's interests, or we nod in ascension in the feminized belief that what best serves the female imperative necessarily *is* the best interest of the male imperative.

This is an illustration of the fundamental difference in the interpretation of experience between the sexes.

From a solipsistically oblivious female perspective what Hillary is expounding on here is entirely true. From a perspective that prioritizes feminine Hypergamy above all else, these three sentences make perfect, pragmatic sense. The idea that men losing their lives in warfare would make them victims at all (much less the *primary* victims) isn't even an afterthought; all that matters is the long term security and continued provisioning of women and their imperatives.

Solipsism, not Narcissism

A lot of newly Red Pill aware men get confused at my using the term 'solipsism' when I refer to this female-specific obliviousness to any concern – or lesser prioritized concern – of anything outside their immediate existential needs. The confusion comes from men who want for a similar justice to the one I outlined in *Our Sister's Keeper*. Self-importance or narcissism would seem to be a more appropriate term for this dynamic, but I disagree.

Female solipsism in and of itself is not necessarily a net negative in the larger scope of human survival and evolution. On the surface that may seem a bit outrageous, but it's only outrageous insofar as women's solipsistic natures come into conflict with the biological and social imperatives of men. This solipsism is the necessary result of a feminine survival instinct that's helped preserve women and their offspring in a violent, chaotic and uncertain evolution.

Recognizing the importance of feminine solipsism is not an endorsement of the anti-social, and often cruel, byproducts of it.

No doubt, men who've been on the sharp end of this will grind their teeth at the inevitable narcissism that becomes an extension of women's solipsism. I'll agree. Socially we're living in an era of unprecedented (western) narcissism manifested in a vast majority of women.

At no other time in history have women become more accustomed to perceived entitlements of personal security, ubiquitous social control and relative assurances of optimizing Hypergamous imperatives. At no other time have women's sexual strategies been of such primary importance to society. However, this narcissism is the result of an acculturation and *learned* social priorities that predispose women to expectations that border on arrogance. Over recent generations that narcissism has become learned and fostered in women to the point that narcissism is openly embraced as a feminine strength – women believe it's their due after a long suffrage.

Women's *solipsistic* nature however is an integral part of their evolved psychological firmware. Solipsism is the evolved, selected-for result of self-preservation necessities that ensured the survival of our species. As men we get frustrated by this intrinsic nature; a nature that puts women's imperatives as their primary mental point of origin. As any newly aware Red Pill man will attest, coming to this realization is a very hard truth to accept. It's cruel and contrary to what the *First Set of Books* have taught him he should expect and build his life around.

Furthermore, it's cruel in the respect that this solipsism neither aligns with the romantic, Blue Pill hopes he's been raised to accept, but also the egalitarian, equal and level playing field ideology he's been conditioned to believe he should alter his priorities to accommodate for women; and in turn he can expect from women. As I stated earlier, coming to terms with men and women's differing concepts of love is a tough disillusionment, but this difference in concept is simply one of many a man must come to terms with.

When I wrote *Empathy* I got taken to task about women's capacity to feel empathy to a greater degree than do men. It's not that women cannot feel empathically (a shared experience), my argument was that the idea that women feel a 'greater' empathy than men was a social convention with the latent purpose of masking women's innate solipsism.

That wasn't a very popular idea. The notion that women are the mothers and nurturers was predictably spelled out, but with regards to empathizing and caring for men the primary concern of women was worry over their own and their children's well being before that of their men should they become incapacitated. Again, this is a cruel truth, but also a pragmatic and survival based one.

Mental Point of Origin

Women's mental point of origin begins with their own self-importance, and the overriding importance of their own and their offspring's survival. I've had women readers lambast me that they couldn't possibly be so influenced by solipsism because they put their children's wellbeing before their own. However it is just this solipsism that predisposes women to seeing their children as extensions of themselves and their own identities. And the good news is that this dynamic is one reason the human species has been so successful.

The following was a comment from Starve the Beast on the TRP subreddit:

Women are bad at reasoning, but good at rationalization.

Let that sink in for a minute. One cannot rationalize without the faculty for reason. So are women really bad at reasoning? No, actually they're great at it.

The difference is that women don't place as much value on Truth as they do upon self-preservation, and therefore their reasoning processes do not abort when self-contradiction is reached. They'll just rationalize their way out of that too, if exposed.

Ultimately, the so-called hamster reflects an underlying difference in value systems more than in reasoning ability.

Women can learn to sublimate their solipsism. In fact, cultures and progressive societies have been founded on sublimating female solipsism. Women can and do learn critical thinking quite regularly. Women can learn and function within a society that forces them to compromise their sexual strategies and mitigates the worst abuses that solipsism would visit on men (and themselves). Women can learn to be empathetic towards men as well as live within a social order that looks like mutual justice and fairness.

But the fact that these civil dynamics should need to be something a woman learns only reinforces the biological and evolved influences of female solipsism as women's mental point of origin. The parallel to this is men's learning to sublimate intrinsic parts of themselves – primarily their sexuality – to reinforce prosocial interaction in society.

Women dislike the idea that their experience is colored by solipsism. It sounds bad, and it runs counter to what they believe are sacrifices on their own part to help others. That may be so, and I'm certainly not going to attempt to discount those investments, but they come from a learned compassion that must overcome an innate solipsism. That 'me and my babies first' mental point of origin isn't necessarily a bad thing either – it's only when that learned compassion and humility are superseded by it that anti-social behaviors and hubris arise.

I expect the predictable criticism will be that men are also self-important, and / or all humans are intrinsically selfish fucks. In part II I'll elaborate more on this, but for now it's important to grasp that female solipsistic nature is less about selfish individualism and more about pragmatic survival.

Many a male reader of my *Hierarchies of Love* series grated against the idea that a conventional model of love would progress from Men to women, women to children, children to puppies, etc. That model is a direct reflection of a uniquely female solipsism that seemingly discards men's reciprocal emotional investment in women. However it is also the same dynamic that predisposes women to desire men who can decisively control their environment as well as dominate them sexually and emotionally.

In part II I'll outline more examples of feminine solipsism, how it's reflected on the individual and societal level and how a man might best use an understanding of it to his advantage.

Solipsism II

September 9, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A [comment from Truman](#) gets us started today:

Rollo, it would be great if you could provide some evidence for female solipsism beyond a few examples. From my own experience I could name a few solipsistic women, but I could do the same for men as well, and I'm far from convinced that the trait is universal in women, or even that it's more prevalent in women than in men.

I will admit that the main reason I split this post into two was because I anticipated this example-seeking. And to their credit my more vocal female commenters didn't disappoint me with (sometimes over the top) illustrations. If you haven't had enough of the hamster spinning goodness yet feel free

to sift through the comment thread from part one.

However, to begin to work out Truman's request Voverk from the TRP forum had this example:

One of the most eye opening of the solipsistic world of females was when a plate of mine was giving me directions on where to pick her up. It went something like this:

Her: "When you come to that traffic light, turn over to me."

Me: "What do you mean?"

Her: "Just turn here towards me."

Me: "How the hell am I supposed to know which way is that? Left or right?"

Her: "I don't know. Just turn my way"

She eventually gave directions, but it amazed me how hard it is for a woman to put herself in someone else's shoes, even if she wants to.

Women's mental point of origin (solipsism) presumes the entire world outside of her agrees with her imperative and mutually shares the importance and priorities of it.

Just like The Red Pill Lens, it takes a sensitivity to it, but you will begin to notice instances of that solipsism all around you if you pay attention. An equalists, feminine-primary upbringing and acculturation predisposes men to accept the manifestations of this solipsism as '*normal*', so we blow it off or nod in agreement without really considering it. Most plugged-in Blue Pill men simply view this as a standard operating condition for women to such a degree that this solipsistic nature is pushed to the peripheries of their awareness.

It's *just how women are* and women are more than happy to have men accept their solipsism as intrinsic to their nature. It's excusable in the same sense that women hold a "woman's prerogative" – she always reserves the right to change her mind. When your default is to accept this social imperative any greater inconsistencies fall into line behind it.

We are conditioned to accept that what best benefits women's sexual strategy *is* necessarily what benefits men. On both a social and personal level women's solipsistic importance presumes, by default, that what best serves themselves automatically best serves men – even when they refuse to acknowledge it. Remember, nothing outside the female existential imperative has any more significance than an individual women will allow it. So, perceptually to women, if a man suits a purpose in her self-primary requirements he *must* also mutually share in that awareness of his purpose. Thus, she maintains that his imperatives *are* the same as her own.

Societal Reinforcement

Social reinforcement of women's solipsistic nature is a self-perpetuating cycle. A feminine-primary social order reflects in itself, and then sustains, female solipsism. For most Red Pill aware men this cycle is apparent in women's overblown self-entitlements, but there's far more to it than this.

When men accept and reinforce this socially, we feed and confirm women's solipsistic natures. When men are steeped in a Blue Pill acceptance of what they believe *should* be men's condition, and defend (or 'empower') women's solipsistic behaviors or manifestations of it, that's when the cycle of affirmation of this solipsism comes full circle.

Recently I called commenter InsanityBytes to the carpet about her first priority being to defend the Sisterhood when Dalrock published a post critical of a woman's abortions and another who'd joined

Ashley Madison then rationalized it away because she was in a loveless marriage with a man who was in his last days.

This is another instance of solipsism; that a woman's first directive is to defend her sex's imperatives even above considerations of religious conviction, marriage vows or espoused personal ideology. That's the depth and breadth of feminine solipsism, and again, this reinforces a cycle of affirming it in women.

Communication

One of the easiest ways to identify women's solipsistic nature is manifested in their communication style, and as fate would have it I received a fresh comment from a new female commenter on my interview with Niko Choski. I won't bore you with the histrionics of most of it, but her ending comments serve a purpose here:

I'm not lonely, I enjoy solitude...

I am a whole person who needs no other for my own completion. No man, no woman. The qualities identified by different cultures as male and female...are all mine.

Your obsession with division....is absurd.

I've dug into women's communication styles on more occasions than I can account on this blog, and with regard to how women defer to their solipsistic nature there is no better way to identify it than in the priorities they give to communicating with men and other women.

From Duplicity:

It's endlessly entertaining (and predictable) to see how often women's (and feminized men's) default response to anything they disagree with in regards to gender dynamics is met with a personalization to the contrary. It's always the "not-in-my-case" story about how their personal anecdotal, exceptional experience categorically **proves** a universal opposite. By order of degrees, women have a natural tendency for solipsism – any dynamic is interpreted in terms of how it applies to themselves first, and then the greater whole of humanity.

Men tend to draw upon the larger, rational, more empirical meta-observations whether they agree or not, but a woman will almost universally rely upon her isolated personal experience and cling to it as gospel. If it's true for her, it's true for everyone, and experience and data that contradict her self-estimations? Those have no bearing because 'she's' not like that.

This personalization is the first order of any argument proffered by women just coming into an awareness of long standing conversations and discussion in the manosphere. It is so predictable it's now cliché, and each woman's first retort invariably responds with personalized anecdotes they think trumps any objective, observable evidence to the contrary.

It might be entertaining for Red Pill men to count the instances of personalization in a woman's rebuttal comment, but it's not about how many "I's" or "me's" a woman brings to any counterargument – it's that her first inclination for a counterargument is to use her personal experience and expect it to be accepted as a valid, universal truth by whomever she is presenting it to.

I's, Me's and Myself's are simply the vehicle and manifestation of women's first directive – a solipsistic mental point of origin; any challenge to that self-importance is invalidated by her personal self-primacy. This mental origin is so automatic and ingrained to such a limbic degree that

consideration of it is never an afterthought for her.

This is common to feminine communication preferences (and men who've been conditioned to opt into a feminine-primary communication mode). Women focus primarily on the context of the communication (how it makes them feel while communicating), while men focus primarily on the content (the importance of the information being communicated). This isn't to exclude men from using personal experiences to help illustrate a point, but the intent comes from a different motive. That motive is an attempt to better understand the content and information of that issue, not an exercise in self-affirmation that feminine solipsism requires to preserve a woman's ego-investments (usually her solipsistic mental point of origin).

The most visible manifestation of women's rudimentary solipsism is the priority with which they expect their personal, existential, experience to be considered the most valid, legitimate and universal truth apparent in any debate.

Middle of the Story Syndrome

One thing I've been frustrated with by virtually every woman I've ever known in my life is their tendency to begin a conversation in the middle of a story; all the while expecting men to understand every nuance and be familiar with minute 'feely' detail that made up the backstory that's never forthcoming.

I swear, every woman I've known has done this with me at some time. The presumption is that their story is of such importance that bothering with any pretext, or outlining and describing the events and information that led up to that mid-way vitally important element that made them feel a certain way is all that *should* matter to a listener.

Women have an uncanny way of accepting this when they relate stories among themselves; gleaning incidental details of the backstory as the teller goes on.

There's an ironic feminine-operative social convention that complains that "men aren't good listeners" or "men don't listen" to what women are telling them. This convention is really another manifestation of a solipsistic mindset with regard to communication.

It isn't that men don't listen, it's that our communication styles focus on content information, not the contextual 'feel' of what's being communicated by women. Women, above all else, *hate* to repeat themselves. Not because of the inconvenience, but because men 'not listening' and requiring a repetition of that information conflicts with her own self-primary solipsism.

The want for a 'good listener' is really the want for a man who affirms her self-priority by not needing to be told something that confirms that priority more than once. And this confirmation should never require explanation or and understanding of the backstory of events that made it feel important to her.

Women have an inherent pretext in communication that always begins with themselves. In fact, most are so sure of their solipsistic, personal truth that glaring objectivity never enters their minds; at least not initially. As I mentioned in the first installment, women are entirely capable of applying reason, rationality and pragmatism as well as men, it's just that this isn't their first mental order when confronted with a need for it. Just as a girl can be taught to throw an object as well as it comes naturally to a boy, a reasoned transcendence above her solipsism, one that considers the individuated existences of others' experiences takes a learned effort.

Ladies First

Luxocrat had a great illustration as well:

I asked my ex that last month, if her kids came first or if I did. She paused and said “I really don’t know. That’s a hard one.” I replied “Then it’s your kids.” I recall my ex-wife reading one of those save your marriage books right after I made it clear I was leaving. She read me a line in it and said she sees how she was wrong. The line went something like this: “If you want to have a strong marriage, you need to understand your husband comes first, even before your children. They must be taught by you, their mother, that he is head of the household and respect must be given. The only way they’ll see that is by your demonstrating by your actions that this is so.”

I still left though.

The irony in this instance is that for all of the humble deference this seemingly good advice promotes, it still presumes a woman is *already* the primary source of authority who ‘allows’ her husband to be “the man”. I’ve heard similar advice espoused by evangelical pastors making Pollyanna attempts at ‘granting headship’ to husbands and fathers from their reluctant wives. The inherent flaw is that these men already begin from a perspective that women are in a position of unquestioned primacy and require their permission to be ‘men’.

In a way they are unwittingly acknowledging women’s solipsism (and perpetuating the cycle) as a default source of authority. That a woman would need to be taught to defer authority to her husband belies two things; first, her solipsistic mental point of origin and second, that her man isn’t a man who inspires that deference.

It’s easy to see how a Beta man wouldn’t be someone that would naturally prompt a woman to go against her natural solipsism, but in Luxocrats position (I presume Alpha since he walked) there is a conflict women have to confront in themselves.

In a social order that reinforces the entitlements presumed by women’s solipsism there develops an internal conflict between the need for an optimized Hypergamy and the ego-investments a woman’s solipsism demands to preserve it. As a woman progresses towards the Wall and a lessened capacity to optimize both sides (AF/BB) of Hypergamy this conflict comes to a head. The necessities of long term provisioning war with the self-importance of solipsism at the risk of her losing out on preserving both (and having a guy like Luxocrat simply walk away from her).

A Man in Demand Conference â◻◻ The Review

September 16, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



On August 7th I made the announcement about the Man In Demand Seminar I'd be speaking at along with Christian McQueen, Tanner Guzy from Masculine Style and Goldmund, whom I'd done the impromptu interview with while he was passing through Reno towards the end of July.

In that blog post's comments a bit of criticism was leveled at both Christian McQueen and myself for agreeing to speak at this conference and in that discourse I promised readers the following:

I'll tell you what Joe, I'll give a personal, honest and objective review of the whole conference when it's done. I'll make sure I'm present for all the talks (which I was going to do anyway), and I'll watch that all the money goes where it's suppose to go (primarily

paying for the venue – it's spendy even by my standards).

If anything is shady, if anything is off the books, if any of the men who attend want to opine about it, you'll know and read about it here.

You see, I have always had an open forum; if you want to say you got ripped off, be the first to post it here. Unlike other forums and Disqus threads, I neither edit, censor nor ban any critical opinions. I'll pull blatant spamming, but the integrity of TRM is based on an open exchange of ideas.

So it's not my rep on the line, it's everyone else living up to their own. I have confidence in each of the speakers to deliver what they will. If they don't, I and anyone else who chooses will let you know.

I don't do this for a living Joe. If the manosphere shut down tomorrow I'd be making the same scratch I do now.

So here now is my honest and objective assessment of the entire conference.

Before I get into the breakdown of the entire weekend I want to first address that not one speaker at this event made money from it. I won't speak for the guys, but I know how much I spent on a flight, my three days accommodations, my transportation (not cheap in Vegas) while there, my food expenses, my drinks, etc. All this far exceeded the marginal profit (about \$330) we each made from our appearances once the venue, insurance and security was paid for.

Christian provided all of us with the financials **every step of the way** up to and after the event sold out inside of 19 days after we announced it. Christian promptly paid us after the event sold out, a full 3 weeks beforehand. Each admission was \$46. Divide that by 4 and each man there paid a mere \$11.50 per speaker.

This was Vegas. The venue was everything (and more) than I expected. We wanted it to be affordable since travel and accommodations don't come cheap. Beyond the basic admission we had a limited 4-person VIP dinner at Sinatra in Wynn's Encore Casino Resort with the 4 of us for a bargain \$98.

That said, everything was above board with Christian, all the speakers and every man who attended.

I put a bit of money out to make this happen, and for me it wasn't anything concerning, but I know it was a stretch for some of the speakers as well as some of the attendees. I've always viewed money as currency. Not in the formal sense that money's a currency (duh), but rather how money is like a current – as electricity is a current – and an energy with which I can do things.

This event was something I *wanted* to do. That's not me trying to be magnanimous, it's just how I approach things I think are worthwhile. And this seminar was most *definitely* worth my investment.

The Trip

Here's a Vegas tip if you've never been; practically no one rents a car if you're flying in. If you get a good one, stay with the same driver. The company I work with usually has me set up, but on this trip I got two good taxi drivers, Allan and his brother Jairo. Get their cell numbers and stay with that guy while you're out. They appreciate it, and you get info on where cool shit is happening.

I won't bore you with the flight or my first night in town, but suffice to say the room was comfortable as to be expected and conveniently located where I needed to be. My evening was spent reviewing my talk and writing out points on flash cards. I treated myself to a couple of IPAs at the hotel bar and met a very hot bartender named Candace. She was 26 and we promptly got into conversation about

her LTR ex-boyfriend, her son and where she was on the Preventive Medicine timeline. I mention her here because I gave her a copy of both my books and she seemed fascinated by them.

The Talk

Jairo dropped me off at our venue at around 8:45 Saturday morning. I was pleased to see the security guard we'd paid for was right in front on the street and immediately directed me to the conference room where I was greeted by Christian and our stunning events hostess (easily an HB 8.5 brunette). I then meet up with Goldmund and Tanner and settled in for the start.

The room was pretty hot at first (air conditioning problems), but our hostess resolved it before Goldmund had got halfway through his talk. I had a few men kind of tentatively look me up and down when I got into the room as if maybe they were wondering if it was me. This was my first public appearance so it was a bit strange for me as well. I was oddly more nervous when I first got into the venue and began having men ask me if I was Rollo Tomassi than when I started my actual talk 5 hours later.

Goldmund

As promised I took a seat in the back of the room and did my due diligence by taking notes on each speaker. Goldmund was first and in all honesty he built his talk up much more than I'd expected. What I knew was that he'd give a recounting of his trans-American trek he did this summer. What surprised me was how in depth he went about how getting out on the road both frees and educates a man about himself.

Nothing causes a man to learn more about himself and teaches self-reliance than putting yourself out in the open with only your wit and perseverance to sustain you. Goldmund's talk was more than just an adventure guide and some video about the women he met and banged along the way. He made an effort to grow from it, not to mention meet and interact with many manosphere personalities along the way.

I was very impressed with his insights about his trip, but also that he made it accessible for the men who were present, many of whom (myself included) were 10-20 years his senior.

Tanner Guzy

I'll confess, I wasn't aware of Tanner and his Masculine Style blog until Christian had mentioned his name as a possible speaker for this conference. I looked him, and at first I thought, well he's a 'style guy' – I was wrong. Both on his site and during his talk Tanner brings not just style advice for men, but presents it in such a succinctly Red Pill way I was forced to rethink a few of my own TRM principles about bearing, physical presence and appearance.

I daresay I learned the most from Tanner of all these talks. Granted, Tanner is a professional style consultant and works directly in men's fashion, but he doesn't simply suggest men wear this or that; Tanner explains *why* men should dress to be impressive and *why* men should care about their appearances.

It's easy to quote the 48 Laws of Power about dressing the part to have others consider your status, but it's important to grasp the Red Pill dynamics that go along with demonstrating our strengths, our status, our accomplishments and why what we wear indicates this.

I should add that during Tanner's Q&A session (easily as long as my own went) I felt compelled to make the point that guys who hate on other men for being concerned with what they wear was in fact a form of intrasexual combat. Tanner had an example of some of his forum haters telling him "only

fags worry about their clothes” and “real men don’t think about fashion”; essentially ‘just be yourself’, be manly, wear jeans and a t-shirt and it’s all good. I made the comment that this type of SMV disqualification is comparable to fat girls telling slightly less fat girls they look OK being fat on FaceBook to hold them in place and hinder any ideas of attempting to improve their SMV.

Christian

Christian’s talk, rather speech, surprised me most. I don’t think I was alone in expecting the Playboy game talk in some manner would be forthcoming from Christian, but I couldn’t have been more wrong. He was well prepared with a speech, he primarily read, and had obviously given a great amount of consideration to.

He began with suicide and divorce statistics and wove these facts into what I can only describe as a call to arms for men in reclaiming their masculinity. If he’d left it there it would’ve made an emotional impact enough (his voice choking with emotion during some moments), but the import of his speech was also about men defining masculinity for themselves in a feminine-centric culture that aligns itself against them from ever unplugging from it.

I’ve come to expect the happy-go-lucky Game proponent with the Rat Pack swagger to be larger than life from my 2 interviews, but Christian dropped that persona for this speech and it made his point for him. Goldmund described it as inspirational and motivational, and I’m thankful for Christian for being that at this event – it’s what was needed to round out the line up.

I should add that my good friend Sam Botta took it upon himself not only to fly out from L.A., but he also brought his MacBook Pro and some pro audio equipment to record me. He warmed up by doing a test run on Christian’s speech and while I don’t know when it’ll be available I think the recording will speak volumes about Christian’s actual maturity and the seriousness he’s capable of. It will surprise many of his critics.

Rollo Tomassi

Well shit, what can I say about myself that won’t sound like I’m glossing myself? As I mentioned I was very nervous when I first got to the event in the morning and had men I’d only just met ask me to sign their books and let me know how grateful they were for my work. After a while I felt like I was more among a group of old friends than guys I needed to impress and that nervousness turned into a comfort kind of like speaking to a family gathering.

I’m sure that sounds all touchy-feely, but I don’t know how else to describe it. In between speakers I had men come to me, ask me questions, show me appreciation, tell me their stories about their lives and so on, so it put much more at ease. As the talks went on I saw that there were men attending who were obviously my senior – I’d guess late 50s maybe early 60s – as well as young men in their 20s, and this also put me into a family frame of mind.

I understand that my presence was a big draw for this conference. I’m humbled by that, especially when I have men in the military, men and their sons, men on the Vegas police force and men who’ve seen decades more of a feminine-centric society than I express their gratitude for my writing and ideas.

Still, going last has it’s disadvantages, not the least of which was that I’d taken notes of all the speakers’ talks ahead of mine. My head gets filled with things I think need to be expanded on, areas I thought should be explained better, and this then leads to my mentally rewriting my own talk and trying to jot down things I now want to cover too. I had to make a conscious effort to repress this, but

I'm afraid some of it found its way into my talk.

As you might guess, I talked about what I know best and this is the influences of Hypergamy on women, men, society, etc. I didn't mention it, but I had titled my talk Hypergamy – Micro to Macro the night before and this was my basic outline. I began by defining terms because I didn't want to presume every guy in the audience was entirely familiar with my interpretations of what Red Pill, Alpha/Beta and Hypergamy mean in my referencing. This turned out better than I thought because it sparked a lot of ideas and later discussions while I was in-speech.

For a while I entertained the idea of simply making my speech an hour long Q&A session since so many men had hit me up with such great questions between talks and I really wanted to go into more detail. Instead I opted for sticking to building up Hypergamy from its evolutionary psychology and biological roots in ovulatory shift behaviors, through the personal and sociological implication. After this I held a Q&A and this really developed into the group discussion I'd hoped it would. So in the end I got a happy compromise and I hope I got to all the questions every man had.

Overview

As I said, Sam Botta was my hero for recording the audio of this. He told me I went on for 133 minutes and I can tell you it seemed to blow by so much faster. I will make that audio available for a reasonably purchasable download once Sam has it mastered in order to be fair with those who attended.

It was an honor to meet so many diverse men who'd also made an effort to make this event worthwhile. And while none of us made money from this I think every man there profited from the experience. I met a father and son, I had lunch with my commenter Rugby, I met commenter Jeremy, a Vegas police detective, a former Marine pilot who told me he would be insisting his sons read my books before they graduated high school, and so many more who I don't have the space to mention here. Thank you for coming to this.

There were no "leaks" of where the venue was to be held. There were no publicity stunts or pandering to contrived social agendas. There were no bomb threats or feminist protests, and, as promised, no video or photography of our guests. I'm proud to say that this conference was well designed and well executed in a luxurious location with every effort made to ensure the anonymity of the men attending and all with the intent of helping each of us collectively learn and grow in a Red Pill awareness.

The VIP after-dinner at Sinatra was fantastic and some of the best camaraderie I've had with men I'd only met in person a few hours prior. The women at Encore were top shelf and the martinis were too. I should also mention that at Encore I was 'coined' by one of our Air Force guests who was stationed in South Korea and was in Vegas for the event. Up until this time I was unaware of the significance of receiving an Air Force coin, but it was the highlight and honor of my weekend.



Things We Could Do Better

Finally, at the end of the seminar we had a group Q&A and bluntly asked everyone what we could do to make a (possible) annual event better. Among these comments were a meet & greet or a group lunch which I thought would be good, but also I'd like to open up the VIP into a larger collective gathering in the evening.

My thoughts would be a larger venue, and of course a longer time frame for registration. Maybe a 2 day event over a long weekend with 6 or so speakers would be ideal.

So with that I want to thank all those who attended one last time here. A Man in Demand was as it should be, a collective experience and a collective discussion and that requires all of us being present and relating.

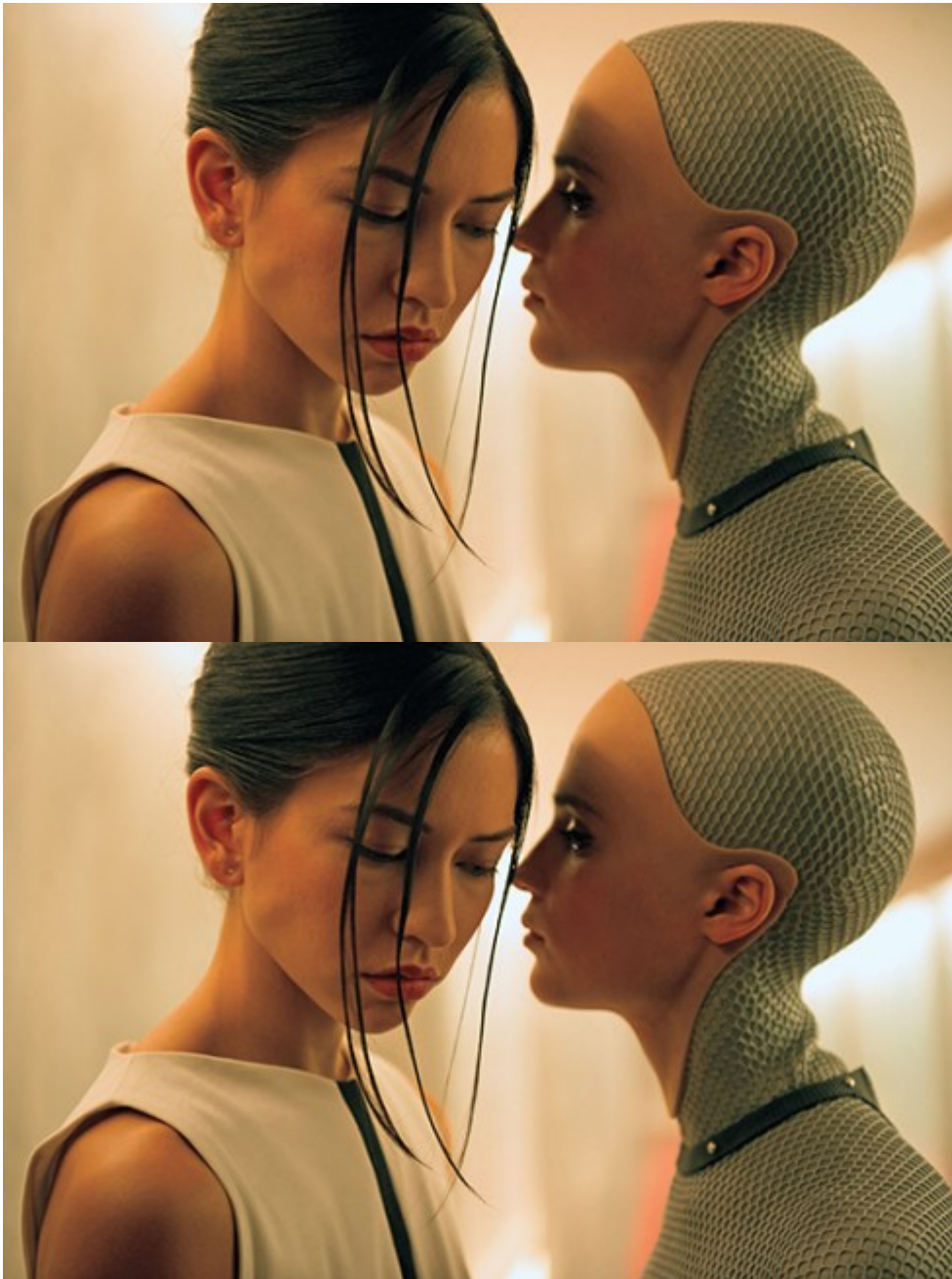
Goldumnd has a great [write up of the event here](#), and Christian gives [his thoughts here](#) too. Also, Tanner had a [funny video](#) of his trip to the event here.

If you attended or you have and ideas or comments about this being an annual gathering you'd like to see please let me know in the comment thread. If I missed you or you were one of the guys I met or mentioned in this review please let me know.

Thanks gentlemen.

Planned Obsolescence

September 20, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The mainstream loves a salacious story about the sexual misconducts of men. With the recent Ashley Madison data leak the narrative was one of blaming and shaming the overwhelming majority of men who signed up for an account to cheat in their spouses. This has resulted in more than one suicide. A topic of the Man in Demand Q&A session I fielded was how the Red Pill lens isn't limited to just scoffing at the Blue Pill in popular media, but that it also gives men a sensitivity and awareness to better understand the motivations for social narratives like this.

Red Pill aware men understand that if there is an opportunity to cast blame or doubt on a man over his sexual impulse, or the consequences for allowing it to lead to behavior that conflicts with a feminine-primary social order, shaming will always be the go-to, socially acceptable strategy. Sex will always be a clichéd thumbscrew to gauge men's personal resolve, and this is a built-in failsafe of control for the Blue Pill's conditioning of men.

Red Pill men understand the motivating incentives for this “cheating” and that in a westernizing culture, 50%+ of marriages are clinically and practically sexless, it’s not hard to understand the want for a man to find some temporary sexual release in infidelity, porn or delusions of emotional infidelity. It’s also easy to understand how the paradox of commitment would drive such men to suicide.

This is simply one data point of many in a larger Red Pill awareness that indicates some very uncomfortable truths women need to confront; whether single or married, men will actively seek a practical solution to their sexlessness. And it is just this sexual problem solving that will ultimately challenge women’s unilateral, social and personal power over their own Hypergamy. On a limbic level women and the imperative are aware of this challenge. Thus, it’s controlled for by investing in conditioning men to feel guilt or shaming for ever embracing their masculine sexual nature. It’s a threat.

Keep this fact in mind as I explore today’s topic. Women and feminine-primary culture have done an amazing job at commodifying women’s singular, primary agency with men – their physicality and sexual availability. It’s *de rigueur* in the manosphere to write articles about women reducing themselves to being next to valueless to men beyond their sexual attributes. I’ve written in the past about women’s commodifying love and sex, however recently women are being forced to face the realities of making their sexuality a commodity.

What women, both prominent and insignificant, are coming to realize is that the ultimate plan of feminism (destroying the evolved, complementary family structure of parenting) is really a planned obsolescence for womankind. As I was coming to this realization I found it rather ironic that only 5 years ago we had the likes of Hannah Rosin profiting from the idea that men were (or were becoming) obsolete. Five years later it appears the fear now is that it’s women who will become obsolete in the most literal, commodified sense. That fear is beginning to show.

In the Future Sexbots will Drink Feminist Tears

If you follow me on twitter or you’re even peripherally aware of MSM gender sensationalism in a Red Pill context you’ll know that the topic du jour this week is the coming, realistic, availability of robotic sex partners and the efforts being made to legislate against their development by ‘concerned’ women. Heartiste and many other manosphere writers naturally picked up on this. I particularly enjoyed Milo Yiannopoulos’ piece Sexbots: Why Women Should Worry.

But male sexual appetites are easily satisfied, despite what women will tell you. Blow jobs really aren’t that difficult, and in any case most blokes are fine with a pizza and a wank. For many men, sex is a nice bonus, but it’s not essential. When you introduce a low-cost alternative to women that comes without all the nagging, insecurity and expense, frankly men are going to leap in headfirst.

One of the primary and evolved differences in men and women’s neural firmware is that men are natural and intrinsic problem solvers. I’ve pointed it out in many an essay; men are wired to solve problems with a rudimentary, deductive logic process. It’s one of the reasons we get ourselves into such horribly misled predicaments with women; we expect a binary, A to B to C level of reason with women (reinforced by equalist ideology) and deductively try to solve a sex and intimacy problem with them.

Improvisation and innovation are what we do to live better; one reason men naturally view women as

sex objects is literally due to wiring in our brains that predispose us to using tools. So it's really not much of a stretch to see how men will use this inventiveness to solve a need for sex. And in an intersexual social environment that's predicated on the commodification of sex, well, you can see how the advancement of sexual substitutes and virtual sexual experiences would be driven by supply and demand.

It's science fiction at this stage, but the ball is rolling and this is causing the Feminine Imperative to confront uncomfortable possibilities with just the proposition of having a sexual monopoly disrupted by the innovations of men.

Do Robots Dream of Electric Sin?

As might be expected, Dalrock took a shot at this story from a Christian moralistic angle – would sex with a convincing facsimile of a woman qualify as sinning?

InnocentBystanderBoston had a good comment in that thread:

Aside from the purely moral question, there is another risk regarding sexbots. Our economy is built on the expectation that men will be motivated by marriage to produce in excess of their own needs. As we continue to degrade marriage, sexbots will be there to fill the gaps.

...with unilateral divorce law and the accompanying cash and prizes awarded to the female courtesy of judges immersed in the feminist imperative, I think s-xbots pretty much end marriage. If marriage isn't completely destroyed forever with version 2.0, the s-xbot will most certainly destroy it. And why? The s-xbot will always give you s-x on demand. It will stay at home, faithful to you. It will not spend your money and ruin your credit rating. It will not get a judge to sign a restraining order against you. It can't divorce you and take cash and prizes. It will never age maintaining its peak SMV forever (if you believe in Rollo's charts.) **So that will pretty much be it for feminism.** Without the surplus wealth created by men to subsidize the parasitic nature of feminist centric Marriage 2.0, there can be no feminism. Women are net wealth consumers. Without husbands, their lives will ONLY be in decline. The feminist imperative can NOT allow these s-xbots to be made.

On a rudimentary level feminism has always recognized that women's only real agency with men is sex. We can see this in the feminine-centric commodification of sex, and we can see this truth in (third wave) feminism's embrace of sex positivity – but again, only within the confines of a feminine-centric and unilaterally feminine controlled context for that sex to happen in.

The increasingly more accepted Yes Means Yes legalistic checklist that underwrites sexual relations (for what feminists know will always be defined by ambiguous circumstances) is a glaring example of this litigious overreach in an effort to lock down unilateral control of Hypergamy for women. This is the degree of paranoia that the doubt of Hypergamous insecurity inspires in those women less capable of intrasexual competition with their sisters to secure it.

When granted the social facilities to do so, women will always base their personal choices, their personal ideologies, their social order and their legislative doctrines around relieving themselves of Hypergamous doubt and insecurities. In truth, women's evolved socio-sexual filtering ensures that there is no practical relief from this. There is no 100% assuredness of Hypergamous choice; Hypergamy doubts optimization even after the best of choices, but if given the power, women will

build a social order around an attempt to mutually allay that doubt, allay that sexual competition anxiety, and all at men's expense and disempowerment.

Becoming Obsolete

If you ever need an example of the duplicity with which the Feminine Imperative really aligns itself with equalism, look no further than how that "equality" is expressed with preferring pro-feminine solutions to social problems.

There is a fundamental fear women experience in just the prospect of not having 100% control over their sexual selection, sexual strategy and ultimately optimization of their Hypergamy. Anything that challenges women's unilateral control of their Hypergamous power – such as prostitution, male hormonal birth control, female viagra, DNA testing for paternity and now sexbots – must be ruthlessly and preemptively legislated against if feminine social primacy is to be maintained. Even the idea of sexbots destroying women's monopoly on sex, however fantastical, must be eliminated before it becomes a threat.

Kathleen Richardson, a professor at De Montfort University in England, serves as an excellent example of this axiom:

"Sex robots seem to be a growing focus in the robotics industry and the models that they draw on — how they will look, what roles they would play — are very disturbing indeed," she told the BBC.

She believes that they reinforce traditional stereotypes of women and the view that a relationship need be nothing more than physical.

"We think that the creation of such robots will contribute to detrimental relationships between men and women, adults and children, men and men and women and women," she said.

I would agree that it is detrimental in these terms, but the fear of losing feminine primacy is evident in just the prospect of sexbots.

The squid ink here is the concern for reinforcing "traditional stereotypes" of women for the almost unanimously male demographic who'd buy a sexual substitute (notice there is no call for creating morbidly obese variants of sexbots). The real fear is that men prefer that stereotype and it would force women to confront the truth that if they don't accommodate men's physical and psychological preferences (conventional femininity) they will progressively devalue women's sexual agency over them by opting for the sexbot.

And that is a very pressing threat to women's control over Hypergamy.

What were witnessing here is the acknowledgement that shaming men for their inventiveness in resolving their sexual needs isn't working. Thus the social and legislative power the Feminine Imperative wields has to be invoked. Naturally there will be "think of the children" appeals and the admonishments of dehumanization on the part of men, but the binary truth is that women's prime commodity (sex) could be reduced to making women obsolete.

The following is an exchange between Vitriol and YaReally from the last post.

"However, the biggest secret they all want to hide is that using money, whether doing something like you described or paying for pussy outright, is the most efficient way to get laid. If your main goal is to get laid as much as possible, does it matter whether you

followed some arbitrary rules that some guy posted on the internet along the way? ”

lol brb taking a helicopter to the top of Mount Everest because it's more efficient than those dumbasses who actually CLIMB it. It DOES matter to men who's goal isn't "to get laid as much as possible" but is "to get laid by girls who are legitimately into me, as much as possible". To each their own.

If we accept the Pareto Principle as a rough guideline, 80% of men are Betas who simply don't care to, or accept that they don't have the capacity to, concern themselves with learning how to "get laid with girls who are genuinely into them." They'll create every manner of rationale to convince themselves that the girl who solves his sexual thirst *is* genuinely into him, or he'll opt for the most available, most feasible, means to resolve that sexual deprivation. The ubiquitousness of free, easily accessible, streaming hi-def pornography is a testament to this dynamic.

Whether the reality of convincing sexbots is ever achieved isn't really relevant in this equation, the fear of losing primary control of Hypergamy is what's at stake. We see this fear manifested in criminalizing prostitution and the shame of men seeking sexual release via pornography and Ashley Madison accounts.

Recently I was asked about my take on the legal pushback on the part of women to regulate or outright ban the FDA approval of the female form of Viagra. From the socially acceptable perspective the fear is that the drug might be used as another (more effective) date rape drug. From a Red Pill perspective the fear is, once again, rooted in women's fear of men circumventing women's sexual strategy by chemically influencing their arousal process.

It's one thing to forcibly rape a woman and thereby take control of her Hypergamous choice, but it quite another to prompt her into engaging in sex she is influenced to by some extrinsic means. As such, women's sexual selection and Hypergamous optimization is effectively mitigated if not removed from the sexual equation by an invention of men. So once again we see the nervous efforts of the Feminine Imperative to ban any prospective attempts by men to exercise even a marginal control over Hypergamy.

Women have access to safe and legal abortion (a Hypergamous control), but a drug that might influence their libido and thus lead them to sexual choices they might no otherwise control and make, even the idea of that innovation needs regulation. Remove women from the sexual selection and arousal process and you make their only value – the value westernized women have systematically established for themselves – effectively obsolete.

That's not a judgement call. Women tend to conflate their personal, intrinsic value with their sexual market value. However, in the SMP that is predicated upon women's only value to men being sexual (not as life mates, mothers, or personal worth), the monopoly of sexual leverage becomes toothless.

The Red Pill Parent

September 28, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





This week I'll be exploring a new angle in the Red Pill: how parenting and family relations influence and direct the Blue Pill conditioning of a generation, and what Red Pill aware men can do to redirect this. It was encouraging to see fathers and sons together at the Man In Demand conference. I honestly wasn't expecting this, but it was a humbling experience to see fathers and sons coming to a Red Pill awareness together. I also met with a few men who told me their sons had either turned them on to my books or that they would be required reading for their sons before they got out of their teens.

One of the greatest benefits of the conference was the inspiration and material I got from the men attending. A particular aspect of this was addressing how men might educate and help others to unplug and in that lay a wealth of observations about how these men's upbringings had brought them to both their Blue Pill idealisms and ultimately their Red Pill awareness.

I'm beginning this series with some of these observations, but I plan to break protocol and be a bit more proscriptive in the last essay with regard to what I think may be beneficial ways to be a Red Pill parent. In *The Rational Male – Preventive Medicine* I included a chapter which outlined how men are primarily conditioned for lives and ego-investments in a Blue Pill idealism that ultimately prepares them for better serving the Feminine Imperative when their usefulness is necessary to fulfill women's sexual (and really lifetime) strategies.

That chapter is only available in the book, but if you have it, it might be helpful to review it after you read this.

Reader (and MiD conference attendee) Jeremy had an excellent [observation from Solipsism II](#):

@Capper

The only thing I take issue with is the advice, from the book that his wife read,

which told her to place her husband above her children. Children come first for a mother, and they should for the father too. I'm not advocating to neglect her husband, but he needs to accept some biological facts and not be hurt because of it

What you're repeating there is actually the first steps of a hostage crisis. That is first-wave-feminism boilerplate response. It is the first redirection in a misdirection perpetuated by women in order to sink any notion that men should have some authority on matters. Think of the children. It's been repeated for so long, it's a cliché...

It's typical crab-basket behavior. Women seek power over their lives and somehow instinctively believe that the only way to achieve power is to take someone else's power away. So they attack male authority by placing children above the man. This then becomes a stick with which to beat male authority into submission, as the woman is allowed to speak for the needs of the children. This is literally textbook subversion, and plays out on so many levels of human culture it tends to make one consider how boring humanity must look to any alien life that happens to stumble across our unremarkable corner of the universe.

When the children's needs become the "throne" of the household, and the wife is allowed to speak for the children's needs, then the authority of the household becomes a rather grotesque combination of immediate child needs and female manipulation. Worse still, the children are now effectively captives of the wife, because at any time she can accuse the husband of anything the law is forced to throw him in handcuffs for, and take away the kids.

What you're repeating is the first steps in that hostage situation. Equalists will try to convince you of the logic that children come first, that children are the future, that all of that which makes them better is more important than anything else. This is bullshit.

Do you think cavemen sat around in caves all day playing and socially interacting with their babies? Do you think they had some kind of fresh-gazelle-delivery service that allowed him to interact with the children directly? Do you think the mothers were not under exactly the same survival condition, needing to forage for carrots, potatoes, berries, etc, while the men hunted and built structures? Do you think the "children" came first in any other era of humanity? If so, you are very sadly mistaken.

Children are more than capable of getting everything they need to know about how to live simply by watching their parents live a happy life together. This is how humans did things for eons, changing that order and putting the "children first" is frankly perverse and the beginning of the destruction of the family. Children are more than information sponges, they are blank minds that want desperately to be adult. Children want to understand everything that everyone around them understands, which is why a parent telling a child that you're "disappointed" in them is more effective than a paddling. If you focus on children, you are frankly just spoiling them with attention that they will never receive in the real world. If instead you focus on yourself and your spouse, you will raise children that see you putting yourself as the MPO (as Rollo calls it), and your marriage/partnership as an important part of what you do each day.

Don't put the children first. That's essentially like negotiating with a terrorist, they'll only make more demands on you until the cops storm the plane and lots of people get shot.

Your Mental Point of Origin should never waver from yourself.

American Parenting is Killing American Marriage

Of course, Ayelet Waldman's blasphemy was not admitting that her kids were less than completely wonderful, only that she loved her husband more than them. This falls into the category of thou-shalt-have-no-other-gods-before-me. As with many religious crimes, judgment is not applied evenly across the sexes. Mothers must devote themselves to their children above anyone or anything else, but many wives would be offended if their husbands said, "You're pretty great, but my love for you will never hold a candle to the love I have for John Junior."

Mothers are also holy in a way that fathers are not expected to be. Mothers live in a clean, cheerful world filled with primary colors and children's songs, and they don't think about sex. A father could admit to desiring his wife without seeming like a distracted parent, but society is not as willing to cut Ms. Waldman that same slack. It is unseemly for a mother to enjoy pleasures that don't involve her children.

There are doubtless benefits that come from elevating parenthood to the status of a religion, but there are obvious pitfalls as well. Parents who do not feel free to express their feelings honestly are less likely to resolve problems at home. Children who are raised to believe that they are the center of the universe have a tough time when their special status erodes as they approach adulthood. Most troubling of all, couples who live entirely child-centric lives can lose touch with one another to the point where they have nothing left to say to one another when the kids leave home.

In the 21st century, most Americans marry for love. We choose partners who we hope will be our soulmates for life. When children come along, we believe that we can press pause on the soulmate narrative, because parenthood has become our new priority and religion. We raise our children as best we can, and we know that we have succeeded if they leave us, going out into the world to find partners and have children of their own. Once our gods have left us, we try to pick up the pieces of our long neglected marriages and find new purpose. Is it surprising that divorce rates are rising fastest for new empty nesters? Perhaps it is time that we gave the parenthood religion a second thought.

I think these quotes outline the dynamic rather well; a method of control women can use to distract and defer away from Beta husbands is a simple appeal to their children's interests as being the tantamount to their own or their husbands. If the child sits at the top of that love hierarchy and that child's wellbeing and best interests can be defined by the mother, the father/husband is relegated to subservience to both the child and the mother.

This gets back to the preternatural Empathy myth that women, by virtue of just being a woman, has some instinctual, empathetic insight about placing that child above all else. That child becomes a failsafe and a buffer against having to entertain a real relationship with the father/husband and really consider his position in her Hypergamous estimate of him.

If that man isn't what her Hypergamous instinct estimates him being as optimal (he's the unfortunate Beta), then "she's tolerating his presence for the kids' sake." Jeremy was responding to a comment made by Capper about an incident where a woman was being encouraged to put her husband before her kids in that love hierarchy priority. The fact that this is so unnatural for a woman that it would need to be something necessary to train a woman to speak volumes about the facility with which women presume that their default priority ought to be for her kids.

Most men buy into this prioritization as well. It seems deductively logical that a woman would necessarily need to put her child's attention priorities well above her husband's. What's counterintuitive to both parents is that it's the health of their relationship (or lack) that defines and exemplifies the complementary gender understanding of the child. Women default to using their children as cats paws to assume primary authority of the family, and men are already preconditioned to accept this as the normative frame for the family.

As with all your relations with women, establishing a strong Frame is essential. The problem for men with even the strongest initial Frame with their wives is that they cede that Frame to their kids. Most men want the very best for their children; or there may be a *Promise Keepers* dynamic that guy is dealing with an makes every effort to outdo, and make up for, the sins of his father by sacrificing everything, but in so doing he loses sight of creating and maintaining a dominant Frame for not just his wife, but the state of his family.

It's important to bear in mind that when you set the *Frame* of your relationship, whether it's a first night lay or a marriage prospect, women enter your reality and your frame – the same needs to apply to any children within that relationship. Far too many fathers are afraid to embody that strong authority and expect their wives (and children) to recognize what should be his primary place in the family.

The fear is that by assuming this position they become the typical asshole father they hoped to avoid for most of their formative years. Even for men with strong masculine role models in their lives, the hesitation comes from a culture that ridicules fathers, or presumes they are potentially violent towards children. Thus the abdication of fatherly authority, in as positive a tense as possible, is abdicated before that child is even born.

Ectogenesis

At the Man in Demand conference last weekend I had a young guy ask me what my thoughts were about a man's being interested in becoming a single parent of his own accord. I had this same question posed to me during my second interview with Christian McQueen and essentially it breaks down to a man supplying his own sperm, buying a suitable woman's viable ovum to fertilize himself, and, I presume, hire a surrogate mother to carry that child to term. Thereupon he takes custody of that child and raises it himself as a single father.

In theory this arrangement should work out to something similar to a woman heading off the the sperm bank to (once again Hypergamously) select a suitable sperm donor and become a single parent of her own accord. It's interesting that we have institutions and facilities like sperm banks to ensure women's Hypergamy, but men, much less heterosexual men, must have exceptional strength of purpose and determination to do so.

Despite dealing with the very likely inability of the surrogate mother to disentangle her emotional investment in giving birth to a child she will never raise (hormones predispose women to this) a man must be very determined financially and legally to become a single father by choice. In principle I understand the sentiment of Red Pill men wanting to raise a child on their own. The idea is to do so free from the (at least direct) influence of the Feminine Imperative. However, I think this is in error.

My feelings on this are two part. First, being a complementarian, it is my belief that a child requires two healthy adult parents, male and female, with a firm, mature grasp of the importance, strengths and weaknesses of their respective gender roles (based on biological and evolutionary standards). Ideally they should exemplify and demonstrate those roles in a healthy fashion so as a boy or a girl

can learn about masculinity and femininity from their respective parents' examples.

Several generations after the sexual revolution, and after several generations of venerating feminine social primacy, we've arrived at a default collective belief that single mothers can perform the function of modeling and shaping masculinity in boys as well as femininity in girls equally well. The underlying social message in that is that women/mothers can be a one woman show with regard to parenting and thus men, fathers or the buffoons mainstream culture portrays them as, are superfluous to parenting – nice to have around, but not vital. This belief also finds fertile ground in the notion that men are obsolete.

Secondly, for all the equalist emphasis of Jungian gender theories about anima/animus and balancing feminine and masculine personality interests, it is evidence of an agenda to suggest that a woman is equally efficient in teaching and modeling masculine aspects to children as well as any positively masculine man. With that in mind, I think the reverse would be true for a deliberately single father – even with the best of initial intents.

Thus, I think a father might serve as a poor substitute for a woman when it comes to exemplifying a feminine ideal. The argument then of course is that, courtesy of a feminine-centric social order, women have so divorced themselves of conventional femininity that perhaps a father might teach a daughter (if not demonstrate for her) a better feminine ideal than a woman. Conventional, complementary femininity is so lost on a majority of women it certainly seems like logic for a man to teach his daughter how to recapture it.

Raising Betas

This was the trap that 3rd wave feminism fell into; the belief that they knew how best to raise a boy into their disempowered and emasculated ideal of their redefined masculinity. Teach that boy a default deference and sublimation to feminine authority, redefine it as respect, teach him to pee sitting down and share in his part of the *choreplay*, and well, the world is bound to be a better more cooperative place right?

So it is for these reason I think that the evolved, conventional, two-parent heterosexual model serves best for raising a child. I cannot endorse single parenthood for either sex. Parenting *should* be as collaborative and as complementary a partnership as is reflected in the complementary relationship between a mother and father.

It's the height of gender-supremacism to be so arrogantly self-convinced as to deliberately choose to birth a child and attempt to raise it into the contrived ideal of what that "parent" believes the other gender's role *ought* to be.

This should put the institutionalized social engineering agenda of the Feminine Imperative into stark contrast for anyone considering intentional single parenthood. Now consider that sperm banks and feminine-specific fertility institutions have been part of normalized society for over 60 years and you can see that Hypergamy has dictated the course of parenting for some time now. This is the definition of social engineering.

I'll admit that when I got the question of single fatherhood I was a bit incredulous of the mechanics of it. Naturally it would be an expense most men couldn't entertain. However, as promised, I did my homework on it, and found out that ectogenesis was yet another science-fiction-come-reality that feminists have already considered and have planned for:

Prominent feminists and activists, including Andrea Dworkin and Janice Raymond, have

concluded that not only will women be further marginalized and oppressed by this eventuality, but they will become obsolete.

Fertility, and the ability to be the species' reproductive engine, are virtually the only resources that women collectively control, they argue. And, although women do have other "value" in a patriarchal society—child rearing, for example—gestation remains, worldwide, the most important. Even in the most female-denigrating cultures women are prized, if only, for their childbearing. If you take that away, then what? This technology becomes another form of violence.

Women already have the power to eliminate men and in their collective wisdom have decided to keep them. The real question now is, will men, once the artificial womb is perfected, want to keep women around?

[...]“We may find ourselves without a product of any kind with which to bargain,” she writes. “We have to ask, if that last power is taken and controlled by men, what role is envisaged for women in the new world? Will women become obsolete?”

This was a great article and it came at an auspicious time – the time we find women sweating about having their sexual market leverage with men potentially being undercut by sex-bots and/or immersive virtual sex substitutes.

Hypergamy Knows Best

October 1, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the most basic Red Pill principles I've stressed since I began writing is the importance of Frame. The dynamic of Frame stretches into many aspects of a man's life, but in a strictly intergender sense this applies to men establishing a positive dominance in their relationships with women. In a dating context of non-exclusivity (*plate spinning*) this means, as a man, you have a solid reality into which that woman wants to be included in. Holding Frame is not about force, or coercion, it's about attraction and desire and a genuine want on the part of a woman to be considered for inclusion into that man's reality.

Being allowed into a man's dominant, confident Frame should be a compliment to that woman's self-perception. It should be a prize she seeks.

This is a pretty basic principle when you think about it. The main reason women overwhelmingly prefer men older than themselves (statistically 5-7 years difference) is because of the psychological impression that men older than a woman's age should be more established in his understanding of the world, his career, his direction in life and his mastery over himself and his conditions. From an Alpha Fucks perspective, the ambience of mastery makes an older man preferable, while a Beta Bucks older man represents the prospect of dependable provisioning.

In our contemporary sexual marketplace I think this perception – which used to hold true in a social climate based on the old set of books – is an increasing source of disappointment for women as they move from their post-college party years into the more stressful *Epiphany Phase*.

And once again we also see evidence of yet another conflict between egalitarianism vs. complementarity. Because all things should be equalized, equalism espouses that this age preference should make no difference in attraction, yet the influence of this natural complementary attraction

becomes a source of internal conflict.

Women's self-perception of personal worth becomes wrapped up in a tight egotistical package that tells her men – the men she's convinced she deserves – should be attracted to and aroused by her based on whatever nebulous personal conviction she has, fat-acceptance approved ideas of what men should be hot for, and he ought to be ready to settle into a coequal parental 'partnership' when *she's* finally ready to do the right thing.

It's an interesting paradox. On one hand she expects a Hypergamously better than equitable pairing with a self-made man who will magically appreciate her for her self-perceptions of her own personal worth, but also to be, as Sheryl Sandberg puts it, "someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home." In other words, an exceptional, high SMV man, with a self-earned world and Frame she wants to partake of; but also one who will be so smitten by her intrinsic qualities (the qualities she hopes will compensate for her physical and personal deficits) that he will compromise the very Frame that made him worthy of her intimacy, and then reduce himself to an equality that lessens him to her.

The Red Pill Father – Frame

The reason I'm going into this is because of a basic tenet of Frame: The Frame you set in the beginning of your relationship will set the tone for the future of that relationship. That isn't to say men don't devolve from a strong Alpha frame to a passive Beta one, but the Frame you enter into a relationship with will be the mental impression that woman retains as it develops. Your establishment and maintenance of a strong control of Frame is not just imperative to a healthy relationship and interaction with a woman, but it's also vital to the health of any family environment and the upbringing of any children that result from it.

At the Man In Demand conference I was asked about my thoughts on the influence family plays in conditioning boys/men to accept a Beta role in life. Mainly the question was about a mother's dominant influence on her children's upbringing and how an unconventional shift in intersexual hierarchies predisposes her to imprinting her Hypergamous insecurities onto her children. It gave me a lot to think about.

A common thread I've occasionally found with newly Red Pill aware men is the debilitating influence their domineering mothers and Beta supplicating fathers played in forming their distorted perception of masculinity. I made an attempt to address this influence in the *Intersexual Hierarchies* posts, however, I intended those essays to provide an outline of particular hierarchical models, not really to cover the individual health or malaise of any of them.

From *Frame*:

The default pedestalization of women that men are prone to is a direct result of accepting that a woman's frame is the *only* frame. It's kind of hard for most 'plugged in' men to grasp that they can and should exert frame control in order to establish a healthy future relationship. This is hardly a surprise considering that every facet of their social understanding about gender frame has always defaulted to the feminine for the better part of their lifetimes. Whether that was conditioned into them by popular media or seeing it played out by their beta fathers, for most men in western culture, the feminine reality IS the normalized frame work. In order to establish a healthy male-frame, the first step is to rid themselves of the preconception that women control frame by default. They don't, and

honestly, they don't want to.

Post LTR Frame

In most contemporary marriages and LTR arrangements, women tend to be the de facto authority. Men seek their wife's "permission" to attempt even the most mundane activities they'd do without an afterthought while single. I have married friends tell me how 'fortunate' they are to be married to such an understanding wife that she'd "allow" him to watch hockey on their guest bedroom TV,...occasionally.

These are just a couple of gratuitous examples of men who entered into marriage with the frame firmly in control of their wives. They live in her reality, because anything can become normal. What these men failed to realize is that frame, like power, abhors a vacuum. In the absence of the frame security a woman naturally seeks from a masculine male, this security need forces her to provide that security for herself. Thus we have the commonality of cuckold and submissive men in westernized culture, while women do the bills, earn the money, make the decisions, authorize their husband's actions and deliver punishments. The woman is seeking the security that the man she pair-bonded with cannot or will not provide.

It is vital to the health of any LTR that a man establish his frame as the basis of their living together **before any formal commitment is recognized**.

The primary problem men encounter with regard to their marriages is that the dominant, positively masculine Frame they should have established while single (and benefitting from competition anxiety) decays to a Beta mindset and the man abdicates authority and deference to his wife's feminine primary Frame. This is presuming that dominant Frame ever existed while he was dating his wife. Most men experience this decay in three ways:

- A decline to his wife's Frame via his relinquishing an authority he isn't comfortable embracing.
- An initial belief in a misguided egalitarian ideal that redefines masculinity has him surrender Frame
- He was so *pre-whipped* by a lifetime of Blue Pill Beta conditioning he already expects to live within a woman's Frame

Of these, the last is the most direct result of an upbringing within a feminine-primary Frame. I think one of the most vital realizations a Red Pill man has to consider is how Red Pill truths and his awareness of them influences the meta-dynamic of raising and instructing subsequent generations.

As I've intoned in many a post, Hypergamy is both pragmatic and rooted in a survival-level doubt about its optimization. When a woman's insecurity about her life-determining Hypergamous decisions are concretely answered by the positively, conventionally, masculine Man who is both her pair-bonded husband and the father of her children, that doubt is allayed and a gender-complementary environment for raising children proceeds from that security.

In a positively masculine dominant Frame, where that woman's desire is primarily focused on her man, (and where that man's SMV exceeds his wife's by at least a factor of 1) this establishes at least a tenable condition of quieting a woman's Hypergamous doubt about the man she's consolidated monogamy and parental investment with.

In a condition where that husband is unable or unwilling (thanks to egalitarian beliefs) to establish his dominant Frame this leaves a woman's Hypergamous doubt as the determinant of the health of the

overall family. That doubt and the insecurities that extend from Hypergamous selection set the tone for educating any children that result from it.

In the last post I made the case that deliberately single, primarily female, parents arrogantly assume they can teach a child both masculine and feminine aspects equally well. In the case where a wife/mother assumes the headship of family authority, both she and the Frame abdicating father/husband reverse this conventional gender modeling for their children.

That woman's dominant Frame becomes the reality not just her husband must enter, but also their children, and also their family relatives. That feminine dominant Frame is one that is predicated on the insecurities inherent in women's Hypergamous doubts.

“Is he really the best she can do?”

Play Don't Pay had an observation from the last post:

I think this “putting the kids first” phenomenon is very simple to explain. She DOESN'T WANT TO FUCK YOU!

She is using the kids as a shield, a barrier to deflect your UNWANTED BETA SEXUAL ADVANCES.

It is generally accepted that women are only interested in the top 20% of men, and if you are talking about as marriage partners I would agree with this.

However if you are talking about as SEX partners that they are genuinely hot for I would estimate this percentage to be north of 5% add in the frame required to maintain her SEXUAL interest in a marriage / LTR and your probably closer to 1-2%.

It's really that simple! the women that are with these top tier men, the top 1-2% don't need to be told to put them before the kids, they do it because he IS more important to her than her kids, because if he leaves she will never be able to replace him with another top tier man now she has his kids in tow.

Top tier men don't raise other mens children and she knows this instinctively.

If you think you can mitigate this by being top 20% and reading a few articles on frame and dread game then I think you will be disappointed.

Sure you can improve your relationship but your probably not going to be able to command the visceral raw desire that women have for the top tier men that makes the do this shit naturally under their own violation.

“Is he really the best she can do?”

In a feminine-primary Frame, that question defines every aspect of that family's life and development together. It's important for Red Pill aware men to really meditate on that huge truth. If you do not set, and maintain, a dominant masculine Frame, if you do not accept your role in a conventional complementary relationship, that woman will feel the need to assume the responsibility for her own, and her children's, security. Women's psychological firmware predispose them to this on a visceral, limbic, species-survival level.

I've met with countless men making a Red Pill transition in life who've related stories about the burdening influence of their domineering mothers and Beta supplicating fathers leading to them being brought up to repeat that Blue Pill cycle. I've also counseled guys who were raised by their single mothers who had nothing but spite and resentment for the Alpha Asshole father who left her. They too took it upon themselves to be men who sacrifice their masculinity for equalism in order to never

be like Dad the asshole. I've met with the guys whose mothers had divorced their dutiful fathers to bang their bad boy tingle generating boyfriends (whom they equally despised) and they too were molded by their mother's Hypergamous decisions.

And this is what I'm trying to emphasize here; in all of these upbringing conditions it is the mother's Hypergamous doubt that is the key motivating influence on her children. That lack of a father with a positive, strong, dominant Frame puts his children at risk of an upbringing based on that mother's Hypergamous self-questioning doubt. Add to this the modern feminine-primary social order that encourages women's utter blamelessness in acting upon this Hypergamous doubt and you can see how the cycle of creating weak, gender confused men and vapid entitled women perpetuates itself.

Finally, to the guys who are psychologically stuck on the shitty conditions they had to endure because of this cycle, to the men who are still dealing with how mommy fucked them up or daddy was a Beta; the best thing you can do is recognize the cycle I've illustrated for you here. That's the first step. The Red Pill is great at getting you laid, but it's much more powerful than that; it gives you the insight to see the influences that led to where you find yourself today.

Once you've recognized the Red Pill truths behind your Blue Pill conditioning, then it's time to realign yourself, and recreate yourself in defiance to them. The longer you wallow in the self-pitiful condition that your mother's Hypergamy and your father's passive Beta-ness embedded in you, the longer you allow that Blue Pill schema to define who you are.

27 Shades of The Modern Man

October 5, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





We interrupt your regular Rational Male blog reading for an important news bulletin. TRM sources confirm that a comprehensive list of aspects of the “Modern Man” has at last been identified by ~~Brianna~~ Brian Lombardi for the New York Times. Yes, you read that correctly, ~~elie-k-bait~~ reliable sources have indeed confirmed the recognizable traits of the Modern ~~Herb~~ Man.

After a preschool upbringing replete with Cailou, heavily steeped in feminized gender self-loathing during his tween years, and topped off with a healthy dash of transgender reassignment therapy, a list of traits has finally been compiled to aid in women’s identifying an adult ‘Modern Man’.

I know, I know ladies, it’s a very difficult task to identify an acceptable guy for your Epiphany Phase necessities. What with ‘dating’ ALL “the bad boys, the cool boys, the commitment-phobic boys, the crazy boys“, it can be a daunting challenge to remember the characteristics that made all of the Nice Guys you blew off in your youth such a great catch,...timing is such a bitch, but now you’re ready to do things “the right way this time”, right?

The good news is they’ve all been waiting for you, like you asked them to way back when; and while their feminine conditioning has finally made them desirable for your just-pre-Wall long-term security necessity, they have gotten older and a bit more peculiar. No worries, ~~Brittany~~ Brian Lombardi has compiled a list for you so you can better discern he and his fellow ‘Modern Men’ today from the guys you proposed “lets just be friends” to ten years ago.

Lets have a look shall we?

1. When the modern man buys shoes for his spouse, he doesn’t have to ask her sister for the size. And he knows which brands run big or small.

Yes ladies, you’ll no longer be troubled with that hot club guy being callously indifferent to remembering your shoe size. The Modern Man is so identifying with the feminine, so in touch with it, he’s made a hobby of picking up women’s shoes and memorizing the sizes and brands in your ever growing collection. In fact, you’ll no longer be troubled with the joy hassle of shopping for cute shoes, the Modern Man will do it for you. Now you can get back all the ‘rewarding’ work of advancing your career.

2. The modern man never lets other people know when his confidence has sunk. He acts as if everything is going swimmingly until it is.

You see gals, the Modern Man knows women are far too burdened by the Patriarchy to ever consider a man’s acknowledgement of his own degree of self-confidence. In fact, his feminine conditioning has taught him well that no one is really concerned with his ‘privileged’ cis-centric concepts of male confidence. He knows the preconceptions of confidence only leads to actualizing his potential for violence. Far better to put a smile on his face and tangle with his inner demons without his concerning you overly much, don’t you think?

3. The modern man is considerate. At the movie theater, he won’t munch down a mouthful

of popcorn during a quiet moment. He waits for some ruckus.

Walking on eggshells around women is the hallmark of a Modern Man. Rest assured girls, he knows the personal repercussions women will mete out should he commit a social faux pas. Not to worry though, the Modern Man wouldn't so much as cough during the chick flick he suggested you both see on opening night.

4. The modern man doesn't cut the fatty or charred bits off his fillet. Every bite of steak is a privilege, and it all goes down the hatch.

Would you look at that ladies? The Modern Man can still prompt a tingle by getting back to his caveman roots! You'll just have to forgive him one uncouth vanity. He's his own man when it comes to animal fat. That steak and the full beard he's growing to go with his new flannel shirts (in between shoe shopping for his lady) are his privilege of being a man. Wait, did I say "privilege"? Oh, what a scamp he is, but he's happy to accommodate you if you want to join his male space. Burp.

5. The modern man won't blow 10 minutes of his life looking for the best parking spot. He finds a reasonable one and puts his car between the lines.

The act of parking a car might seem mundane to you, but *au contraire*. A Modern Man bucks the trend of spending 10 minutes (?) seeking the most perfect parking spot,...unless his lady is riding with him and then it's a precious gift of the parking lot gods if he can manage a spot by the front entrance to WalMart. He may even do you the courtesy of dropping you off at the entrance and then forages for just the right spot.

6. Before the modern man heads off to bed, he makes sure his spouse's phone and his kids' electronic devices are charging for the night.

Because, God forbid, his wife or kids might be without their mobile device or social media accounts when they awake the next day. My God! How would they find out what occurred on Instagram while they slept? The Modern Man is so evolved, so limbicly in touch with the feminine mind that her unthought of needs become an obsessive compulsion for him.

7. The modern man buys only regular colas, like Coke or Dr Pepper. If you walk into his house looking for a Mountain Dew, he'll show you the door.

You'll just have to accept it gals; in addition to his women's shoes fascination the Modern Man is an aficionado of processed sugar and high fructose corn syrup. So dedicated is he that his palate has become sensitive enough to disparage other men for not appreciating 'real' soft drinks. But, heheh, that's just him "being a guy", they're soooo odd aren't they?

8. The modern man uses the proper names for things. For example, he'll say "helicopter," not "chopper" like some gauche simpleton.

The Modern Man has rarely served his country in the military, so you'll have to pardon his not understanding the distinction between a 'helicopter' and a 'chopper'. However, beside a slight lisp and some feminine 'vocal fry', the Modern Man's vernacular is carefully chosen. He uses words like "gauche" and "simpleton" in casual conversation. See [this link](#) for more spoken examples.

9. Having a daughter makes the modern man more of a complete person. He learns new

stuff every day.

Being a Modern Man requires you to identify more with the feminine, thus having a daughter completes him in ways a son would ever have the capacity too. In the back of his head he feels the nagging third-person guilt for China's selective breeding practices of the past and hopes to "be the difference he wants to see in the world" by fulfilling the false narratives of the Feminine Imperative by personally investing himself in the 'empowerment' of little girls at the expense of boys. It comes naturally to the Modern Man after being medicated himself for ADHD in his youth.

10. The modern man makes sure the dishes on the rack have dried completely before putting them away.

Lucky for you ladies, your Modern Man believes in the fantasy that is Choreplay so thoroughly he'll forego using a modern dishwasher to wash the dishes by hand so you'll notice how evolved he is. Because everyone knows the "*unbridled lust*" women feel when they see a man washing dishes by hand. Women agree, he's practically owed sex at that point.

11. The modern man has never "pinned" a tweet, and he never will.

Because while the modern man is self-absorbed enough to use Pinterest, only a real ~~solipsist~~ narcissist pins a tweet.

12. The modern man checks the status of his Irish Spring bar before jumping in for a wash. Too small, it gets swapped out.

Ha! How cavalier! Isn't it nice to have a Modern Man who's indiscriminate enough to eat the fat and burnt parts of his steak, but is particular enough to toss out a bar of soap when it's too small?

13. The modern man listens to Wu-Tang at least once a week.

Because how else would he remain in touch with his roots?

14. The modern man still jots down his grocery list on a piece of scratch paper. The market is no place for his face to be buried in the phone.

Yes ladies, you'll find the Modern Man so engrossed with stereotypically feminine tasks (in an effort to buck a trend he still thinks earns him points with women), he'll raise grocery shopping to an art form. He's rustic enough to still use a pad and paper to scribble out his carefully planned grocery list (which of course implies he's also become an accomplished cook in order to add some value to his SMV). I'll bet you can just taste the artisanal lasagne from Whole Foods now.

15. The modern man has hardwood flooring. His children can detect his mood from the stamp of his Kenneth Cole oxfords.

The Modern Man loves the sound of his shoes on locally sourced woods beneath his feet so long as he's not the one who had to install it. Remember, the Modern Man is defined by his shoes (again).

16. The modern man lies on the side of the bed closer to the door. If an intruder gets in, he will try to fight him off, so that his wife has a chance to get away.

Ladies you can sleep better at night knowing your Modern Man has spent the mental energy to position himself between you and any home intrusion. He's carefully thought it through and accepts

his disposability in the light of the odds he'd be easily incapacitated and left to bleed out while watching you be gang raped as his dying memory.

17. Does the modern man have a melon baller? What do you think? How else would the cantaloupe, watermelon and honeydew he serves be so uniformly shaped?

So in touch with his feminine animus is the Modern Man that he often becomes indistinguishable from Martha Stewart in his zeal to entertain his dinner guests. Perfectly shaped melon balls are just one more social anxiety you'll be freed from with your Modern Man girls.

18. The modern man has thought seriously about buying a shoehorn.

The Modern Man's obsession with shoes (for either sex) will not be restricted by size discrepancies.

19. The modern man buys fresh flowers more to surprise his wife than to say he is sorry.

The Modern Man is a virtual florist ladies. His mother and even his female co-workers will never be left out of his boundless consideration. Flowers never come as an apology since there is never a reason for apology with him. Rest assured his niceties come from actually being a Nice Guy and never with the ulterior motive of expectations of intimacy.

20. On occasion, the modern man is the little spoon. Some nights, when he is feeling down or vulnerable, he needs an emotional and physical shield.

Never forget gals, your Modern Man is a sensitive soul, prone to fits of crying when the movie's sad enough. Should you ever spare an afterthought, remember, that smile on his face is just a placeholder until things are going along swimmingly. Just be sure to remember, when you're spooning him like a toddler afraid of a thunderstorm, be sure he's still facing the door side of the bed so he can interpose himself between you and the home intruder.

21. The modern man doesn't scold his daughter when she sneezes while eating an apple doughnut, even if the pieces fly everywhere.

This should be a no-brainer considering the completedness-of-person he derives from empowering her to the exclusion of boys.

22. The modern man still ambles half-naked down his driveway each morning to scoop up a crisp newspaper.

Yes, gals that rugged individualism is not only expressed in his lack of self-consciousness (unless it's shoes), but also in his rustic dedication to actually subscribing to a newspaper as it dies a slow media death. That damn paper boy better make sure it arrives 'crisp' or no Christmas time tip!

23. The modern man has all of Michael Mann's films on Blu-ray (or whatever the highest quality thing is at the time).

Because, God knows where the Modern Man would be without the ability to re-watch classics like Hancock and the Miami Vice remake in 4K resolution.

24. The modern man doesn't get hung up on his phone's battery percentage. If it needs to run flat, so be it.

Sorry ladies, the Modern Man often becomes so overly conscious about your own mobile devices being charged throughout the night that he cavalierly forgets his own cell phone might run flat. You'll just have to deal with his forgetfulness, but it is for your benefit. 1st World problems, what can you do?

| 25. The modern man has no use for a gun. He doesn't own one, and he never will.

Well, at least you can be confident that he's dedicated to making sure his inevitable death will give you the time needed to escape that home intruder's malicious intent when the time comes. Just be sure to give him the proper push towards the bedroom door if he happens to be the 'little' spoon and feeling vulnerable that night.

| 26. The modern man cries. He cries often.

Well, finally ladies, you've got a guy who can cry on demand,...or is it by demand? But remember this is the next state in men's evolutionary progress; a response to women's crying eliciting sympathy and concern. Men's facility with crying as a go-to response (he cries often) is just evidence of his closer identification and affinity with the feminine. It's your dream come true! Now your Modern Man can relate to you as well as your closest girlfriends.

| 27. People aren't sure if the modern man is a good dancer or not. That is, until the D.J. plays his jam and he goes out there and puts on a clinic.

And finally, you've got a new, modern, evolved man who can turn physical spasms into an art form, and have so little self-awareness that the laughter he hears is affirmation instead of ridicule.

Well, there you have it girls, you've finally got the men you deserved, the men you helped create, the men who are so in touch with their femininity that you'll have little use for your gal-pals any more. But that's OK, right?

The Modern Man has been patiently waiting for you to get the Bad Boys out of your system and he's evolved enough to ~~accept his retroactive cuckolding~~ forgive your youthful indiscretion. The Modern Man understands that you were "so crazy back in college" and you want to do things *right* with him. The Modern Man is so in touch with the feminine, so evolved that he's ready to look past your previous hesitations with him, look past the ease with which you gave it up to the 'crazy boys, the commitment-phobic boys'; the greater degree of qualifications and your reluctance to jump into bed with him as quick only proves how much you're changed and how much better he, the Modern Man, must be in relation to all those 'other guys'.

Just be sure you're sleeping on the right side of the bed when you do.

Red Pill Parenting – Part I

October 8, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“If I’m not going to have children, she told herself, then I’m going to have lovers.” – Robin Rinaldi, [The Wild Oats Project](#).

In last week’s essay I put an emphasis on men’s understanding women’s rudimentary doubt of their Hypergamous choices with regards to rearing children and the overall health of a family. There are a great many social factors in our westernized feminine-centric social structure that encourages women to delay both marriage and becoming a mother well past their prime fertility windows.

In the [Myth of the Biological Clock](#) I detailed the misconceptions women hold with have with regard to their own capacity of having children later in life:

Popular culture likes to teach women and, by association, unenlightened men that there is an innate biological clock inside each woman that slowly ticks down to a magical period where her maternal instincts at long last predispose her to wanting a child. Perhaps, not so surprisingly, this coincides perfectly with the Myth of Women's Sexual Peak as well as conveniently being the age demographic just post or just prior to when most women hit the Wall.

[...]I won't argue that women actually possess maternal instincts, I will argue that their understanding of when they manifest has been deliberately distorted by a feminine-centric cultural influence. If women are "angry" about the revelation their inability or difficulty to conceive in their post-Wall biological conditions presents, their anger is misdirected. Rather than come down from the heady pedestal of ego-invested female empowerment psychology, they'll blame men for not being suitable fathers, or lacking a will to "play-by-the rules" and satisfy the dictates of the feminine imperative by whiling away their time in porn and video game induced comas.

The "have it all" mentality popularized by feminism has led to some very bad social effects for women on whole. While a great deal of "having it all" is couched in messaging that appeals to enabling 'empowered®' women get a similar deal from career life that men are supposedly enjoying, the subtext in this message is one of never settling for a less than Hypergamously optimal (better than, not equal) monogamous pairing with a man.

The "have it all" advertising is about life fulfillment from a distractingly equalist perspective; meaning an ostensibly equitable or better fulfillment than the Feminine Imperative would have women expect that men are getting from life. Women want to *be* men. Thus the push for female college enrollment that imbalances men's enrollment, etc., but in so doing the life course women are directed to by the imperative also limits their Hypergamous optimization efforts by putting unrealistic expectations upon it.

As a result women either delay childbearing until ages that put them and any offspring at a health risk, or they simply forego marriage altogether and birth a child with the foreknowledge that the father (though maybe an adequate provisioner) will *never* be a contender to quell her doubts of his Hypergamous suitability.

If Momma Aint Happy, Aint Nobody Happy

I'm fleshing out this aspect of Hypergamy here because I believe, as with all thing female, that a broad understanding of Hypergamy is essential to a man's life and has far reaching effects that go beyond just learning Game well enough to get the lay on a Saturday night when a woman is in her ovulatory peak phase.

A byproduct of the societal embrace of Open Hypergamy is the degree to which women are largely disposed to delaying commitment until what I call their Epiphany Phase and then transitioning into a need for security once their capacity to attract and arouse men decays and/or is compromised by intrasexual competition (a.k.a. The Wall). I detail this child-birth postponement process in Preventive Medicine where I outline women's Party Years through their Epiphany Phase, however it's important for men to understand that this phase is largely the result of women believing they should have a similar window as a man in which they can have both a career and find the "right guy" to partner in parenting with.

Equalism's fundamental flaw is rooted in the belief that men and women are both rational

and *functional* equals, separated only by social influence and selfish imperatives (uniquely attributed to men). The grave consequences women accept in this belief is that their sexual market value declines with age, both in terms of intrasexual competition and fertility.

As such, we entertain the bemoaning of generations of women frustrated that they were unable to consolidate on a Hypergamous ideal because they believed they had ample time to do so while pursuing the Alpha Fucks aspect of their Hypergamy in the years of their prime fertility window. Furthermore, they believe that the men who are available and ready to fulfill the Beta Bucks aspect of Hypergamy simply don't measure up to their socialized, overinflated, sense of Hypergamous entitlement (and particularly in comparison to the men who made them Alpha Widows in their Party Years).

So distressing is this prospect, and so keenly aware of it are women that they are beginning to mandate failsafe measures in anticipation of not being able to optimize Hypergamy – such as preemptive egg freezing and legislating that men pay for their infertility while married in alimony settlements.

It's come to the point where the ages of 29-31 are no longer being considered a crisis point for women with regard to child bearing. With the cultural popularization of the false hope in frozen ovum extending a woman's birthing timeframe, now, even 35-38 years old seems to magically grant women some bonus years in which to secure a man for parental investment. The question is no longer one of a woman making herself suitable for a man's parental investment (by his late 30's no less) – her default suitability is inherent in her femaleness according to the Feminine Imperative – but rather, she believes, a magical-thinking proposition of waiting out the Hypergamously right father for her children.

Parental Precautions

I'm stressing these points here before I move on to Red Pill parenting ideology so men who are, or want to become fathers, husbands, LTR boyfriends, understand the import that Hypergamy plays in any family arrangement they hope to create.

Just to head off all the MGTOWs reading first; don't get married. Under contemporary western circumstances there is no advantage for men in a state of marriage and 100% advantage for women. Unfortunately, as things are structured, marriage will always be a cost-to-benefit losing proposition while women insist on making marriage a legalistic contract of male-only liabilities.

That said, also remember that an entire world steeped in feminine-primary social imperatives is arrayed against your efforts in being a positively masculine father to your kids. Those anti-father efforts start with women's own fem-centric conditioning that leads them to both manically push for Hypergamous optimization personally and societally, but yet they will delay that optimization until all opportunities for her have been exhausted. If you are considering marriage and starting a family with a woman between the ages of 27 and 31, statistically this is the situation and mentality that woman is likely experiencing.

I'm presenting these things to you as a father or potential father, because it's important for you to discern what women have been conditioned to believe and expect from men and *for* themselves. In the coming weeks I will post an essay on the complementarity both sexes have evolved for to make our species what it is today; and that conventional complementarity is something idealistic equalism would distort. However, for now it's important to realize that women have been thrust into this zero-hour, jump-at-the-last-second, cash out of the sexual marketplace schedule of mating that their very

biology rebels against.

Single Moms and “Good” Fathers

It’s also important for men to understand that, while there is a constant ‘Man Up’ beratement of fathers for their lack of willing involvement in a child’s life, men are simultaneously presented with the female ‘empowerment’ meme. That meme proposes these fathers’ parental involvement is effectively superfluous to that child’s maturation because Strong Independent Women® can reportedly fulfill a fathers’ role equally as well as any man (the equalist narrative).

For all the public awareness campaigns extolling fathers to *be* fathers, the message is always one of being “better” fathers and placing them into a default position of being less than ‘good’ by virtue of their maleness. In fact a ‘good’ father is a rarely appreciated commodity because that ‘good’ quality is always tied to a man’s never ending and ever shifting *burden of performance*.

On the other side, the single mother empowerment meme is endemic. However it’s important to use our Red Pill Lens with this meme because the message is one that forgives women of their inability to make themselves appropriate prospects for men’s parental investment. At the same time this meme also foist the blame for men’s unwillingness to parentally invest squarely on men’s presumed responsibility to women optimizing their Hypergamy to their satisfaction:

I’m Stupid Picky.

In my 15 or so years of dating, I’ve been around. I don’t mean that to sound skanky, but ... it’s not like I haven’t given love a chance. The problem? Out of all the men I’ve ever dated, there has only been one or two that I felt a genuine connection with. It is a rare thing indeed for me to meet someone I feel like I could picture spending forever with. Sadly, I can’t even remember the last time I met a man who gave me butterflies. It’s definitely been years.

I Want the Fairytale.

There are very few relationships I’ve witnessed in my life that I would actually want for myself. Which begs the question, what do I want? Well, I want a man who is great with kids and totally open to adopting a houseful with me. I want a man who is smart and driven, sexy and hilarious. One who gets me, and who challenges me, and who makes me weak in the knees. Basically ... I want everything. And I’m not sure the image I have in my head of what love should be is something that actually exists in real life.

My Daughter Will Always Be Priority Number One.

If you think my expectations of what I want for me are implausible, we probably shouldn’t even discuss my expectations of what I want for the man who steps into that paternal role for my daughter. Truthfully, as much as I want that father figure for her, I am also absolutely terrified of choosing wrong, of messing up our dynamic by choosing a man who isn’t worthy of being her father.

This article’s entire checklist reads like a manifesto for the Strong Independent® single mother with no consideration given to how men, potential fathers or husbands might interpret it. As expected, Campbell perpetuates the ‘put your kid first’ religion of motherhood here, but after reading through her single-mom rationalizations, and then combined with men’s presumptive servitude to the beneficiaries of the Feminine Imperative, it’s easy to see why most, if not all men, might be hesitant to sign up for their expected duty.

Preparations

My point here isn't to dissuade men from wanting to be fathers, but rather that they enter into being a parent with their eyes open to how Hypergamy, and a cultural imperative that's built around it, influences women's life choices today. I mentioned earlier in this essay about women between the ages of 27 and 31 experiencing the first harsh realities of the consequences their choices have predisposed them to. Understand, as a man, your desire, your potential, for parental investment puts you into a position of being very sexually selective. So much in fact that the Feminine Imperative has long-held social conventions to pre-established with the purpose of convincing men they are not only obligated to fulfilling women's Hypergamous strategy, but should feel lucky to do so.

The truth is that it is women who are at their most necessitous of men during this phase of their lives – thus placing men with the means and desire to become a parent into a prime selector's position. Feminine social conditioning has done all it can to predispose Beta men to wait out and forgive women their short-term Alpha Fucks indiscretions during their Party Years, but as Red Pill awareness becomes unignorable the pressures of maintaining the image of being the prime selector will wear on women.

That said, I've had many men ask me how best to go about becoming a Red Pill parent. I've had many men express that the *only* advantage to marriage is in creating a healthy, hopefully complementary, environment in which to raise children. However, I'm not sure even women would concur with this assessment in the face of a social narrative that tells them they can raise a child as well as any father can. Yet, by the definition of the Feminine Imperative, a 'good' father is one who will sublimate his masculinity and assume a feminine, subservient gender role, thus making his superfluous whether he's available or not.

In the last essay I emphasized establishing a strong, dominant, yet positive masculine Frame. This is the vital starting point for any long term relationship a man might hope to raise children in. The next imperative a man must confront is the Herculean obstacles he faces in a western culture that devalues him as a father, but obligates him to be an involved 'good' father who can only ever qualify himself to the mother of his children (who *should* place them above his interests) and qualify himself to a society that's been conditioned to hold him to her standards.

Finally, a potential father needs to understand the circumstance in which women's never ending quest to satisfy their Hypergamous doubt places them in at various phases of their maturity. For Red Pill men, a lot gets made of 'vetting' women for personal attributes and character to make them contenders for being the mother of their children. While this is important, I can't stress enough how important it is to account for the Hypergamous choices women make prior to his consideration, as well as the consequences she should be held accountable for, yet attempts to avoid by his obligated graces.

In Part II I will expand on what to expect when raising sons and daughters from a Red Pill perspective.

The Vetting Process

October 10, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I apologize for interrupting the flow of this series' posts, but I felt this question from reader Andy deserved a full stop:

I could care less who I'm talking to. IMO if you're looking to disqualify a woman based on her sexual history you're doing yourself a disservice because you better believe that the high quality chicks have been fucked in every way imaginable. If not you it's somebody else... Might as well be you!

Have a look at this guy's story in *Saving the Best*:

"I married a slut who fucks like a prude."

Andy, I do agree with you in part. Too much overt concern (i.e. asking) about a woman's sexual past is indeed demonstrating lower value. Men whom women consider Alpha, the men that women already have a mental impression of, don't overly concern themselves with women's sexual pasts because those men have multiple options going.

On some level of consciousness women know that if what he can glean from interacting with her about her sexual past is off-putting to an Alpha he'll simply eject and move on to a better prospect. An Alpha mindset is often very minimalist, blunt and direct, but there are aspects of interacting with women that come as a default for a man who is his own *Mental Point of Origin*. One of those unspoken aspects is a self-understanding that he has options (or can generate more) and this is manifested in his indifference to a woman's long term sexual suitability. If she doesn't enter his Frame, to his satisfaction, he moves on to the next prospect with very little communication.

However, we weren't discussing non-exclusive dating/fucking; we're discussing making an investment in a woman we're vetting for our own parental investment. When you consider the all-downside risks a man must wager on that investment it behooves him to be his most particular about that woman's sexual past and the consequences that YOU will be burdened with if you don't vet wisely.

Most men (myself included at the time) have very sparse prerequisites when it comes to their considering a woman for marriage or even an LTR. This lack of insight is the result of a constant battery of shame and preconditioning by the Feminine Imperative that tells men any requisites they would have of a woman for marriage are 'passing judgement' on her character. He should consider himself "lucky" that *any* woman would have him for a husband (or "put up with him") and his concerns about her are shameful, typically male character flaws on his part.

Consequentially men rarely permit themselves the luxury of putting their own considerations above that of a potential mate.

Vetting

If you asked a woman whether she would be wary of marrying a man who was a recovering alcoholic or a cleaned up heroin addict she'd probably disqualify him as a marriage prospect from the outset. And were she to go ahead and marry him anyway with full disclosure of his past addictions, would we be sympathetic with her if he were to relapse and she to bear the brunt of his past indiscretions?

Now suppose that woman married this former addict, but due to his being offended about her prying into his past, she was ignorant of his old addictions. She has her suspicions, but society tells her it's not her purview to hold him accountable for anything that happened in his past.

He's moved on and so should she, right? Any lingering consequences from his addictions (such as a

DUI, criminal record or his unemployability) shouldn't be held against him, nor should she judge him, nor should she consider those consequences whatsoever when she's assessing his suitability for marriage *now*.

In fact, she should feel ashamed to even consider his past with regard to her feelings about who he is. Her judgementalism only points to her own character flaws.

Now, would we praise that woman for "following her heart" and marrying him? Would we hold her accountable for the decision to marry him if he relapses?

Reverse the genders and this scenario is precisely why women become so hostile when men even hint at 'judging' women's past sexual decisions. There is a very well established operative social convention that the sisterhood will all unanimously get behind; and that is the ruthless shaming of men who would ask any questions about any woman's sexual past. This is the degree of desperation that women feel during the *Epiphany Phase* when they acknowledge men becoming aware of their long term sexual strategy.

They understand that, in their Epiphany Phase, the clock is ticking down to zero. That's the cause of a lot of anxiety. They are just beginning to understand that their marriageability (Beta Bucks) now conflicts with their previous short-term mating strategy (Alpha Fucks). As I detailed in *Betas in Waiting*, women of this age cannot afford to have their short term sexual strategy count against them at a time when they are at their most necessitous of what that Beta can provide towards her long term security.

Again, on some level of consciousness, women understand that were the ignorant Beta she's decided to marry (start a family with or help her raise her illegitimate children with) becomes aware of what she did in her sexual past he too might expect that same degree of sexual performance. The performance she reserved for the men she perceived as Alpha and freely gave to them.

Women must keep the details of that past secret and obscured. So grave is this anxiety that men must be punished for having the temerity to be curious about it. It is vitally important because a woman's capacity to bond with a man is reduced with every new sexual partner. Every new sexual partner is a potential Alpha to be widowed by, but the man who marries her must be kept ignorant of those men if she is to secure his resources and his parental investment.

This social convention operates on absolving women's past indiscretions by redefining them as a period of learning who she would become. It was her "journey of self-discovery" and she's "not that person" any more. Cleverly enough this is exactly the same convention and same rationale of women who divorce their husbands later in life to "take the journey of self-discovery" of *Eat, Prey, Love* she passed up when she was younger.

Knowing this, it is also vitally important for men to keep women's dualistic sexual strategy in mind at every age of her maturity.

Lets not forget the advice of Sheryl Sandberg here:

"When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is

sexier.”

— Sheryl Sandberg, *Lean In: Women, Work, and the Will to Lead*

Open Hypergamy is triumphantly crowed about when women are at their *SMV peaks*, and sometimes again once that woman has secured her long-term provider or divorced him, but when a woman is in her Epiphany Phase, when she’s anxious and frustrated in securing her own long term provisioning, that is when she will fall back on the social convention that shames men for their own awareness of the same Open Hypergamy they would otherwise flaunt for him.

So, now that we understand the latent purpose of this social convention, let me explain to every gentleman reading – vetting a woman’s sexual past is not just your prerogative, but an absolute imperative to the health of any future relationship you hope to have with her. When you consider the dire risks you are essentially setting yourself up for – risk no woman will EVER acknowledge or appreciate – the single most important thing you can do is vet that woman’s sexual past.

That doesn’t mean you make weak, DLV, overt inquiries about her past. It means you subtly, covertly and discretely pick up on the many cues and tells she will reveal that past with. Most men would rather use a direct approach to this, and while there’s merit to that, it’s far better to do your vetting by drawing out freely offered information. It’s much more honest and reliable. Once you go the direct route the jig is up and she will play the role she thinks you expect from her, not the honest one you need to make your determinations.

Sex is the glue that holds relationships together. It’s the height of irony that a woman would place so high a priority on her own sexual experiences while in her SMV peak yet completely disqualify that importance when she gets to the phase where it becomes a liability to her. As a man it is vitally important for you to know whether you’ll be her apex Alpha lover or if your burden of performance will be measured against the ghosts of Alpha men from her sexual past – all while you endure the stresses and joys of raising children with her.

Red Pill Parenting â◻◻ Part II

October 14, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



What I'm about to detail here will be a revolutionary act; I'm going to give men some prescriptive advice on how I believe they should go about raising their children from a Red Pill perspective. As most of my readers know I do my best to provide observations and connect dots, from there I expect men (and women) to form their own takes on what I'm seeing and either challenge those observations or develop some actionable practice that best suits their own circumstances.

I'll be breaking that protocol here, but the premise still applies; what I think might be universally applicable to raising and mentoring the next generation may need to be modified for what your experience and circumstances dictate.

That said, the very idea that I would inform or instruct men (and by association women) on how I think a healthier, more durable generation of men might be developed in a Red Pill awareness is tantamount to being a hate crime today. My suggesting that boys and girls would benefit greatly from

a Red Pill aware father is a frightening, seditious act in a feminine-primary social order.

As things stand on a societal level now, just the mention of Red Pill truths in casual conversation will engender either ridicule or hostility. As Red Pill awareness spreads it will be considered subversive, particularly in a social order founded on the Feminine Imperative and feminine-primary social prioritization.

I don't have too much positive to say about Roosh these days, but one thing I had to agree with was his recent assessment of how it's necessary for men to meet in secret gatherings and maintain (as best as possible) a state of constant anonymity if they wish to discuss anything counter to feminine-primary social doctrine. Main stream media in feminine-primary society will characterize this need for anonymity as indicative of cowardice or a lack of conviction; bitter men just contenting themselves in their private anger and poisoning the minds of whomever will listen to them.

They need this characterization for now because men have something to lose. They fear having their bread taken away from them – the same bread that feminine-primary society expects men to provide the very women who would use it to extort a desired complacency from men. Cowardice is rooted in the fear of having something to lose. Once men become largely indifferent to that bread being forthcoming, that's either when they snap, or that's when they start a revolution.

ScribblerG (a.k.a. Glenn) had a good reminder for men in the last thread:

Being a dad isn't all that great in many ways these days. At best it's mostly thankless, but for most men they are fathering into a culture that denigrates them, laughs at them and is hagiographic of motherhood. If you think this won't effect how your children see you as a father, you are fucking kidding yourself.

I used to ride the train back and forth to the city – leaving my home at 6:30 in the morning and returning at 7:30 or later, wondering if my daughter would ever realize all I sacrificed to provide for her and her mom? I'd wonder if she'd ever get that I sacrificed being as close to her as her mother is to her for her wellbeing? That her closeness with her mom as a result of having a stay at home mom until she was 5 was a consequence of my efforts, not her Mom's?

Guess what – nobody wants to hear it. Nobody gives a shit what sacrifices you make to be a good father and provider – it's all about Mom. It's all about the kids. Dad's are at best seen as second best Moms most of the time. And even when we are “in charge”, we can be dismissed as superfluous in myriad ways.

Many men adapt by becoming second mothers and wives in the household – and the entire culture encourages this. Try being a traditional male at parent teacher night or at the pre-school or even the Boy Scout troop...Fatherhood and a family is not what it once was either. Trust me, learn from my experience. Your kids will very likely not appreciate all you've done for them.

Of course, I excuse all the fundo-christian-demi-god-uber-alpha-ripped-11 inch cock-men of steel™ here from this commentary. For you guys, it's 1956 and your life is like Wally and the Beav...

Just like men subscribe to two sets of books – old and new social rule sets that contradict the other – I think our ideas of marriage fall into this same contradiction. When marriage was a social contract and not so much a legal one involving the state, the old set of books applied well to that institution. This

old set of rules about marriage and what men could expect from that largely socially-enforced institution worked well and in a complementary paradigm. From the Little House on the Prairie days up to the post-war era, the first set of books worked well with regard to marriage and fatherhood.

After the sexual revolution, the second set of books took social preeminence. Optimizing Hypergamy and all of the social and legal paradigms that make it the foundation of our present social order took priority. Yet, both men and women still cling to the old order, the first set of rules when it comes to a man's role as a husband and a father, and simultaneously expect him to adopt and promote the feminine-primary interests of the new feminine-primary order.

Fathers are expected to follow the edicts of conventional masculinity with regards to their provisioning for a family, but are also expected to adopt, embrace and internalize their popularized role of being superfluous, ridiculous or even angry and abusively resistant to the second set of rules.

In other words, the expectation is that he should be happy in his sacrificial role of provider, happy in his lack of appreciation for it or his presence, and happy to have the 'village' of society raise his children into the next crop of confused, frustrated adults while he's doing it. He should be happy in his presence being devalued, but be held responsible for his lack of presence that his sacrifices demands.

Oh, and he should also feel a sense of smug pride when he see another man being pilloried for the same lack of his superfluous presence in his family's life.

Raising Kids

I'm sure all of this sounds like a bridge too far for most men. Yes, the prospect of becoming a father is depressing, and I can see how these truths would make the average man despondent about becoming a new parent. However, I feel it's incumbent upon me that I'm honest with men about what they're up against before I advocate how to be a Red Pill aware father.

You will never be appreciated for your sacrifices, and certainly not while you're making them. Your presence is only as superfluous as *you* allow it to be. While you will never be appreciated for it in any measurable sense, you will be liable for it, so my advice is to make the most of it in a Red Pill respect. Your reward, your motivation, for being a Red Pill parent and a positively masculine example in your kids' lives needs to come from inside yourself because it will *never* be rewarded by a feminine-primary social order. If you don't think you will ever find being a parent intrinsically rewarding, get a vasectomy now because it will never be extrinsically rewarding.

Understand now, the Feminine Imperative *wants* you to be despondent about your role.

Understand this, your presence, your influence, will only be as valuable or as appreciated as *you* are willing to make it to yourself. Your Red Pill aware influence in your kids' lives needs to matter to you first, because it will never be appreciated in your time, and in fact will be actively, hostilely, be resisted by a world saturated in feminine-primacy.

Being a mother and birthing a child is a constantly lauded position today. By virtue of being a mother, women are rewarded and respected in society. Men must add fatherhood to their burden of performance just to avoid the societal default of being vilified.

The Feminine Imperative *wants* you to give up and allow the 'village' to raise your sons and daughters to perpetuate the cycle of the second set of rules. It *wants* you to feel superfluous; the Feminine Imperative's maintenance relies on you feeling worthless. The reason men commit suicide at four times the rate of women is due exactly to this sense of male-worthlessness cultivated by the

Feminine Imperative.

In *Preventive Medicine* I detail part of our present feminine-primary conditioning and how the imperative raises boys to be Betas and girls to be caricatures of Strong Independent Women®. Part of this was based on the essay *Teach Your Children Well* and the early ages at which this begins. The first, most primary truth you need to accept as a father is that if you don't teach your children Red Pill truths there is an entire western(izing) world that is already established to raise them in your absence. 'The Village' will raise your kids if you don't. You will be resisted, you will be ridiculed, you will be accused of every thought-crime to the point of being dragged away to jail in your imparting Red Pill awareness (in the future I expect it to be equated with child abuse). The Village will teach your boys from the most impressionable ages (5 years old) to loath their maleness, to feel shame for being less perfect than girls and to want to remake their gender-identity more like girls.

The Village will raise your daughters to perpetuate the same cycle that devalues conventional masculinity, the same cycle that considers men's presence as superfluous and their sacrifices as granted expectations. It will raise your daughters to over-inflate their sense of worth with unearned confidence at the expense of boys as their foils. It will teach them to openly embrace Hypergamy as their highest authority and to disrespect anything resembling masculinity as more than some silly anachronism.

The good news is that for all of these efforts in social engineering, the Feminine Imperative is still confounded by basic biology and the psychological firmware evolved into us over millennia. That basic root reality is your greatest advantage as a father.

Raising Boys

I'm often asked when I believe would be the best time to introduce a boy to the Red Pill. A lot of guys with teenage sons want to hand them a copy of *The Rational Male* before they hit 18, or maybe when they're 15, some even say 12 is really a good time. While it's flattering for me to hear men tell me how they gave their teenage sons a copy of my book, I have to think that this is too late.

I've been a father to a teenage daughter for a while now and in my 20's I was a mentor (big brother figure) to a young man I watched grow from a 10 year old boy to a 30's man today. One thing I've learned from dealing with kids as I have is that the Feminine Imperative conditions children from the moment they can understand what's playing on a TV or in a movie. By the time that kid is 10 they already have the ideological conditioning that came from a decade of meme's and messaging taught to them by schools, Disney, Nickelodeon, popular music, feminine-primary parenting from their friends parents, even your own extended family members.

By the time that kid is 10 they've already internalized the stereotypes and social conditioning of the Blue Pill and they will start parroting these memes and behaving and believing in accordance with that conditioning. By the time they are in their tweens and beginning to socially interact with the opposite sex, the Blue Pill feminine-primary conditioning will be evident to any man with a Red Pill lens to hear and see it. That Blue Pill internalized ideology will seem natural and logical to them even though they couldn't tell you how they came to their formative beliefs.

The time to start exemplifying Red Pill awareness in a parental capacity is *before* you even have kids. As I detailed in the first of these posts, an internalized Game that results from strong Red Pill awareness and a positive, dominant Frame control are imperative before you even consider monogamy. That Frame becomes the foundation for your parenting when your children come along.

I realize this isn't exactly helpful for men who came to Red Pill awareness after their kids were in their teens, but it needs to be addressed for men considering becoming a father. Ideally you want to impart that same Red Pill awareness during a boy's formative years. Children completely lack the capacity for abstract thought until their brains fully form and they learn to develop it. The age of 5 is the time when kids are most impressionable and learn the most, but they do so by watching behavior. So it's imperative for a Red Pill father to demonstrate positive, conventional masculinity during these years.

Include your son in male-space, where only men are allowed to participate. Even if all he does is sit and play, it's important for him to understand male tribalism. Eventually, as he gets older, he'll feel more a part of that collective. In a feminine-primary world that is bent on his devaluation as a male human it's important for him to feel valued in male-space and to institute his own male-space as he gets older.

Within this male-space your son needs to learn about his eventual *burden of performance*. I'd also advise you institute some kind of rite of passage for him from being a boy to being a man. There needs to be a delineation point at which his manhood is marked. This is important because it not only teaches him to value his masculinity, but also to accept the responsibilities of his burden of performance.

Most Beta men are uncomfortable even calling themselves 'men', so the earlier a kid understands this the better he is in accepting his manhood. The Feminine Imperative is all too ready to teach him *his masculinity is a mask he wears*; something he puts on and not the 'real' him. He needs to proudly reject this notion that his masculinity is a show.

He needs to learn that men and women are different and only deserving of *earned* respect, not a default respect granted to the female sex. Eventually he needs to learn to accept his own dominance and mastery in a world that will tell him his sex is a scourge on society.

Your presence in his life is an absolute necessity if you are to thwart the efforts of fem-centrism. I was asked about Red Pill fathering in my last Christian McQueen interview and my first inclination was to say do things with your son. Even if that's playing chess, being the man, his model for masculinity is vitally important and to impart this to him you need to have a mutual purpose. As I've written before, *women talk, men do*. Men get together socially with a purpose, an action, a hobby, a sport, a creative endeavor, etc. and *then* they communicate while working towards that purpose.

Your son must learn this from a very early age, particularly when he's likely to be forced into feminine-primary social structures and conditioned to communicate like girls do in school as well as in popular media. One of the tragedies of our age is a generation of Blue Pill men raising their sons to adopt feminine-primary communication preferences because they themselves had no experience with conventional masculinity. They can't teach what they don't understand.

Demonstrate, do not explicate is true of dealing with women, but it is also an imperative of Red Pill parenting. Your son (and daughter) needs to see his mother's deference to your dominant Frame and beneficent authority. He needs to understand on a rudimentary level that his mother responds to your positively masculine Frame. Again this is imperative since your kids will see a much different narrative being displayed in popular culture and their schooling.

Show him how a man presents himself, how a man reacts to a threat, how a man commands a dog, how a man interacts with, and helps, other men he values. Do not think that you'll start teaching him Red Pill awareness when he's old enough to understand it. By then it's too late, he's resistant to it and

thinks his Beta Game is more appropriate. Your son will follow your lead, but that must start from day one, not age 12. I have a good friend now who's 16 year old son is literally following the same path his Beta father; he's moved in with his estranged ex wife because he was closer to his ONEitis girlfriend. Now she's bailed on him and he's stuck with his neurotic mother.

The consequences of a Blue Pill conditioned mindset also start early. I've seen 10 year old boys despondent over not having a girlfriend. I've counseled a girl who's former teenage boyfriend stabbed and killed her new boyfriend 32 times because she was his ONE. They get ONEitis because they are taught to be predisposed to it.

As your son moves into his teenage years that connection you began in his formative years should strengthen. You can begin to introduce him to Red Pill awareness, but in all likelihood you'll notice him using his own Red Pill lens when it comes to dealing with girls. His grasping the fundamentals of women's dualistic sexual strategy, Hypergamy and how this will be used against him in the future is something imperative that he learns later.

This is the time to reinforce that Red Pill sensitivity and capitalize on his own awareness by introducing him to Red Pill ideas he wasn't aware of. Bluntly, overtly declaring Red Pill truths might make sense to you, but plucking out bits of his own Red Pill observations and expanding on them in his teen years will probably be received better and more naturally.

One thing I know about teenage boys and girls is that if you try to tell them something profound they roll their eyes and blow you off, but if you wait for the right moment to let them come to that thing you want them to learn on their own then they're receptive to it. Your demonstrating Red Pill awareness doesn't stop when they're teens.

Raising Girls

Much of what I've outlined for raising boys would cross over into raising a daughter, however there are some differences in approach. Exemplifying a Red Pill ideal, and demonstrations of positive, dominantly masculine Frame control are still the highest priority, but more so is the modeled behavior of the girl's mother toward you and that Frame. If your wife resists, ridicules or mocks your Frame, this is the lesson your daughter will be taught about masculinity. You must model her perceptions of masculinity while your wife models the aspects of femininity – for better or worse.

A lot of how you approach raising a daughter can be based on your Red Pill understanding of how to deal with women, and based on much of the same basic gender-complementary foundations. The same Game principles you would use with women are actually founded on behavior sets that little girls learn and enjoy while they're growing up. Amused Mastery is a prime example of this.

You will notice that root level Hypergamy manifests itself in girls at a very young age. In Warren Farrell's book, *Why Men Are The Way They Are* he notes that girls as young as 7 already have a definition of the (celebrity) "boys they'd like to kiss and the boys they'd like to marry." No doubt girls' acculturation influences their preferences, but the Alpha Fucks and Beta Bucks archetypes are part of their mental firmware.

As a father, your primary role will be one of modeling the provider security seeking aspect of the Hypergamous equation. While that comfort and control is necessary it tends to be a trap for most Betas. The challenge most Beta fathers fail at is embracing and owning the very necessary Alpha / Dominant role that makes up the other side of that equation.

The challenge is exemplifying Amused Mastery with your daughter, but in such a way that it

balances Alpha dominance and control with rapport, security and comfort. In my post *Myth of the Good Guy* I make the case that adult women don't really look for this balance in the same man. Alphas are for fucking, Betas are for long term security, and men who think they can embody both are neither sought after nor really believable. The root of this AF/BB mental separation of Hypergamous purpose-specific men can be traced back to the impression of masculinity that woman's father set for her in her formative years.

Lean too far toward Alpha dominance and you become the asshole abuser who domineered poor mom while she was growing up. Lean too far to the Beta, permissive, passive and feminine side of the spectrum and the future men in her life will be colored by your deferring to the feminine as authority – thus placing her in the role of having to create the security she never expects men to have a real command of.

The challenge of raising a boy is modeling and exemplifying the positive, dominant masculine role you want him to boldly embrace in spite of the same fem-centric world arrayed against yourself. The challenge of raising a girl is embodying the dominant masculine man you will eventually be proud to call your son in law. Your daughter needs to be able to identify that guy by comparing him to the masculine role you set for her.

Most contemporary men (that is to say 80%+ Beta men) are very uncomfortable in asserting dominance with their daughters for fear of being perceived as misogynists according to their feminine-centric acculturation. The zeitgeist of this era's approach to fathers parenting girls is one of walking on eggshells around their little princesses. The fear is one of avoiding instilling a crushing of their independence or limiting their future opportunities by being more permissive with girls. The gender-correct hope is that in doing so they'll all go on to be the future doctors and scientists society needs, but that permissiveness and coddling does them no favors in the long run.

If you were uncomfortable experimenting with Red Pill concepts while you were single, you'll be even more so in raising a daughter. The most important impression you need to leave her with is that men and women are different, but complementary to the other. She needs to know that your masculine dominance is beneficial to both her and her mother, and your personal mastery of your conditions and environment as an aid to her and the family. She needs to understand that girls and women are, sometimes, excluded from male-spaces, particularly if you also have a son. In fact it's boon if you have a son to teach while you bring up a daughter as she'll see his upbringing as a model for positive masculinity.

Never Take a Woman Fishing

October 21, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



(h/t to Zelscorpion for the image and ref for today's post)

Hi Rollo,

On rereading *Truth to Power* a very inspirational post, I wanted to hear your thoughts on men with families such as my self choosing to travel on vacation alone.

In your videos above you touched on masculine qualities men being in the driver seat around decision making. I have a wife you as with many women is cultured to try assume headship of the household with decision making even vacations etc.

She doesn't want to travel abroad as we have a 7 month old son where as I feel there is no reason why she should worry about doing so. Anyway the crux of the issue is I am only 28 years old and having sacrificed my independence early (at 25) have a desire to travel and I don't care about rocking the boat to make that happen.

I would love to hear some advice about the benefits of and good ways of grabbing hold again of control of our own circumstances and decisions!

Never take a woman fishing.

That's a little idiom I learned way before I was Red Pill aware from the guy who was the best man at my wedding, and my long time fishing buddy. I wouldn't call him a philosopher, but he was a keen observer of women's behavior and became salt-of-the-earth wise by default:

"When you take a woman fishing you're trying to include them in something they really don't want to be doing, but you like it a lot. So you think 'I like fishing and I want to include her in something we can do together', but when you do she complains about EVERYTHING. 'It's dirty, I'm cold, I'm hot, I didn't bring a water bottle, where's the sunscreen?, there's too many bugs, why are there so many bugs?, why do we have to hike so far to fish? can't we just find a spot by the dam? where's the bathroom?, etc. etc.'"

"So what do you do? You force yourself to make her comfortable the whole damn time. You don't hike, you don't scout for the sweet spots on the river or, God forbid, you try to get her in a kayak. You end up going out after breakfast and the light's all wrong. You try to keep them clean and close to the 'potty', you bait their hook 'cause it's filthy, you untangle their reel snarls,...what you don't do is fish. Your whole trip becomes about making her 'like' fishing with you and not about actually fishing and doing all the things we do when we fish together or on our own. I mean, you want 'em to like it, but you'll never teach them to like it because you're too busy making everything right for 'em.'"

"Unless they were brought up right and they dig fishing 'cause their Dad taught 'em to like it, never try to bring a woman fishing. They gotta come to liking it on their own, they gotta want to do it on their own. I mean, look at Dodge (our dog) he don't care if it's cold or 4am, he's happy to be on the trail going wherever the fuck we're headed."

Back in May Zelscorpion tweeted a few of the pictures from this series and made an interesting point: <https://twitter.com/Zelcorpion/status/599493741573971969>

I had to admit, he's got a point and it reminded me of the sage words of my Best Man. I think one of the tragedies of men's Blue Pill conditioning is the presumption that they must find a way, sometimes forcibly, to become more compatible with a woman. I wrote about the paradox of compatibility a while back:

It's very entertaining for me to hear guys reason as to why they got into yoga, or my all time favorite, salsa dancing as some means of meeting girls. I mean really, if that's the goal you choose to devote the precious few hours of your leisure time to then I suppose a guy ought to take up scrap-booking or zumba.

If you're picking up a hobby in order to meet women all you're doing is attempting to Identify with what you expect your idealized woman to appreciate. If you get into something for this reason it's not a hobby, it's a Buffer.

Successful men don't chase success – success chases them. Women are going to expect you to have your own uncontrived, interests, passions and hobbies established before meeting them.

When I first began counseling men in my SoSuave days many times I'd read guys telling me, "Well if she's not into the same things I am she's just not the 'right' girl for me", as if common interests were some criteria that would trump his sexual interests in a girl. Blue Pill idealism convinces men that the "right girl" will necessarily love doing the same things as himself, but the all too common Red Pill truth is that men will have their peak experiences in life alone or in the company of other men who share the passions and interests their wives simply have no interest in.

Peak Experience

I don't subscribe to Maslow's theories in whole, but I do think his Peak Experience idea has merit. There will be times and achievements in your life that will stand out as significantly memorable. It's easy to point to the experiences that *should* be the most significant; a marriage, the birth of a child, a religious experience, a first kiss, a school graduation, etc., you get the idea – experiences that should be the standard fare in a romanticized, idealistic sense.

We tend to overblow these experiences because we think they should be something to etch in our consciousness; and if we don't, well, then there must be something wrong with us for not appreciating their popular significance. Tragically it's our negative experiences that have the most lasting effect on us; evolution has made pain something memorable so as to help us avoid potentially life-ending future experiences. But the events that *should* evoke lasting good memories, the ones we are taught should be significant, are often the ones we ruin with unrealistic expectations, or we build up only to have them not quite live up to the fantasy we make of them.

The Peak Experiences I'm talking about here aren't planned, or are just loosely planned by necessity. Some of the most memorable events you'll ever experience won't be ones that you had a forethought about. These are often the experiences we hope to recreate long after they occur, but prove impossible to really recapture. Much of what makes up our personal preferences in life come from these spontaneous Peak Experiences. Remember the first girl you got with? Remember that time when things aligned just perfectly for you to hit that hole in one?

One of the reasons I have such a passion for snowmobiles was due to a day I blew off work so I could go out for the entire day on a beautiful Lake Tahoe morning. I went on my own which is something I rarely did. It was a Wednesday so there was nobody on the trails. The snow was only a day old and I took my sled to the top of a place called High Meadows, but even this pristine place wasn't high enough. I took off in the back country and got to the top of a peak that was as high as I dared to go alone. Once I got there I had a view of the lake that I imagine few people had experienced. Then I fell back on the seat of my sled and stared at a sky that was so blue I never thought of it in the same way again. I laid there for a long time just staring and thinking about life and living and God and the universe.

On my way down the hill I thought how cool it would be to bring Mrs. Tomassi up there so she could appreciate it too. I mean, why wouldn't I want to share such an incredible Peak Experience with the woman I love; the woman I want to share my life with? To this day Mrs. T has only been on my sled

about 3 times. She's very self-cautious and doesn't like the smell and sound of the engine. That might seem trivial, but no matter how much I can try to relate that experience or try to recapture it no one but myself will ever have that unique event.

Experience & Frame

When I look at the guy with his dog in these camping shots I can now appreciate them much more because I know he's experienced that same uniqueness. When you plan an event with a woman, when you make efforts to bring her into an appreciation of something you enjoy the experience of you must remember that you are, in essence, negotiating for her genuine desire to do so.

Now, before I'm run up the flagpole for suggesting otherwise, yes I know that many men and women do in fact find pleasure in commonly held interests. I see women on the river fishing in waders and at Trout Unlimited events all the time. My point isn't the interest itself, but rather the desire to participate in it. A lot of guys hold the belief that including their wife, girlfriend or even a girl they're spinning as a plate in something they think she *should* enjoy will have the effect of bringing them closer. The inherent problem with this is the presumption that including her in it will lead to some new shared experience that will bond them both in a genuine way.

The problem with preplanned 'date nights' is the same problem men experience with trying to pull a woman into his Frame by insisting she take up one of his hobbies or passions; it's contrived and feels disingenuous to her. The point of the experience becomes about her being involved in it and not the actual doing of whatever it is you do together. The vibe becomes one of him making and controlling that experience so it becomes something pleasurable for her to participate in rather than *really* finding some inherent reward from it due to genuine interest.

Thus you get guys who (figuratively) take their women fishing and the event becomes more about introducing her to it than actually catching fish. Guys get so caught up in controlling unpleasant variables for her that the *real* experience of fishing is something entirely different. They want that woman to feel the same joy he does in doing something intrinsically rewarding to him, but the truth of it is she must come to it on her own.

Always Maintain Your Individualism

And this leads us back, once again, to establishing and maintaining a positive, dominant and individualistic Frame with a woman. She must *want* to enter your reality for it to be a genuine desire on her part – you cannot lead her into it, she must enter it of her own volition. Spontaneity is the key. Whether it's an 'insta-date' from a PUA perspective, or an unexpected twist of plans in your marriage, that woman must want to participate in that event, in that moment of her own accord.

A good test of genuine interest with a woman is less about how open she is to trying "your things" and more about how insistent she is instigating her own participation in them. The trap most Betas fall into is converting "his things" into "our things" and he compromises those previously rewarding experiences into a sideshow he hopes will bond he and his woman together.

In Male Space I made this point:

When the influence of feminine-primacy is introduced into social settings made up mainly by men and male-interests, the dynamics and purpose of that group changes. The purpose becomes less about the endeavor itself and more about adherence to the feminine-inclusionary aspect of that endeavor. It starts to become less about being the best or most passionate at what they do, and more about being acceptable to the influence of the

Feminine Imperative while attempting maintaining the former level of interest in the endeavor.

A similar dynamic plays out when men try to open the Male Space of whatever it is they find individually enjoyable to the women they hope will share in his enthusiasm. One thing I learned very early on in my marriage was the absolutely vital importance of maintaining my individual identity apart from my wife.

The biggest mistake I made when I was involved in LTRs prior to meeting my wife was allowing myself to get caught up in the equalist idea that since both men and women were functional equals we should necessarily base our compatibility estimates on how alike we were in interests.

Consequently I progressively began convincing myself that I found their interests fascinating, but in doing so I slipped into their Frame. I was too scared of losing a woman and was too necessitous to experiment with doing what I should have – insisting on maintaining my individual interests and maintaining my own *reality* for a woman to enter.

I was fortunate in that Mrs. T expected me to control the Frame from the start of our relationship. I'll admit, at the time it was something very unfamiliar to me to have a woman expect me to prioritize my interests above her own, but the purpose of this was establishing a Frame she *wanted* to enter into. Today I adamantly insist on having a life that is apart from her, but she can enter into if she has a real interest in it. This blog is just one extension of that dynamic.

If you are to maintain a dominant Frame with a woman you must necessarily set your interests apart from her own. You must still insist on your individualized identity and the experiences that set you apart from her in order to maintain a reality in which she continually wishes to genuinely be a part of.

Ted had a [great comment](#) from last week's thread that speaks to this:

I don't expect my wife to be like a man with male interests. I expect her to be a human with human interests. Something deeper than pop culture anyway.

I know a little bit about a whole lot of stuff. I'm willing to chat about any number of subjects other than tech and politics. It just has to be something better than what's on TV and the weather. I keep hearing women can do anything a man can, so let's see some intellectual debate!

More often than not truths must be brought to women by men. It's uniquely refreshing when women have the critical insight to look for truths, but it's refreshing because it's rare – and it's refreshing when they seek them from a man who's Frame she's chosen to be a part of. One of the best aspects of the principle of *Amused Mastery* is that, if you actually have the mastery that comes from individualized experience, it makes maintaining a positive, dominant and enjoyable Frame much easier with the same woman.

Neofemininity

October 23, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I'll admit my reluctance to address anything written by [Kevin Powell](#), but as his most recent [CNN pandering to the Feminine Imperative](#) was the Twitter topic du jour in the manosphere this week I thought I'd make a perfunctory stab at it. I'm reluctant to do so because in doing a take-down article I'll only be preaching to the choir and revisiting many well established topics I've covered on The Rational Male for years now.

What convinced me was a conversation I had with Mrs. Tomassi while walking my greyhounds this week. She asked me, "What the hell is wrong with boys these days? The all have no balls. It's like they want to be girls or something." We've had this discussion before. It usually gets brought up after she's heard some story about the boys at my daughter's high school or she sees it first-hand at a football game or some other event.

"Pretty soon, everyone is going to be a woman. Look at Bruce Jenner, "Woman of the Year"?! In the next ten years everyone will be a woman."

I told her I think ten years might be too long.

When I read male-apologetics like Kevin Powell's tribute to his own feminine 'transitioning' and his efforts at identifying and qualifying to be considered a more 'perfected man' in the terms set for him by a feminine-primary social order, it's not hard to believe that social switch is right around the corner.

A Crisis of Manhood

Masculinity in "crisis" is a hot seller for click-bait articles these days. Women embrace the meme because it offers the tacit prospect of wrangling men into a more definitive control by the Feminine Imperative. Like all popular characterization of conventional masculinity, men have a problem and the *cure* is to become more like women.

Average men, the ones who make it their sexual strategy to better identify with the feminine, get behind the meme because it offers an easy opportunity to present themselves as the ‘evolved’, not-like-other-guys men they’ve been conditioned to believe women will sexually respond to favorably. Embracing this men-as-problem meme also offers them the opportunity to passively compete intrasexually with the conventionally masculine men then would otherwise never engage.

Before I dig into Powell’s article here I think it’s important to revisit my essay about *Vulnerability*. Powell’s ego is invested in the ‘strength in weakness’ theme his feminine conditioning has taught him is ennobling and as you read through his pleas for a more feminine-perfected social order he’ll return to it often.

From *Vulnerability*:

For the greater part of men’s upbringing and socialization they are taught that a conventional masculine identity *is* in fact a fundamentally male weakness that only women have a unique ‘cure’ for. It’s a widely accepted manosphere fact that over the past 60 or so years, conventional masculinity has become a point of ridicule, an anachronism, and every media form from then to now has made a concerted effort to parody and disqualify that masculinity. Men are portrayed as buffoons for attempting to accomplish female-specific roles, but also as “ridiculous *men*” for playing the conventional ‘macho’ role of masculinity. In both instances, the problems their inadequate maleness creates are only solved by the application of uniquely female talents and intuition.

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that’s already been predetermined by his feminine-primary upbringing.

Women who lack any living experience of the male condition have the calculated temerity to define for men what they *should* consider manhood – from a feminine-primary context. This is why men’s preconception of vulnerability being a sign of strength is fundamentally flawed. Their concept of vulnerability stems from a feminine pretext.

Masculinity and vulnerability are defined by a female-correct concept of what should best serve the Feminine Imperative. That feminine defined masculinity (tough-guy ridiculousness) feeds the need for defining vulnerability as a strength – roll over, show your belly and capitulate to that feminine definition of masculinity – and the cycle perpetuates itself.

[...]Men are ridiculous posers. Men are socialized to wear masks to hide what the Feminine Imperative has decided is their true natures (they’re really girls wearing boy masks). Men’s problems extend from their inability to properly emote like women, and once they are raised better (by women and men who comply with the Feminine Imperative) they can cease being “tough” and get along better with women. That’s the *real* strength that comes from men’s feminized concept of vulnerability – compliance with the Feminine Imperative.

[...]It’s indictment of the definers of what masculinity ought to be that they still characterize modern masculinity (based on the ‘feels’) as being problematic when for generations our feminine-primary social order has conditioned men to associate that masculinity in as feminine-beneficial a context as women would want.

They still rely on an outdated formula which presumes the male experience is inferior, a sham, in comparison to the female experience, and then presumes to know what the male experience *really* is and offers feminine-primary solutions for it.

It's important to understand the machinations in which the Feminine Imperative will define masculinity for men. In order to maintain social preeminence the Feminine Imperative must keep men perpetually confused about what masculinity *really* is. This is precisely why the "crisis" of masculinity will, deliberately, never be solved to the satisfaction of the imperative. To solve the 'crisis' would be to deny the Feminine Imperative a method of ever changing, fluid control over men.

Tail Chasing

Thus we get inquisitive articles or *mandatory gatherings* to discuss "what is manhood?" In a state of feminine social primacy men discussing new definitions of masculinity is always a proposition of men chasing their own tails, but the ambiguity of that question is a calculated one.

Men are encouraged to continually attempt to answer "what is manhood?", but the touchy-feely equalist appropriate answer is never one defined by the men asking it; the answer is always provided to them and this is always "whatever serves women the best". Their confused state is a deliberate perpetual one.

As I stated in *Vulnerability* the narrative of the Feminine Imperative about masculinity is one that's based falsehoods. If men define masculinity for themselves, and that definition serves men's exclusive interests it is equated with posing or a front men falsely wear to mask the *real* masculinity that feminine primacy has ordained as legitimate.

So even when men collectively compare notes and prioritize their needs and their sexual strategy in the context of a legitimate definition of masculinity, the social narrative of feminism and feminine primacy readily disqualifies it as a being a macho bravado worn by men to cover their *real* vulnerable sensitive feminine-corrected egos provided for them by the imperative.

One of the ways of determining whether the propaganda you've dropped from the planes is sinking into the general populace is that your language, your narrative and your public relations material is willfully being professed by the people you hope to conquer. To say Powell is a *Vichy Male* wouldn't do his obliviousness to being so credit. Powell is a testament to the degree to which feminine-primary, feminine-correct thought has saturated into men confused about their own masculinity, and the feminine correct definitions of it he's ready to evangelize.

Neofemininity

Powell's ego-investment in his feminine-defined masculinity is glaringly apparent. To attack his belief is to attack his personality, but it's important to note that his evangelizing reveals his obliviousness to his Blue Pill conditioning. Powell isn't making a case for a 'healthier masculinity'; he's advocating for men adopting a neo-femininity in place of conventional masculinity. Powell is essentially advocating men become more perfected women and renaming that state "masculinity".

I knew the guys were not comfortable with these mandatory gatherings, so I started each with a simple question:

What is a man?

Sighs of relief and phrases such as "leader," "protector," "caretaker," "responsible," "head of the house" fell from their mouths. Each session, I told them that they had just described my single mother and most women I've encountered in my life. These young men would

grow quiet.

Powell kicks things off here with the blank-slate “men and women are functional equals” I described in *Hypergamy Knows Best*. This is the same “*women are just as good at fathering as any man could be*” rationale that reinforces men’s superfluousness with women. However, in doing so he sets the stage for defining masculinity in *neo-feminine* terms.

I grew up as most heterosexual boys did: I played every sport possible. I learned early on the rite-of-passage of seeing girls as sexual objects, as playthings, as anything except my equal. I fought because boys were taught to fight, be rough, antagonistic, to never show weakness, not even to cry, at least not in public. I digested every kind of pop cultural icon one could name, on television, in movies, in books, in my beloved hip-hop culture, who represented the mighty male figure that armies of us were instructed we must become.

This behavior led to catastrophic results for me. I had no clue how to express a balance of emotions for many years: It was either thunderous silence or raw explosions of rage. I did not know how to give love to myself or women and girls, and by the time I got to college, I merely did what other young males on my campus did: I had sex as casually as I slipped on my jeans and sneakers, and often did not give much thought to the woman on the receiving end. And I eventually pushed a girlfriend, post-college, into a bathroom door as we were arguing, the culmination of years of backward and very warped definitions of manhood imprisoned in pain and trauma.

Powell attempts to frame his case for a *neo-feminine* definition of masculinity in what are now very clichéd, very expected personal vignettes. It follows the *Script*.

We have the ostensibly ‘tough’ boy who grew up to be so thanks to a comically stereotypically male acculturation that taught him how to adapt and survive in his environment, but all of which stunted his capacity to balance his emotions. Emotional expression and an overemphasis on understanding emotion (in favor of reason) in men is the hallmark of a social narrative that prioritizes the feminine as the correct social context.

The story continues as expected. The kid who had no positive model of masculinity presented to him has an epiphany, renounces his unhealthy masculinity and adopts a non-toxic feminine-defined ‘healthy masculinity’ that prioritizes women under the auspices of “equality”. Most of his corrupted upbringing of course being the fallout from not having his *superfluous* father around to instruct him. My guess is Mom wasn’t quite the ‘equal’ of being the man he hoped to equate her with earlier.

Just as the feminist movement in America has challenged male domination in every form, a men’s movement is needed now more than ever before. The movement must be inclusive of males of all ages and backgrounds, rooted in peace, love and healthy definitions of manhood that include viewing women and girls as our equals. It should be a movement that is not in opposition to women, not trying to return to the days of “the rugged man,” but one that makes room for every kind of man possible (including men on the LGBTQ spectrum), where we can be vulnerable, emotionally available, truly free.

This is the crux of Powell’s misinformation. The ideal ‘masculinity’ in Powell’s estimate isn’t one of rugged individualism, but rather one that is more feminine-corrected; one in which a believes that society has progressed to a point where his personal vulnerabilities and emotionalism will not only be

appreciated, but a source of intersexual attraction. His ideal simply amounts to a common plea for men to identify with women so thoroughly that they answer the question “what is a man?” with “a better woman.”

That Powell subscribes to egalitarian equalism is a given here, but what he needs to truly grasp is that men and women are not, and never have been functional equals. It’s ironic that he should describe his single mother ‘as a man’ and then go on to tell the story of his misspent masculine youth – he makes the case for necessary complementarianism without even realizing it. While I do agree about the necessity of understanding individuals other than ourselves, Powell never makes the connection that it is men upon whom the onus of understanding women *always* falls. You will never read deep soul searching testimonials like this from women who look to redefine femininity in ways that better accommodate the emotional health of men.

Caricatures of Masculinity

I undertook this post today because of a story I heard on NPR recently. It was about a tribe of Native Americans (I believe in Montana) who were struggling to preserve their indigenous language. The problem was that most of its native speakers were dying out and there were less than six tribe members who still used the language.

During the late 1800s there was a program instituted by the government that made great, often cruel, efforts to assimilate these Indian children into western society. That meant forbidding them from speaking their native tongue and adopting an American social identity. Being young, the kids had little choice and not the same sense of ethnic belonging to really understand why their parents would resist this assimilation.

I think a similar dynamic has been in effect in western culture with regard to masculinity for over sixty years. It’s come full circle now to the point where ‘men’ like Powell only know the caricatured, ridiculous portrayals of conventional masculinity when they need a convenient straw man to blow down. It’s like Indian children seeing the grotesque cartoon parodies of people of their ethnicity in the movies or media; after the laughter and denigration they come to a point of self-loathing where they gladly embrace the new racial identity that’s prepared for them.

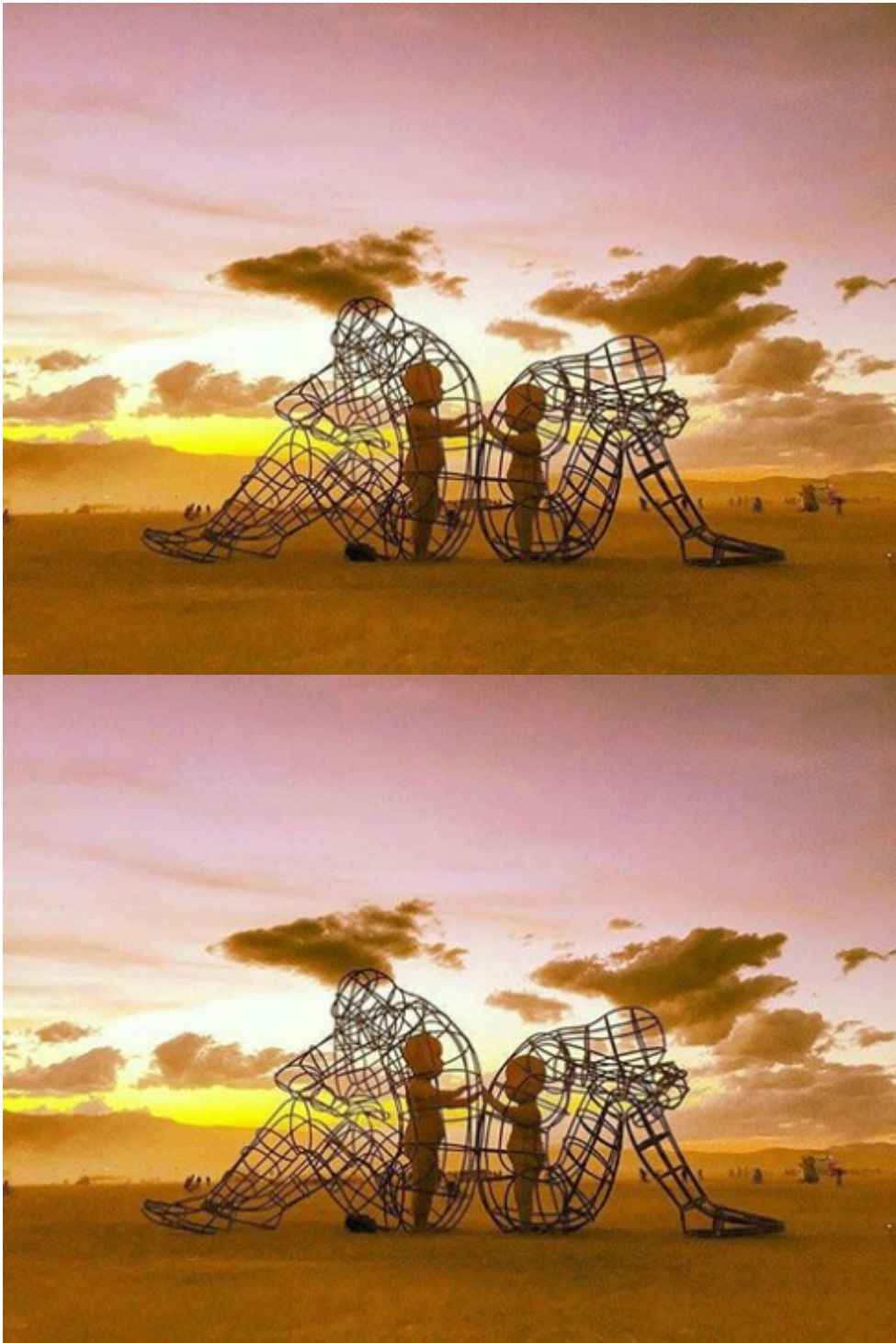
The point of Powell’s article was a plea to more thoroughly assimilate young men into a neo-feminine definition of masculinity. He believes that a re-education of boys would help avert more mass shootings by these same young men. So invested is he in this narrative that the question of whether doubling-down on the re-education in feminine primacy already in place might in fact *be* the associative cause of these shootings, men’s 4-times higher rate of suicide or PTSD. This isn’t even an afterthought for him.

To Powell the only cure resides with women. To become more like women *is* masculinity to him. We will denigrate and admonish the overt sexualization of young girls, but when young boys wish to ‘transition’ into being girls themselves we praise them for it, we celebrate it. Feminine primacy consolidates power by replicating itself in men.

The primary reason I went to the effort of writing the *Red Pill Parenting* series was to help men stave off the total, ethnocidal-like destruction of any semblance of conventional masculinity by men like Powell bent on replacing it with ‘perfected’, male-embodied femininity. The problem isn’t one of boys adopting toxic masculinity, it’s the institutionalized gender-loathing re-education that Powell so desperately endorses. Neofemininity will be the realm of boys and men in tomorrow’s idealism.

Complementarity

October 30, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



At the Man In Demand conference I briefly got into the topic of egalitarian *equalism* and its relation to complementarity during my talk. On my flight home I was jotting down my thoughts about the seminar and one thing I now have plans to do for the next one* is base an entire talk and group discussion about the distinctions between equalism and complementarity as I understand them.

However, for now, consider this post a primer for that talk. I've done my best to explain the differences between equalism and complementarity in [Equalism and Masculinity](#) and [Positive Masculinity vs. Equalism](#). My detailing the social dynamics and psychological influences men face in

an equalist headspace has been a recurrent theme in many of my posts. On occasion I've made contrasting comparisons to Complementarity, but until the Red Pill Parenting series I hadn't gone into the detail I'd like to.

Guy starts us off:

As many of you have already mentioned in the stories you've shared, it is usually the father who pushes their children towards a higher standard of success. This is critical for the child to develop into a successful adult that excels in society.

It is usually the mother who coos and coddles their children. This is also necessary, as it's vitally important for children to feel loved and accepted by their parents. This shows the necessity of the roles of both mothers and fathers in the development of children. If a child faces only criticism, it may have lasting effects on their self esteem. If a child is never criticized, they may never grow up into an adult.

The negative effects of too much coddling are so widespread, that we actually have sayings that illustrate it.

"A ____ only a mother could love"

To understand the dynamic of complementarity first it's important to consider the *theology* behind egalitarianism. I tend to use the term egalitarianism and equalism interchangeably, but I do so because I see them both as stems from the same tree of blank-slate humanism. In the first *Red Pill Parent* essay I made the following case against of a single parent, single gender upbringing of children:

Parenting *should* be as collaborative and as complementary a partnership as is reflected in the complementary relationship between a mother and father.

It's the height of gender-supremacism to be so arrogantly self-convinced as to deliberately choose to birth a child and attempt to raise it into the contrived ideal of what that "parent" believes the other gender's role *ought* to be.

This should put the institutionalized social engineering agenda of the Feminine Imperative into stark contrast for anyone considering intentional single parenthood. Now consider that sperm banks and feminine-specific fertility institutions have been part of normalized society for over 60 years and you can see that Hypergamy has dictated the course of parenting for some time now. This is the definition of social engineering.

The idea that a single mother is as co-effective as a father stems from the blank-slate belief that gender is a social construct rather than the physical and psychological manifestation of humans' evolved mental firmware. While the foundations of this blank-slate theory originated with John Locke in the 17th century it would be the anima/animus theories of Carl Jung to cement egalitarian equalism into the popular conscious with regard to gender relations.

Tabula Rasa (blank-slate) refers to the epistemological idea that individuals are born without built-in mental content and that therefore all knowledge comes from experience or perception. With the scientific and technical advancements of the 20th and 21st centuries we now have a better understanding of how the human brains of men and women operate from a far more advanced perspective than either Jung or Locke had knowledge of. To be fair, Jung's presupposition was one that human's possess innate potentials for both the masculine and feminine (thus the "get in touch

with your feminine side” trope for men), but those potentials derive from a presumed-accepted egalitarian base.

Yet still, from a meta-social perspective, western(izing) culture still clings to the blank-slate theoretical models from Jung inspired by Locke and other tabula rasa thinkers of old.

Why is that? Why should it be that for all of our greater understanding of the biomechanics of the human body and it’s influences on behavior that the greater whole of society persists in the belief that men and women possess co-equal gender proficiencies based on an outdated, largely disproven Tabula Rasa model? I would argue that resisting the more obvious and practical model of evolved gender differences presents an uncomfortable proposition of biological determinism to people conditioned to believe gender is a nurture, not nature, proposition.

I’ve opined about Carl Jung’s contributions to our present state of feminine social primacy in the past.

One of the key elements Jung introduced into western culture’s popular consciousness is the theory of anima and animus; that each individual, irrespective of sex, possesses greater or lesser degrees of association and manifested behavior of masculine and feminine psychological affiliations. In 2012, when you hear a 6 year old girl tell a 6 year old boy “you need to get in touch with your feminine side” in order to get him to comply with her, you can begin to understand the scope to which this idea has been internalized into society’s collective consciousness. So long and so thoroughly has this theory been repeated and perpetuated that we can scarcely trace back its origins – it’s simply taken as fact that men and women possess varying degrees of masculine and feminine energies. First and second wave feminism founded their psychological premises of gender on Jung’s ideas and so evolved the reasonings for a push towards the social feminization we know today. The seeds for the feminine-centrism we take for granted today were planted by a Swiss psychiatrist in the early 1900’s.

It’s important to consider Jung’s bi-gender individualities within the individual person in context with Locke’s Tabula Rasa theory because in tandem they constitute the basis of the egalitarian equalism which feminism and our present feminine-primary conditioning rely upon. To the modern egalitarian mind, inequalities in social dynamics, gender conflicts and economic disparities are the result of a deliberate (if not malicious) *intent* on the part of individuals to limit the presumedly equal potentials of others. Social ills are the conflict between the selfish need of the one versus the equalized need of the many.

There is very little headspace given to the material, innate, mechanics that make up the condition of the individual. Natural talent, innate ability, in-born predispositions, and physical and adaptational advantages stemming from evolved differences – whether a boon or a burden – are either disqualified or marginalized in an egalitarian mindset. The egalitarian, while very humanistic, leans almost entirely on the learned behavior model of human development. It’s Tabula Rasa, and the zeroed-out-at-birth content of the individual is filled by the influence of a society that is *corrupted* by those who don’t agree with an idealized egalitarian imperative.

Complementarity

Complementarity acknowledges the importance of the inborn differences between the sexes that egalitarianism marginalizes or outright denies exist while recognizing and embracing the strengths

and weaknesses those differences represent.

There are many well documented, peer reviewed, scientific studies on the neurological differences between men and women's brain structure. The easiest evidence of these differences is the cyclic nature of women's sexuality (versus men's always-on sexuality) and the neurological/hormonal influences on beliefs, behaviors and the rationalizations for those behaviors prompted by the innate drive to optimize Hypergamy.

Women experience negative emotions differently from men. The male brain evolved to seek out sex before food. And while our feminine-centric social order insists that, in the name of equalism, boys should be forced to learn in the same modality as that of girls, the science shows that boys brains are rudimentarily wired to learn differently.

Stark differences exist in the wiring of male and female brains.

Maps of neural circuitry showed that on average women's brains were highly connected across the left and right hemispheres, in contrast to men's brains, where the connections were typically stronger between the front and back regions.

Ragini Verma, a researcher at the University of Pennsylvania, said **the greatest surprise was how much the findings supported old stereotypes**, with men's brains apparently wired more for perception and co-ordinated actions, and women's for social skills and memory, making them better equipped for multitasking.

"If you look at functional studies, the left of the brain is more for logical thinking, the right of the brain is for more intuitive thinking. So if there's a task that involves doing both of those things, it would seem that women are hardwired to do those better," Verma said.

"Women are better at intuitive thinking. Women are better at remembering things. When you talk, women are more emotionally involved – they will listen more."

Ironically, in an egalitarian gender-neutral social order, a college professor publicly suggesting that men are more adept at mathematical thinking gets him fired from a lengthy tenure, but when a female researcher suggests the same she's rewarded with professional accolades and grant money.

As you might expect, this article focuses primarily on the triumphant advantages of the female brain structure, but the studies themselves are revealing of the empirical evidence that men and women are *not* the functional equals that egalitarianism would insist we are.

The scans showed greater connectivity between the left and right sides of the brain in women, while the connections in men were mostly confined to individual hemispheres. The only region where men had more connections between the left and right sides of the brain was in the cerebellum, which plays a vital role in motor control. "If you want to learn how to ski, it's the cerebellum that has to be strong," Verma said. Details of the study are published in the journal Proceedings of the National Academy of Sciences.

"It's quite striking how complementary the brains of women and men really are,"

Ruben Gur, a co-author on the study, said in a statement. "Detailed connectome maps of the brain will not only help us better understand the differences between how men and women think, but it will also give us more insight into the roots of neurological disorders, which are often sex-related."

These distinct neurological differences between men and women are evidence of a an evolved

intersexual complementarity that has manifested in both the personal and social dynamic of intergender relations for millennia. Conventional gender roles where there is a defined interdependence between the sexes is reflective of precisely the hardwired “stereotypes” researchers were so shocked to discover in men and women’s neural wiring.

Talents and Deficits

I’m often asked what the complementarian model looks like and it’s all too easy to not want to fall into the perceived trap in defining gender roles for men and women as they’ve been for centuries before our own era. Conventionally feminine women and masculine men are ‘shocking’ stereotypes to a society steeped and conditioned to accept the egalitarian model as the norm. The simple fact is that equality is only defined by the conditions and environmental circumstance that make something equal or unequal.

Men and women are biologically, physiologically, psychologically, hormonally and sexually different. This presents a very difficult proposition to an egalitarian mindset – men and women are simply better suited for, better wired, better enabled and better physically capable of succeeding in different tasks, different environments, different socialization, different mental or emotional demands as those circumstances dictate.

We simply evolved for symbiosis between the sexes; the strengths of one compensate for the weakness of the other. Depending on the challenge presented, yes, this means that in our complementarity the difference between a man and a woman are going to be unequal. Much of the gender discord our present society suffers is due primarily to the intentional rejection of this evolved, symbiotic complementarity and its replacement with the fantasy of uninfluenced, independently sustaining equalism. From the egalitarian mindset, the genders are self-sustaining and independent, thus men and women simply have no *need* for the other.

Though egalitarians will argue it does, complementarity doesn’t imply a universal superiority of one gender or the other. Rather, depending on the task at hand, one sex will be better predisposed to accomplishing it. Furthermore this isn’t to say that the gender-specific deficiencies of one gender cannot be overcome by learning, practice and brain plasticity to achieve the same ends – it is to say that men and women’s brains, and the task specific adaptations of them, predispose them to being better capable of achieving them.

Fighting Nature

For the better part of this blog’s history I’ve outlined the process of how the Feminine Imperative conditions men to embrace their “feminine sides” and create generations of ready Betas. Most Blue Pill men will fail to identify with the more masculine specificity I’ve outlined above. It’s important to remember that learning to be better at non-gender specificity in an attempt to override this natural gender-wiring is not always a voluntary effort on the part of a person – especially when egalitarian Mom and Dad are in on the conditioning.

When we see the recent popular social effort to embrace transexual acceptance what we’re being asked to do is accept a learning process that countermands a male or female’s evolved neural architecture. Brain plasticity is a marvel of evolution, but it is subject to external manipulation and the ideologies of those doing the manipulating.

There’s been a criticism of western public education’s push to force boys to learn like girls – we treat boys like they are defective girls. This is a prime example of not just a social engineering effort, but an effort in reprogramming boys to override their natural, neurological maleness. Thus they become

less effective girls because they are required to think, emote and react in way their brains never predisposed them to.

Likewise there is a popular push to encourage girls to adopt male modalities of thinking. In the hopes to make mathematics and technology fields more gender equal egalitarian society will make special compensation and establish exclusive academic rewards for girls who teach themselves to override their intrinsic mental proficiencies and find intrinsic reward in adopting those of boys.

The egalitarian mindset simply denies the foundational truths that decades of evolutionary psychology, evolutionary biology and anthropological research indicate about our present state of intersexual relations. Inso doing they reject a complementary model and embrace an egalitarian one. Their mistake is presuming that evo-psych necessitates a biological determinism and thereby absolves an individual of personal responsibility for their behavior. It does not, but it does provide a framework that more accurately describes the mental state, sexual strategies and social environment in which men find themselves with women.

When you hear or read the trope that “women are just as sexual as men” what’s being related to you is founded in the same egalitarian root that teaches us to believe that “women are just as good at fathering as any man”. All are equal, but men’s sexuality seems a boon that egalitarian women would like to adopt.

One reason egalitarianism is an appealing cover story for feminism is because its primary goal is leveling the sexual competition playing field for all women to optimize Hypergamy at the expense of men’s own sexual strategy interests. If all is equal, if men’s basic biological impulses are reduced to shamed criminality, if women can expect men to be aroused by their perceived value of their self-defined self-worth, then all material and physiological deficits can be effectively dismissed.

Under the guise of egalitarianism, feminism has effected feminine social dominance for over half a century now.

Egalitarianism is likewise appealing to evo-psych detractors because a belief in egalitarianism *should* mean that men can escape their burden of performance. I touched on this in the first post of the Adaptations series. The presumption is that if the more intrinsic, ephemeral aspects of men’s higher-order thinking and personal worth is appreciated as a sexual attraction, then all deficiencies in meeting his naturalistic burden of performance can be rescinded. Game, physique, personality, status, success, achievement, etc. are superseded by his equalist belief system and this is sold to him as the new order upon which women *should* find him attractive.

Complementarity is the evolved interdependence between the sexes and it’s been a responsible element of how the human race has risen to be the apex species on this planet, but it doesn’t ensure an optimal breeding schedule for either sex. So long as men and women are mired in a denial of the evolved psychological differences between the sexes, their only alternative is to embrace egalitarianism.

The reason feminism hates the Red Pill – in its concrete sense – is because it more accurately predicts human behavior than feminism and equalism have ever been capable of.

Christian Dread

November 3, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A couple of interesting things happened over the last week and a half that made me think it might be time to reconsider the principle of Dread once again. The first was a comment I made over at [Biblical Gender Roles](#) which Larry Solomon then devoted a blog post to address. This was my comment to him:

While I might not endorse overt Dread for Christian men I would advise they become more aware of the opportunities that passive Dread represents in their marriages.

Most Beta Christian men (which is to say 90%+) will proactively try to diffuse the sexual anxiety and tension necessary to inspire the ‘desired’ sex you describe here. They believe the pro-feminine lie that rapport, comfort and familiarity is what leads to sexual desire so they make every attempt to convince their wives that they have no need to worry or feel

insecure that any other woman would want them sexually, much less appreciate them for being ‘good christian men’.

What they fail to grasp is that passionate sex inspired by genuine desire is the result of insecurity, anxiety and sexual tension. Most Christian men are conditioned to bypass this phase in seducing their wives, thinking that comfort and security are what will prompt her to being more sexual, but in doing so they kill the vibe before it can build. Comfort and rapport are post-orgasm, oxytocin effects, but Christian men believe they are prerequisites for sex. For the most part they are deathly afraid to embrace and exaggerate the uncertainty, spontaneity, anxiety and tension women need to feel sexual urgency.

You make sex another chore for a woman when you negotiate for her desire. Genuine desire cannot be negotiated. If you find yourself in a sexless (or passionless sex) relationship with your wife you need to embrace using soft dread situations to prompt her imagination. A woman’s imaginings are the best tool in you seduction toolbox, learn how to inspire them.

Make your wife unintentionally uncomfortable. Sexuality is spontaneous chemical reaction between two parties, not a process of negotiation. By its very nature passionate, desired sex is a result of being uncomfortable, uncertain and urgent. It might be an uncomfortable truth to most Christian men, but the best, most memorable, married sex you have won’t be the result of a pre-planned “Date Night” where you stage manage every event and nuance in advance; it will be the rough, hard-core, make-up sex you never thought you’d have after a near breakup inspired by the anxiety of the thought of never having you around anymore.

Just to give you a quick run down here, I found BGR quite by accident. One of Solomon’s post actually got shared in my FaceBook feed by a notorious Christian feminist I follow just for such stories. I’ve written about it in the past, but I find contemporary evangelical Christianity (or ‘Churchianity’) to be one of the most fertile grounds for egalitarian feminist mores to propagate.

Standard disclaimer: I don’t do religion on this blog, but I do intersexual dynamics and sometimes these have effects that are very intertwined with religion, politics and social orders. It’s long been my own and Dalrock’s observation that Christianity has been co-opted by the same feminization that secular society has been saturated by.

As things progressed, this post and my exchanges with Solomon in the comments were picked up on by Raw Story and at least 4 other reblogs from various culture news “journalists” happy to pull anything and everything out of context, provided no links to the actual article and, as would be expected, deleted any post of my own from the Disqus comment threads I vainly tried to leave. I was happy for what spillover traffic came in from it, but I know the indignation crowd’s flavor of the minute doesn’t really count for much.

However, for all of that, I did reexamine my two previous posts on Dread: *Dread Games* and *Soft Dread*. It was interesting to see the knee-jerk response to ideas like “*passionate sex inspired by genuine desire is the result of insecurity, anxiety and sexual tension*” from the Blue Pill commentariat. The problem I see is that there’s only one manner in which terms like ‘insecurity’, ‘anxiety’ and ‘sexual tension’ are really interpreted by those steeped in the Feminine Imperative. They are always going to be viewed from a position of absolutism; therefor the drive-by impression is that myself or Solomon were advocating for heavy handed abuse of wives by their husbands.

And as expected, the straw men got more blown out of scale, and then it was a story of how Christian husbands ought to force themselves on their wives irrespective of their actual desire, and then comes

‘Rape! Rapety rape rape!’

How to Get Your Wife to Want to Fuck You

I’ll admit, I’m not familiar with Solomon’s writing, but from what I gather on his blog it’s fairly heavy on the “how to get your wife to have the Biblically mandated sex the Lord obligates her to” posts. I fully understand the ease with which the “spiritual, but not religious” crowd would have a field day with a majority of his posts.

As some of my readers are aware I’ve been an active reader of Dalrock’s blog for years now. I don’t do religion, but if I were to I expect a lot of what I’d write would be better done by Dal. A handful of commenters on his blog think I’m the Devil for laying bare the frustrations they observe in the church in the secular, nuts & bolts, psychology and intersexual dynamics. I think most there have a pretty good grasp of the feminization and egalitarian efforts that have taken root in a religion that still preaches the *old set of books* to men while simultaneously expecting them to recognize the new set of books for women.

I imagine a lot of contemporary Christian men would embrace some degree of the MGTOW mindset if marriage weren’t the only doctrinal means for them to have ‘ordained’ sex. Mainstream, pop-culture Christianity loves to adopt and ‘sanctify’ christianized versions of secular social trends, and the Red Pill is no exception. One theme I see repeated on sites like BGR as well as Focus on the Family is a push for married Christian couples to have more sex. Solomon’s tact is literally enforcing Biblical gender roles on couples and therefor obligating wives to ‘Duty Sex’ they apparently are reluctant to have. For the Focus on the Family side, there’s an embrace of men’s constant need to qualify themselves for their wife’s intimacy; ergo making it their fault for their sexlessness.

I imagine this situation doesn’t bode well with the contemporary Christian young man who actually takes his conviction with some degree of seriousness. Not only does his Burden of Performance include a constant qualification to women in a sexless pre-marriage state (to say nothing of the hormones of youth), he “struggles” with rubbing it out to porn, and then has a sexless marriage waiting for him on the other side of the marriage contract that is all down-side risk for him.

The *Quest for the Righteous Fox* will always persist, but I can’t say that sounds like a great opportunity for an 18 year old guy raised on Purity Rings and taught to defer all authority to the woman who will become his only source of sexual release for a lifetime. So the appeal of a christianized form of the Red Pill should be obvious.

My comment to Solomon was motivated from the perspective of wanting to help these men better understand their Christian conditioned Blue Pill predicament. I know a common refrain of more traditionalist Christians is that Christianity was already Red Pill before there was a Red Pill, and in an Old Testament respect I guess I can relate, but the problem isn’t one of doctrine, it’s about the readiness with which the church has adopted egalitarianism *as* doctrine. I get that it’s largely a business decision – appeal to the feminine or go out of business – but after several generations the same Blue Pill conditioning of the past 60+ years is only amplified in a religious context.

Religion is no insulation against Hypergamy. I understand that in the past religion was used as a control on Hypergamy, especially in respect to men’s burden of performance and the necessity of their provisioning to women.

There was a section in the London Real video interview of Nick Krauser where he explains the distribution of labor aspect of how religion and the 80\20 aspect of the Pareto Principle interact with Hypergamy and intersexual dynamics. I may explore this in another post, but the idea is that

monogamous marriage in a Christian sense relatively ensured that the 80% Beta men could reasonably expect to get a woman for exclusive sex and pass on his genetic lineage.

Alpha Fucks and Beta Bucks are still the order of the day, but that Beta could, through a social and religious contract, be pacified with a wife and the responsibilities inherent in his burden of performance as a father and husband. Thus the distribution of labor could be maintained without the fear of a 'Beta Uprising' to claim control of more Alpha dominant men.

Stay at Home Dad Documents His Sex Life on a Fitbit

Unfortunately with the advent of the sexual revolution that Beta Christian man's sex life is far more likely to resemble this guy's. Egalitarianism has saturated itself not just into the social structure of the church, but it has reshaped the very doctrine upon which this old set of books and monogamous marriage was founded upon.

Thus we see men looking for answers to their sexless marriages and the hope that Red Pill awareness can bring to them. Old order marriage only exists with regards to men's responsibilities under it. These husbands must balance those old order expectations with a new order egalitarianism that the church has embraced for their wives. And few are ever aware of their balancing act.

The Red Pill would have to be made Christian Kosher®, but the psychological and sociological underpinning of Red Pill awareness clashes with the 'traditionalism' of old order Biblical gender roles based on that old division of labor/monogamous marriage model.

Always Default to Game

November 7, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the last comment section a very old Game conundrum got reheated. It's the old confusion on when to "run" Game on a woman and when not to. This concern used to be debated quite a bit in my early days at SoSuave. Occasionally it comes up now and then with guys who're new to the Red Pill and, still in the process of disconnecting their Blue Pill ideals, want to know when it's *appropriate* to use their new Game superpowers for good.

It's kind of good to revisit the fundamentals; it gives you a better perspective on how you came to a

more advanced idea so I'll get a little remedial here. Essentially the idea guys were talking about then was how Game was something they were turning on or off as situations dictated. Guys would come up with various hypothetical or actual situations where they were unsure if *using* Game was appropriate. Sometimes these were ethical dilemmas, other times it was just a want for avoiding bad consequences.

- Should I use Game on the woman at the office?
- Should I use Game on the fat chick I honestly have no interest in?
- I find myself using Game on my overbearing Mother and it works, should I feel bad?
- When I apply Game / Red Pill aware practices in other areas of my life I find I'm better able to enjoy the results I want, is this manipulative?

These are a few of the more common ones, but there are many others. However, the base assumption in all of these is that Game is an act and separate from that individual's personality or "who he *really* is". While I might advise against actively, overtly "gaming" women in your workplace, the Frame you establish by applying Red Pill awareness practices (i.e. Game) will be invaluable to you.

Every time I've dealt with this question/presumption it's usually the case that the guy asking about the situation is still thinking in the same Blue Pill mindset he's been conditioned to, but has more or less accepted the realities of Red Pill awareness. He may have even *killed the Beta* for the better part, but the process of changing one's Blue Pill programming, to say nothing about placing himself as his own *mental point of origin* is a time consuming one.

The answer is a very simple one: **Always default to Game.**

Law 14

Pose as a Friend, Work as a Spy

Knowing about your rival is critical. Use spies to gather valuable information that will keep you a step ahead. Better still: Play the spy yourself. In polite social encounters, learn to probe. Ask indirect questions to get people to reveal their weaknesses and intentions. There is no occasion that is not an opportunity for artful spying.

Although this Law is really directed towards one's power rivals it is also an apt illustration of how Game is applicable in situations that you may have no real intimate interests in. In this instance that *artful spying* takes the form of *learning to read* a particular woman even when you have (or wisely shouldn't have) no real intimate interest in her.

There was (is?) a school of Game thought that a guy new to it should apply it with "less than optimal" women in order to perfect the practice. Furthermore, for the newly Red Pill aware, it's a relatively low investment way to evaluate proof of concept and build upon it. For as much as I'd like newly aware guys to be able to go from zero to sixty with Game, I can see the logic in this.

I say that with a caveat though; you've still got to consider the complications and attachments that **will** result from your Game actions. Not just this, you even need to be at least peripherally conscious of how your *Frame* control, *Command Presence*, *Amused Mastery*, etc. will impact non-intimate women's disposition and attachment to you. Bear in mind that most men, Beta men, don't leave the mental imprint on women that a Red Pill aware, self-MPO man does, to say nothing of a more Alpha man.

Case in point: In my line of work (liquor and gaming) there are many times when I'm working a

promo with my girls, or I'm meeting random women I've never met before, where I have to make a mental effort to be self-conscious of how I interact with them. It's sort of the reverse situation to constantly making an effort to stay in Frame to effect Game; it's become such a part of my nature and personality now that I default to Game.

In fact it's not even Game to me anymore, it's just who I am, and particularly when I'm 'on' and I need to interact in a social context. It flows so naturally for me I sometimes have to make an effort to dial it back when I see IOIs or I get kino from the women working for me. When women are hitting me up to come party with them after my setup time is through, that's a reminder that I'm making an impression on them I don't really want to follow up on.

From *Mental Point of Origin*:

Your mental point of origin is really your own internalized understanding about how you yourself fit into your own understanding of Frame.

If Frame is the dominant narrative of a relationship (not limited to just romantic relations), your mental point of origin is the import and priority to which you give to the people and/or ideas involved in that relationship. It is the first thought you have when considering any particular of a relationship, and it's often so ingrained in us that it becomes an autonomous mental process.

From *Recursive Game*:

While it is of course vital for a man to internalize the various fundamental truths about the nature of women (hypergamy, solipsism, Alpha Fucks / Beta Bucks, love based on opportunism, etc.), these fundamentals need to become an ambient condition for you in your dealings. This understanding needs to become an internal – under the surface – part of your interactions with women.

Too many guys think that all of this requires some endless capacity to psychologically micromanage every aspect of their interactions, not just with the women they become (or potentially become) intimate with, but also women they work with (or for), their mothers, sisters or daughters. A common reason men initially reject the practice (not necessarily the concept) of Game is due to some imagined expectation that they'll need to cognitively account for every variable a woman may or may not be subjecting him or herself to.

When you think of Game as some act you put on or some cognitive fencing match between you and a woman it's easy to believe it's just too exhausting. That's when one of two things usually happen; Game-awareness either sinks in and becomes part of his personality, or he relaxes and/or abandons what he's learned of Game.

And from *Artificial Joy*:

Once this awareness is internalized and becomes a part of a Man's personality there is no vigilance, just awareness. There is a subconscious understanding of the order of things from a red pill perspective, but that doesn't mean I suspect the female bank teller I'm making a deposit with is ready to rob me blind the moment I turn to walk out the door.

Neil Strauss hinted at 'social robots' in The Game; guys who were nothing but Game all the time and were unable to make real emotional connections. I would argue just the opposite. The real danger inherent in Game and Red Pill awareness is a man using it to fulfill his

former blue pill idealisms – *that* does require a constant effort.

A healthy red pill awareness requires not only a Man's reassessment and recreation of himself, but also that he abandon his former blue pill paradigm and learn to live in a new, positive, red pill paradigm. It seems like a daunting task when you first come to terms with it, but ultimately your awareness becomes an internalized part of who you are. You can allow that to consume you with a paranoia rooted in your former blue pill frame, or you can learn to create hope in a new system – one that you not only have more control over, but one that requires you to assume that control.

I've quoted these here to give you a better feel for what I mean when I say always default to Game. With that comes a practiced learning and internalization process of Red Pill awareness and a confirmation of its fundamentals. Once your personality becomes one that defaults to Game you'll discover that Game is not just for picking up women. I've personally used Red Pill awareness and Game practices to close business deals, convince people with money to go with my creative ideas and even get out of a traffic ticket.

So that said, the discussion questions for the weekend (yes, I'm bringing them back) are:

Do you hesitate to use Game in different situations, and if so why?

Do you think Game is only applicable to your intimate interactions?

Are you hesitant to use Game because of ethical or Blue Pill considerations?

Have you ever applied Game and/or Red Pill aware ideas to women below your own SMV?

Do you think it's advisable to "practice" Game with such women?

The Purple Pill

November 11, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Four years ago I wrote a post titled *Could a Man Have Written This?* I opened that post with a short, I thought positive, critique of an article by Mona Charen in which she in turn took a then relatively unknown Kate Bolick to task over her *All the Single Ladies* article. You can read the whole post; it was one of my earliest essays on this blog and, as I've come to realize, one of my more prophetic ones too.

My intent in that essay wasn't to call Charen to the carpet, but rather to illustrate the point that *only* women are allowed to write an article that criticizes issues specific to women. It is an indictment of, and evidence of, the feminine centric social order we find ourselves in today that any man brazen enough to write verbatim the same offering would be dismissed and passed over as a misogynists at best – lose his long career and personal life at worst.

No man could write this critique and be taken seriously, and therein lies the danger in women co-opting the message the manosphere has been compiling for 12 years now. The environment is such that anything remotely critical a man might offer is instantly suspect of misogyny or personal ('he's bitter') bias, however, couch that message in a female perspective, play Mrs. Doubtfire, and you'll at least reach the audience beginning with something like validity.

Not surprisingly this element of message delivery is lost on most women. Adopting the male perspective seems novel, something that might set a woman apart in a sea of common fem-speak, but it's important for Men to understand that anything positive a 'pro-man' female author has to offer is still rooted in her female reality. In girl-world, what directly

benefits women *necessarily* is presumed to benefit men, so **what we'll see is a new wave of female bloggers bastardizing the world-worn ideas that the manosphere has put together and repackaging it in a female context. It's Man Up 2.0; make a token push to "re-empower" men just enough for them to idealize the romanticism of the responsibilities required for living up to women's expectations.**

I daresay this last part is exactly what the manosphere is seeing now. Like any other *Male Space* the Feminine Imperative makes it its business to ensure that 'overseers in the locker room' – in this case the social awareness of the Red Pill – are emplaced to control a narrative and a condition to suit its purposes. That may sound conspiratorial, but there is no need for a concerted effort when women's natural, fluid interest in attention and indignation will motivate them to co-opt the narrative of Red Pill awareness.

From *Male Space*:

Overseers in the Locker Room

The second purpose in the goal of female inclusion into male space is really a policing of the thought dynamics and attitudes of the men in that space. When women are allowed access to the locker room the dynamic of the locker room changes. The locker room can take many different shapes: the workplace environment, the sports team, the group of all-male coders, the primarily male scientific community, the 'boys club', the group of gamer nerds at the local game store, even strip clubs and the sanctuary you think your 'man cave' is – the context is one of women inserting themselves into male space in order to enforce the dictates of feminine social primacy.

When the influence of feminine-primacy is introduced into social settings made up mainly by men and male-interests, the dynamics and purpose of that group changes. The purpose becomes less about the endeavor itself and more about adherence to the feminine-inclusionary aspect of that endeavor. It starts to become less about being the best or most passionate at what they do, and more about being acceptable to the influence of the Feminine Imperative while attempting to maintain the former level of interest in the endeavor.

Men unaccustomed to having women in their midst generally react in two ways; According to their proper feminized conditioning, they embrace the opportunity to impress these 'trailblazing' women (hoping to be found worthy of intimacy) with their enthusiastic acceptance of, and identification with, their feminine overseer(s), or they become easy foils of an "out moded" way of thinking that the new 'in-group' happily labels them with.

Once the feminine-primary in-group dynamic is established a 'feminine correct' social frame follows. This feminine correction restructures the priorities of goals, and validates any accomplishments, in terms of how they reflect upon the feminine as a whole. Thus any in-group success is perceived as a *feminine* success in male space, while in-group failures or simple mediocrity is either dismissed entirely or blamed on out-group men's failure to comply with, or the rejection of, the Feminine Imperative's 'correcting' influence on the in-group.

It's very important for Red Pill aware men, manospherean men, to keep this dynamic in mind when they are assessing and evaluating the various messages and intents of the men from whom they're

considering taking advice from.

The Purple Pill

In the community, The Purple Pill is a euphemism for men who've become Red Pill aware, but for a variety of insecurities have decided to temper the uncomfortable truths of that awareness with their previous Blue Pill hopes. The harsh, ugly truths that the nature of women, the nature of Hypergamy and the natural selection process of intersexual dynamics presents to these guys becomes too much to bear. It's all encompassing; when a man begins to see his surroundings with a Red Pill lens the difficult truth needs for an optimistic solution to counter what would otherwise be nihilism.

As I detailed in *A New Hope*, there's a want for some sort of Red Pill solution in achieving Blue Pill fantasized goals.

Learn this now, **you will never achieve contentment or emotional fulfillment in a blue pill context with red pill awareness.**

I've included as my blog picture the first and last book covers published by former Frat Boy PUA Tucker Max. I could just as easily have used Neil Strauss' most recent book, or Athol Kay and *Married Man Sex Life* as an example, but I think Tucker's covers tell the story better than a thousand words. When women, women's interests and women's sexual strategies become an endemic part of that man's previous message or a male-specific social movement, the fundamental, underlying impetus becomes compromised. It becomes a tool of the Feminine Imperative.

The present condition of the Mens Human Rights movement is a glaring example of this insaturation of feminine influence. At some stage along the evolution of this otherwise laudable movement its leaders recognized that their best messengers – really their only options – for their grievances were women. Our feminine-primary social order only allows women to be critical of other women, thus the only avenue became investing their message in the women who would voice it for them.

Although I'm cautiously optimistic about the production and release of *The Red Pill* movie in the coming year I have to temper that with the knowledge that a documentary about the MRM will, once again, owe its credibility to a self-identifying feminist, Cassie Jaye, to tell the story for them. For all of the reassurances and promises of objectivity on her part, the subplot of the documentary prominently features her self-doubt and questioning of her own feminist beliefs during the process of her making the documentary.

On the surface this female self-discovery probably seems like a confirmation of purpose to the men of the MRM, but from a Red Pill perspective – the true Red Pill awareness neither she nor the notables of the MRM are willing to acknowledge – this is yet one more example of the innate feminine *solipsism* we've dissected for a decade now. From *Eat, Pray Love* to *Gone Girl*, the female self-discovery script is almost cliché now, but I expect that the bulk of the publicity and interviews of Jaye that follow this film will be less about the MRM and more focused on her very predictable “personal growth journey”.

As I stated in *Male Space*, the purpose becomes less about the endeavor itself and more about adherence to the feminine-inclusionary aspect of that endeavor. This has been a constant bugbear for the Mens Rights Movement, and is the primary reason they must maintain an inclusionary egalitarian / equalist aspect to their message.

The present state of the MRM is just one of the more apparent examples of men's groups inviting this feminine influence to ostensibly validate their message. There are others. Tucker Max's most recent

venture appears to be selling himself as a reformed cad who followed the romantic comedy script and is now appeasing his wife's influence by *helping* men better understand how to better accommodate Hypergamy.

From *The Script*:

For women, the only thing better than experiencing this script vicariously through movies and stories is to see it happen live. David D'Angelo, Tucker Max are a few manosphere notable who've played the come-full-circle surrender to the script. There are far more guys who play it in a more visual sense (the repentant 'Womanizer' episodes on the Tyra Banks show comes to mind), but no one really remembers them, and certainly not in the 'sphere. While there's a sense of vindication for women to have a guy surrender his anti-social (i.e. anti-feminine primary) lifestyle and beliefs in favor of a feminine paradigm, and "settle down" into a feminine framed, normalized monogamy, surrender is still surrender. Essentially the strong vibrant man who posed such a challenge to her, the one who's steadfast determination and conviction made him a man she was hot for as well as one she could respect, loses his status.

He'll say, hey, you don't know where I'm at in life, you don't know the experiences I've had, life has taught me the value of compromise. Women fundamentally lack the capacity to appreciate the sacrifices a man must make to facilitate a feminine reality, but if there's one thing women outright despise, one thing men foolishly believe women should be able to appreciate, it's a man willing to compromise the beliefs he's established his reputation and integrity upon in order to facilitate her feminine reality. That's the definition of a sell-out.

As I said there are many other examples; Athol Kay and the revenue dependence he now has on his pandering to a female audience (and the inclusion of his wife and other women in his message). Evan Mark Katz's pandering almost exclusively to upper middle class women bemoaning the same tired tropes of "no good men" that led them to their spinsterhood in the first place. There are more, but in all these cases these men's financial livelihood depends on their capacity to include a feminine-primary influence into their dubious male space.

This Purple Pill dynamic has also found its way into mainstream religion for much of the same reasoning these 'Dating Coaches' find it necessary to cater their message to a feminine-primary audience. Most will season-to-taste just a bit of whatever they're peripherally aware of about Red Pill truth, but only enough to appear in touch with the burden of men's performance owed to the women that make up their audiences. Like the Dating Coaches, the Purple Pill Pastor understands that his revenue depends on hold women's attention and usually this comes in the form of playing to women's inherent need for indignation.

And finally, there are the apologist,...

This is an old video, but it's brought to you by the same faction that's now fronting conferences like the Conscious Men Summit. It pains me to see Dr. Warren Farrell speaking/endorsing this new age masculine apologist movement, especially since he's a featured interview in *The Red Pill* movie for the MRM. Farrell has always been an adherent of the same gender-equal fantasy he learned from 70's feminism, but I do credit him with aiding in my own unplugging when I read *Why Men Are The Way They Are*.

I suppose I shouldn't be too shocked, but the masculine apologists of this century also have a need to

mix in just enough Red Pill awareness to appeal to, what they hope are the more dominant sensibilities of men. New age (really reheated 70s) masculine apologist still cling to the fallacies inherent in gender equalism, but they transition this into a restitution script they believe women will appreciate in an age where women despise their pathetic acquiescence to the Feminine Imperative they're oblivious of.

If these guys' message makes your stomach turn, well, I share in your disgust, but it's important to remember that in the coming years men like this will attempt to co-opt into their message just enough of what the Red Pill as a collective has developed for the past 13-14 years.

After Roosh decided to set fire to the Red Pill community in an effort to create his own brand in neomascularity he put out a video in which he laid claim to having 'fathered' the Red Pill. Now we have the MRM making similar claims of ownership to this collective with their upcoming documentary. The cover story is of course "only in name, because no one can really 'own' the Red Pill", but their notables understand the conflation all too well. Furthermore we have the influences of the 'overseers in the locker room' effect with the likes of Tucker Max and other half-measure Purple Pill fence riders.

Back in 2011 I anticipated women writers co-opting the Red Pill and acknowledging what of it that serves their sexual strategy (Open Hypergamy) and in claiming authorship of the Red Pill they also claim the authority to define it in the ways that most fluidly serve the Feminine Imperative. The Purple Pill pushers will use what ever conveniently complements and reinforces their Blue Pill insecurities while sweeping the ugly, harsh, unflattering truth of the Red Pill aside or disqualifying them as the negativity of misogynistic complainers.

While I am humbled to be accounted as one of the Red Pill's prominent writers I will **never** lay claim to having created it. The Red Pill in its truest sense belongs to the collective that has contributed to it as a whole. It belongs to the men who've fostered it, who've risked their livelihoods and families apart from it to make other men aware; it belongs to those who understand that its objectivity is what's kept it open and honest, discussable and debatable.

At the Man In Demand conference in Vegas I opened my talk by asking those seated what they believed the Red Pill was. I did so because I believe that in the coming years there will be a concerted effort to claim authorship and definition rights to the "Red Pill", and it's important for anyone identifying as being Red Pill aware to acknowledge that what we're a part of is a collective experience. We are, we become, the developments of a totality of men's experiences across the world.

Beware of any man or woman attempting to lay claims of ownership of the Red Pill. Beware of anyone defining this awareness, distorting these truths, to accommodate their narratives.

Don't Hate the Beta

November 16, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A common refrain I hear from even some well meaning Red Pill aware men is that there is some degree of disdain for the “Beta” man in the sphere. There’s not so much a rejection of apparent Red Pill truths as there is a schoolyard mentality when it comes to characterizing a guy as Alpha or Beta. This is where where a lot of guys turn themselves off to the Red Pill in a community sense.

In a way I suppose it becomes reminiscent of guys having been bullied in their formative years by the guys they now have a mental image of being archetypically “Alpha”. So it follows that concepts like AMOGing or running a ‘Boyfriend Destroyer’ script is distasteful; a lot of men, that is to say the

80%+ Beta men, have likely experienced this disqualification in direct or indirect ways in their youth. Sometimes that may simply be a girl he had his ONEitis sights set on opting for a more Alpha guy after telling him she wasn't ready for a relationship, or it may be a more direct experience of having sand metaphorically kicked in his face.

Thus it becomes a matter of course to entirely dismiss the nuts & bolts understanding of how *abstracts* like Alpha and Beta are used in the sphere. The default understanding goes something like this, "Those Red Pillers just hate on Betas to build themselves up" or some other version of this where the Red Pill becomes a Machiavellian free for all at the expense of other, 'lesser', men.

It's either this or the abstractions of Alpha and Beta are reduced to absurd binary interpretations; Alphas become ridiculous 'douchebag' parodies and Betas become pathetic, simpering doormats for the world to tread upon. In either case the purpose of reducing these abstracts as such is an effort in dismissing the uncomfortable, as well as evidently observable qualities and truths of the intersexual environment that plays out around us.

For the record I think it's important for Red Pill men to remain as objective and disinvested from making qualitative assumptions about what constitutes the Alpha and Beta abstractions. I don't hate, pity or resent Beta men. Neither do I embrace the idea that Alpha archetypes as necessarily positive or negative. For the moment however, I'm going to focus on Beta men.

The Presumption of Control

As I mentioned above, one of the primary dismissals men have when they encounter Red Pill thought is to blow it off because "it's all just a bunch of hating on Betas." And that presumption comes only if a guy is willing to consider the abstracts of Alpha and Beta in the first place – most simply don't want to recognize specific 'statuses' or defining characteristics of men or women, and just fall back on the "all is relative, all is subjective" mindset they've been conditioned to. *People are People*, there is no human "nature" so there is no male or female "nature".

But for the guy who at least accepts the idea of human natures, I can certainly understand the reservations of men whose identities were conditioned to a more Beta role. There's not much positive to characterize a Beta mindset with beyond the utility that conditioning serves to society and women's sexual strategy. Betas do in fact get laid; the terms on which, and how their sexuality fits their utilitarian role in women's *Hypergamous plan* is the real question.

I was recently asked if I thought Beta men employing *Beta Game* was a successful strategy in the larger scheme of things. If success means that Beta Game will get him laid, I'm incredulous about it. The presumption is that the Beta man employing that 'game' is in some way directing and controlling the outcome of his 'success'. I'd argue that what he believes is 'game' is simply his utility to a woman coming into an optimal window for her necessity of him. So is his 'strategy' really successful, or is he simply the best 'Plan B' a woman has available to her while her own SMV decays to the point where he's her best option?

Is that Beta really in control? Or is he simply situationally useful?

I think a lot of what guys new to the manosphere perceive as Beta hate is simply the presumption of control they believe they should be able to exercise with women. After having been told for the better part of their lives that the more accommodating and identifying with women they are will lead to them being accepted by women it's a presumption that this is some means of socially acceptable control for them.

It's very galling to have men place fault on a guy for things he knows are out of his control. I fully understand the angst and frustration that leads to things like *Beta Uprising* and men frustrated with intersexual dynamics taking it out on the whole of society before they swallow a bullet themselves. It essentially amounts to victim blaming; Betas are hapless and hopeless mules brainwashed and indentured to serve not just the Feminine Imperative (which would be galling enough), but also to have the pains and strivings that society demands of them be rewarded with women's genuine intimate interests focusing on Alpha men.

That sucks.

PUAs telling a guy it's on him as to why women are boring to him, or uninterested in him sexually, only reinforces that angst. It's like a pastor telling you that if you'd only prayed harder or more earnestly God would have cured your Mom of cancer. So they hate the Alpha, they hate the PUA, they hate the hotchickswithdouchebags guy, but they also hate women and the social/biological mechanics of the position they're placed in. It presumes a control that he believes he's never had, nor ever will.

So there comes a point where that Beta wants, sometimes adamantly insists, for his own *burden of performance* to be replaced, or at least handicapped, by a woman meeting him half way. This want is rooted in his Blue Pill presumption that *people are people* and in the equalist notion that women's hindbrains can (willingly) be overridden when it comes to arousal, attraction and intersexual dynamics. Again, if there is no human nature it should stand to reason that a woman *could* potentially choose that Beta for all the reasons he's been conditioned to believe she *should* choose him for. If there is a female nature, and that nature follows (with some degree of consistency) Red Pill aware truths, then his frustrations are founded on his own lack.

But these guys aren't Blue Pill oblivious men, they are Red Pill aware. They see the truth and that leads to their awakening to the cruel reality that they're in. So when these guys are put into that place they have a few choices: Snap and take out themselves and as many others as they can, go isolationist MGTOW and retreat to minimal societal investment, go MRA and impotently try to enact legislation that they think will even the social playing field from the top down, or they can take a realistic look at themselves and reinvent themselves to better play the Game.

The Burden of Fault

Whether it's fair or not, by virtue of being a man, you're going to have to accept your burden of performance. That burden includes your liability of accepting fault even for things that aren't *your* fault per se. It's not your fault that you were born and raised into a feminine-primary social order that conditioned you to be an accommodating utility for it – but irrespective of that, you will be held liable for not complying with it or resisting it. You are a man, you will always be accountable.

Is that fucked up? Yes. So with that in mind it is up to you as a Red Pill aware Man to decide for yourself what is worth your investment. Yes my friend, women can be amazing, interesting vivacious and fun, but they can also be fucked up and stupid and absolutely not worth your time, money and effort. It isn't your fault they are the way they are, but it is your fault for investing yourself in something you're not enjoying or profiting by.

With all of the railing against women not being worthwhile one would think that would prompt these men to being indifferent to women – but they aren't. Even the most ardent MGTOW and hapless Beta Red Pill denier still *wants* women; he simply wants her in his context and his frame on his terms – and to genuinely want to be a part of all that. There's nothing wrong with this desire, this is

precisely what I advise with regards to *Frame* control, but the disconnect comes in how men go about establishing a Frame women want to be a part of.

Get Out There

I may debate with other men's takes on how the importance of looks plays in to a man's overall Game and appeal, but one thing I won't argue with is the importance of men putting themselves out there and into situations that will most certainly take them out of their comfort zones.

For almost 20 years I have made a living doing exactly this. I have worked in gaming, liquor and brand development ventures that have put me into venues that range from Goth/Alternative/Hipster sets to LGBT events, to mixing with men and women who have the type of wealth that most people don't even know exists. My career, family and personal life has been my Red Pill classroom and laboratory for all this, and in all of these contexts I have found a way to enjoy myself and/or learn from these interactions.

One reason I will never look to writing Red Pill books as a career option is because it would remove me from the very source of my observations. Living it is the only way keep learning from it. On my own time, I would very likely prefer to lock myself in my studio and paint or sculpt, or to create something new to work into a brand, often to the exclusion of my wife and family and the many friends I have. I'm a very social guy, but I would probably not feel compelled to head off to a night club or any of the events I involve myself in professionally on a weekly basis.

When I'm doing a promo, I know I'm not going to hook up, so I find enjoyment in watching and learning from what I see going on around me. I can't drink when I'm on a promo or doing a trade show, so even that can't be a source enjoyment. So why fucking do it right? I make money at it, and it beats living in a cubicle, but I'd much rather be creating new things, new brands, new ideas than interacting with half-buzzed hipsters who think they're too cool to be there or obnoxious 40 something divorcees 'sampling' vodka and hoping to drink their spinsterhood away.

I enjoy what I do and it helps me help other guys. I put myself out in the wild because it's part of my job(s), but I honestly enjoy interacting with even the dullards and the drunks. It's what I invest myself in. That may sound like torture to you, but it's really contextual. I have friends I've made at underground Goth events who would blanch at the thought of what I do at a golf tournament. I'm not saying you need to be a social chameleon, but understand that your social education will always be domain dependent if you stay in the settings that make you the most comfortable.

Don't Hate the Beta

As I mentioned earlier, I don't hate Beta men. For a long time in my Blue Pill past I was one of them, and I can fully understand the want to mischaracterize an Alpha mindset in order to preserve a sense of self-worth. Beta men don't warrant pity or disgust, but rather they need a tough harsh awakening to the reality of the situation they find themselves in.

I don't think Beta men are hopeless, but they will remain in a state of hopelessness so long as they subscribe to a want of making things easier for their condition rather than improving themselves to better play the Game. That's hard to hear for most Beta men and I understand the protective need for denial in this, but I know of very few Red Pill men who really despise Beta or Blue Pill men. They despise his indentured state, they despise his willful obliviousness to his conditioned uses. They despise the lengths to which Blue Pill men will go in their hope to be appreciated by the system that made them what they are.

Just Shut the Hell Up

November 20, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Hello, I'm author Rollo Tomassi.

As one of the 3 'R's of the manosphere, it's important for me to encourage more men to unplug from the Matrix that is our present feminine-primary social order, but equally important is encouraging more women to sometimes just shut the hell up.

It's not that men don't value your thoughts (unsolicited, they often prove our points), it's just that we don't value *all* of them.

The world doesn't need your opinion on everything. For example, what men should do with their provisioning and catering their lives by 'Manning Up' to fit your overblown sense of entitlement after you've exhausted your prime fertility window on the Bad Boys and criminals in your 20s. Hush!

Your contrived cries of sexism over the sexiness of who the next popular video game protagonist should be. Zip it!

Whether or not the color of your foundation is called "Sunset Earth" or "Neutral Beige". Shut Up!

So as a public service I've made the following list of things men no longer need to hear women's opinions on. Please take a moment away from Instagram to jot these down:

- 50 Shades of Grey
- Yoga pants
- The thoroughly disproven 77¢ on the dollar 'Wage Gap' lie
- Giggling about 'Dad Bods' being "sexy"
- Your confusion about where all the good men have gone
- Fat Acceptance
- Red Pill Truths
- 'Designer cupcakes' and hand-baked dog treats being examples of 'female entrepreneurship'
- Christian patriarchy in an age of feminine assimilation of religion
- Any sentence that begins with, "As a woman I,..."
- Pleas for men's aid in advancing your feminist ideals at the United Nations after claiming not to 'need' men
- Any form of flavored martinis (or boxed wine)
- 50 Shades of Grey (again)
- Whether or not your feminine responsibility to engage in traditional Holiday 'cheer' is unfeminist
- And the complete lack of ethics in *all* forms of journalism

If you can control yourselves and hold back from further expressing your opinions on any of these topics we'll let you keep *weighing in* (uh, heh) on important topics like blow job techniques and pole dancing classes for housewives in shape enough to pull it off.

But that's a huge, big "if".

Thanks, so much.

Attitude Sells

November 25, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



There are many attitudinal and subtle behavior traits that manifest in men who are presented with options or enjoy even casual social proof. I'm not sure a lot of guys really realize just how sensitive women are to those 'tells'. You will do things, say things, without thinking about them that indicate on a limbic level what you believe about yourself. Women have evolved to perceive the smallest cues and subtlest of hints – to the point it's a subconscious subroutine running in their background processing of information about you when they're not even cognitively aware of it.

They may not be able to consciously put a finger on it, but on some level of consciousness these tells are informing a woman's limbic understanding of your SMV.

I've gone back and forth about covert communications vs. overt communications on this blog over the years. There is a certain school of Game that teaches a bold, direct action wherein a guy overtly inserts himself into that woman's immediate experience and I can certainly see the merits of it.

Enter into action with boldness

If you are unsure of a course of action, do not attempt it. Your doubts and hesitations will infect your execution. Timidity is dangerous: better to enter with boldness. Any mistakes you commit through audacity are easily corrected with more audacity. Everyone admires the bold; no one honors the timid.

There is a certain gravitas that accompanies an extroverted approach with women, the trick is not coming off as a ‘try hard’ and overplaying it, thereby overtly confirming your following a script. When you don’t believe it’s *you* it’s a pretty good bet she doesn’t either.

A lot of proponents of this in-your-face approach will tell you it’s the only way a “real” man should interact with women; boldly and confidently, and entirely on his terms. And while I agree with this, how you go about effecting that can vary depending on context and condition.

When a guy is initially establishing Frame and drawing the woman (women) of his choosing into his reality, that overt, direct approach can be the deciding factor for a woman’s acquiescing to his Frame. Caught up in the moment (such as an ‘insta-date’ or an encounter she wasn’t expecting) and charging her with an immediate rush of endorphins, a woman’s Hypergamous filtering process gets overridden by that excitement. This is the same principle operating behind planning dates with an excitement factor involved (rock climbing, sky diving, are both exaggerations, but you get the idea) – an emotional attachment paired with an endorphin rush associates that ‘feeling’ with you.

There’s a tendency I think for Red Pill aware men to view women’s Hypergamous / Solipsistic natures as hinderances to men effecting their own interests with them. Shit tests, filtering, sexual prospect comparison and a whole host of other conscious and subconscious vetting inherent to women seems like an insufferable waste of effort for men. However, while Hypergamy may define the rules of the game it’s important for men to understand how to work it to their advantage in both a direct approach and in understanding the subtle filtering that women do.

I’ve read more than a few ‘dating gurus’ define this “being direct with her” approach as the *only* legitimate form of Game. A Real Man® sees what he wants and goes out and boldly gets it. The problem is that this attitude gets tied to *The Male Catch 22* and any derivation is compared with unmanliness.

As I said, while I agree there’s merit to this directness, it shouldn’t be done at the cost of understanding how women subconsciously vet and filter to better discern a man’s (perceptively) true sexual market value to her – as well as how she contrasts his SMV to her self-perceived SMV. There is nothing “unmanly” about having a curiosity for how the female mind works and then using that understanding to your advantage.

Maintaining Frame

It’s one thing to draw that woman into your reality and your psychological Frame, it’s another to maintain this Frame once she’s stepped into it.

I went into some of the subtle ‘tells’ about a man’s SMV in *Alpha Tells* and *Beta Tells* and the subcommunication messaging that transfers between men and women. In these posts I described the process beneath those tells and what’s being communicated in them. One thing I believe even Red Pill aware men subscribe to is the idea that their Frame can only be maintained by the same overt and bluntly direct means that helped them create it.

This is the root of men’s initial anxiety of having to upkeep their Red Pill “act”; “Red Pill is

impossible to float all the time! What? Am I expected to Game my LTR forever?” The answer of course is internalizing Red Pill awareness into one’s personality, but one thing that also goes along with that is the manifesting of behaviors that help maintain your Frame.

Women pick up on behavioral cues, attitude, how things affect you, how you apply yourself to a task, how you deal with adversity and certainly the interplay you engage in with her while playing *with* her. If you’re thinking that women wanting men who Just Get It is all direct Game and all above board you need to reconsider that quite a bit of women’s filtering occurs when you’re not ‘on’ and she’s casually picking up on your behavioral cues.

She wants you to ‘get it’ on your own, without having to be told how. That initiative and the experience needed to have had developed it makes you a Man worth competing for. **Women despise a man who needs to be told to be dominant.** Overtly relating this to a guy entirely defeats his credibility as a genuinely dominant male. The guy she wants to fuck is dominant because that’s ‘the way he is’ instead of who she had to tell him to be.

Observing the process will change it. This is the root function of every shit test ever devised by a woman. If masculinity has to be explained to a man, he’s not the man for her.

Much of a woman’s vetting process takes place in her hindbrain. It’s very easy for most guys in western(ized) culture to presume that hot, but vapid, women are too oblivious to really pay much attention to this process. Lost in their hedonism and self-affirmations it’s easy to believe that those processes aren’t as influential in hook-ups as they might be in a long term arrangement, but trust that even though they might be under the surface they are being processed.

Mindset

It’s a Tomassi Maxim now, but bears repeating; Alpha is a mindset, not a demographic. I’ve explained what I mean by this on many occasions, but when it comes to what I consider the *abstraction* that is Alpha it can primarily be reduced to a particular mindset of masculine dominance and confidence.

I won’t belabor this here again, but suffice to say that while I believe there is a natural component to it, I do think that to varying degrees this Alpha mindset, or something approaching it, is a learnable state for men. That said, I also think men need to use caution when evaluating how to go about cultivating and internalizing this mindset.

It’s very easy to get caught up in the hope for a magic solution to your problems in life. There’s no shortage of motivational speakers and charismatic ‘self-help’ gurus ready to sell you a book, or a sermon, or some self-styled social movement promising to show you how to develop this “winners’ mindset”. It’s important to bear in mind that any mindset you learn is only as legitimate as the realities that inform it.

A lot of hate directed at PUAs, motivational speakers, pastors or even your parents can be traced back to their failings in understanding simple evidential realities. Their hopeful formulas for your success end up being frustrations and anxieties when they’ve proven to fail you because you invest yourself in part, or in whole, in them.

Much of what constitutes Blue Pill conditioning is founded in the same misgivings. It’s very easy to hype up and sensationalize Blue Pill idealisms in ‘optimism’ soaked rhetorics, but these hopes are easily dispelled with a Red Pill aware lens. That’s one reason the Red Pill can be bitter – it’s a real buzz kill when you’re high on Blue Pill optimism.

The primary reason I've always been reluctant to be prescriptive with Red Pill awareness in practice is because I've always believed that the Red Pill is never going to be one size fits all. While Red Pill truths are universal, their application is subjective to the man employing them. How he develops the mindset that best serves him is contextual to his own circumstance.

That said, I think a pragmatic approach based on Red Pill awareness and the fundamentals that make it up would serve men best in developing a Red Pill mindset that works for him. You might think that in light of my recent *Purple Pill* post that I'm alluding to the 'coaches' and re-definers of the Red Pill in all this, but lots of "Red Pill" men are actually Purple Pill hoping that some of the old rules might still apply.

While I emphatically recognize the power of positive thought in altering one's mindset and changing the course of one's life, I also understand that zeal for change needs to be tempered with a healthy skepticism. If you find yourself being swept up in a tide of super-optimism that's the time to question the foundations of it. Positive, motivational memes can become clichéd aphorisms when those foundations are proven to be false.

The Tyranny of Biomechanics

December 2, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“BRAVE”, “STUNNING”



LAUGHABLE, EGOIST



“BRAVE”, “STUNNING”



LAUGHABLE, EGOIST

Well, dammit, I had a very insightful article warming up in my drafts folder about Open Cuckoldry (it’s still coming, promise), but I felt compelled to riff on the new [Pirelli Tyre calendar photoshoot first](#). The calendar art is replete with a semi-nude Amy Schumer sipping a pumpkin-spice latte, “tastefully” rendered in greyscale (the calling card of an ‘artiste’ as opposed to just a ‘photographer’) and the doughy eyed stare of a comedienne who grasps the ludicrous seriousness of how her image will be received and delivered by a feminine-centric society.

I’ll be honest, I don’t much care for Schumer as a comedian or an actress, and if you read here with any regularity I’d expect you don’t either. She characterizes, with triumphantly unwarranted hubris, everything the Feminine Imperative would like generations of women to celebrate as a victory over the evil “Patriarchy” that, by design, is never entirely defeated. In a post-*End of Men* society, fat, goofy women will be the banner bearers the imperative will have dance on the symbolic corpse of the “Patriarchy” that will never die or be useless to it.

The irony here is that Amy's naked girth is being lauded by the usual media suspects as "brave" and "stunning". Calling a woman of this physique "stunning" is like telling the retarded kid he actually ran the football back for a *real* touchdown to win the big game. Perhaps Amy is self-aware enough to realize this, but her participation in her own humiliation tells the bigger story. The fact that she rationalizes her nudes as being "authentic" as opposed to ridiculous verifies this.

Now before I go much further here, I'll remind readers that I'm entirely aware that this "groundbreaking" photoshoot of "real" women is little more than a publicity effort, nominally on Pirelli Tyres (are they a British brand?), but mostly for photographer Annie Leibovitz and her feminist triumphalisms (she also shot 'Woman' of the Year, Caitlyn Jenner).

Since the inception of this blog I've always gotten props for the pictures I select as my lead-ins to what I'm writing. This talent is really the result of my having worked in advertising and brand development for years, and having to be the de facto photographer and photo editor for more than 20 years. Trust me, I get the language of imagery, and it's not difficult to see the train that Leibovitz is riding here.

At the launch of the calendar on Monday, Leibovitz explained that none of these photographs had been conceived with the male gaze in mind. Williams's photo was "not a nude but a body study", she said, while Schumer's was a comic conceit: "The idea was that she was the only one who had not got the memo about wearing clothes."

The 'Male Gaze' card is disingenuous when the stated intent of the shoot is an,...

...arty soft-core ode to pinups produced by the Italian tire manufacturer,...

The Bigger Narrative

There's a much larger story being sold here than a fat comedienne's rationalizing her nude form as championing "authenticity" or "realness". What we're observing, yet again, is the frustration of women being able to optimize their inherent Hypergamy against what our evolved biology dictates for them.

I've written extensively on the conflict between an idealized *Equalism* and human beings' evolved predilection for *Complementarity*. Whenever there is a new 'outrage' over "body shaming" or "fat shaming", with a Red Pill lens we can see what this conflict represents: The frustration women experience, and the anxiety of insecurity they feel when presented with the prospect of not being able to optimize their Hypergamous impulses because simple biology selects them *out* based on their physicality.

No doubt Leibovitz believes in her rationalization that she's shooting artful nudes without the mythical 'male gaze' in mind, but she knows on a visceral level the form of every nude woman in art throughout history has been rendered with the intent of replicating a beauty that inspires arousal (thus the ode to the pin-up). The simple hard-coded fact of nature is that the form of a semi-nude woman, by order of degree, stimulates the area of the male brain associated with tool use and thereby objectification. On a limbic level, sex with beautiful, arousing women is literally a problem to be solved by the male brain.

Leibovitz gets this. In fact she banks money on instigating the deliberate contradiction that human biology poses to her own (and a larger society's) ego-investments in blank-slate Equalism. The root of this prefabricated indignation rests in women's existential doubt of optimizing Hypergamy. That

doubt conflicts with the uncertainty of establishing a social order that will force men to act and be influenced by idealized Equalism rather than their evolved biology.

In other words, the latent purpose of this social order is to force men to comply with women's sexual strategy, irrespective of their evolved sexual arousal cues.

The ostensible want for an ideal Equalism, or a dubious gender parity, is really the cover story for the want of 100% consolidated control over their ability to optimize Hypergamy by literally controlling the sexual selection choices men are able to make for themselves.

Schumer apparently earns the label of “real” because a few rolls around her midsection are on display – because her body is less than perfect by pop culture standards. Would she be any less “real” if she didn't allow her body to be consumed in this way? Can't all bodies count as “real”, no matter what they look like and who lives in them and whether or not they choose to show themselves – clothed or naked?

I find it interesting that an out of shape Vin Diesel is ridiculed for his present physique, or that ‘Dad Bods’ are sardonically described as ‘sexy’ while the over-the-shoulder giggles ensue, but what I don't expect is for these men to be held as a physical ideal in women's estimate. There are no photographers, male or female, shooting artful nudes of overweight men, normal “real” men of professional accomplishment, or middle linemen for exclusive calendars. Firemen with rippling abs sell very well, but “real” men? Not so much.

However the difference is that men don't expect women's choices of what physically arouses them to shift in favor of their physiques based on expected societal shifts. In fact, we don't even expect women not to laugh at a naked Seth Rogan or Jonah Hill. The automatic impression is to laugh at them because they don't come close to women's physical ideal, so the presumption of intent *must* be humor. Yet we are expected to perceive a naked Amy Schumer as “real”, “authentic”, “brave” and “stunning”, and to do so with genuflection, devoid of laughter and ridicule.

The uncomfortable truth is that women have far higher, far more static and far more stringent physical ideals for men than men will *ever* have for women when it comes to basic visceral arousal cues. Yes, I understand there are more variables to attraction than just the physical, but we are talking about representing physical ideals in photos and calendars here. Firemen and Sports Illustrated swimsuit models are the standard order for a reason – evolved, practical, efficient biomechanics that have made us what we are today, not pop-culture stereotypes.

T-Rex Wants to Hunt

T-rex doesn't want to be fed; he wants to hunt. You can't just suppress sixty-five million years of gut instinct. – Dr. Grant, Jurassic Park

Sexuality, families, and men did not come about because of society. To the contrary, sexuality, families, and men are what made society possible in the first place. – Pook

These are some excellent examples of the conflict I've described above here. The Equalism of Annie Leibovitz – the dubious societal idealism that hopes these fundamental, biological underpinnings can be overridden by a self-defined higher order cognitivism – will always lock horns with the T-Rex that represents human biology. Annie and the rest of the prophetesses of gender equality are only, symbolically, trying to feed the T-Rex of evolved gender dynamics in the hopes he'll stay in the paddock, behave himself and only occasionally put on a good show for the customers.

However, even in the hopes of that a contrived, idealized gender Equalism will ever pull the teeth of the T-Rex, the same evolved need women have for Hypergamous certainty informs the concept of what that ideal “equality” *should* look like. The T-Rex is women too.

Open Cuckoldry

December 7, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)

SHE'LL FORGET EVERY
FIREMAN,
SAILOR AND
ROCKSTAR
OF HER DREAMS.



A DIAMOND IS FOREVER
HAPPY HOLIDAYS FROM FOREVERMARK

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A DIAMOND IS FOREVER
HAPPY HOLIDAYS FROM FOREVERMARK

During the Q&A section of the Man in Demand talk I gave back in September I was asked about where I believed the social dynamic of *Open Hypergamy* would lead. In specific the idea was proposed, and I agree, that the logical next step for a social order founded on feminine Hypergamy and one that prioritizes the female sexual strategy as preeminent would lead to a state of openly accepted cuckoldry.

Although I can't say it's an accepted social dynamic as yet, there are many social indicators that are revealing this push towards a normalized cuckoldry. I'll explore these for a bit in this essay, but for now these indicators are about a move away from conventional monogamy in the hopes that a 'soft cuckoldry' might be a precursor to instituting a more accepted open cuckoldry.

I think it's also important to keep in mind a couple of primary principles about this shift. First is the fact that, initially, an openly accepted state of feminine-controlled cuckoldry will never be called 'cuckoldry' proper. If we use the example of a socially accepted (if not celebrated) open Hypergamy as a model, open cuckoldry will be sold as a more logical, more humane sexual strategy for men and women in light of divorce statistics, romantic boredom and other sexual studies that indicate men and women weren't evolved for monogamous commitment.

The second is that open cuckoldry is the extension of a unilaterally feminine controlled Hypergamy. That is to say that as Hypergamy becomes more normalized as a social imperative that sexual strategy will extend to optimizing Hypergamy across genders. If that optimization is taken to its logical end it will require men not just to adopt cuckoldry as a norm, but to socially reward them for advocating it among their own sex.

Cuckoldry By Any Other Name

As I said, it won't be called 'cuckoldry'; the connotations are negative, so a redefining will be made in order to make the practice more socially palatable. The Feminine Imperative won't recruit the very

men it needs to perpetuate cuckoldry as their own sexual strategy if the term is derogatory. Thus we'll get euphemisms for alternative lifestyles, 'open marriages' or a "*Designer Relationship*":

We live in an era when everything is customizable. Relationships are no exception. Some people will continue to practice their grandparents' form of monogamy, and others, probably the majority, will be serially exclusive and pair-bonded. Still others will explore some form of non-monogamous expression that encompasses one or more of the facets we've discussed or may flow in and out of being exclusive based on what the relationship requires. (We've done this ourselves.) Having the ability to customize a relationship means having the freedom to respond to life's vicissitudes.

The first time I came across the concept of 'soft polygamy' I was in a behavioral psychology class exploring the practices of modern marriage and contrasting them with the long term sexual behaviors of men and women. As you might imagine the context of the study focused entirely on the 'bad behaviors' of men who essentially transitioned from serial monogamy to serial marriage. The idea was that in the process of moving from one LTR to another men were establishing a soft form of polygamy.

In a social respect, men have far more to lose from serial marriages than do women. The financial liabilities of divorce are well known to the manosphere, but so are the emotional and familial accountabilities. So from a strictly male perspective, serial LTRs are a dicey prospect, but from a female perspective, in a feminine-primary social order, institutionalized Hypergamy and the soft polygamy that results from the *Sandbergian* sexual strategy, soft cuckoldry becomes pragmatic in optimizing Hypergamy for women.

At this point we should consider the Heartiste maxim about feminism again:

The feminist goal is removing all constraints on female sexuality while maximally restricting male sexuality

Institutionalized cuckoldry is the logical means to restricting male sexuality, but we have to consider what function that restriction serves for women. From an Alpha Fucks / Beta Bucks perspective the plan is simple; restrict that sexuality as women find need for a particular man's service.

Diamonds and Rust

While I'm reluctant to prognosticate, my guess is that future generations of men will be conditioned to accept their role in this cuckoldry as part of their socialization. The above Forevermark diamond advertisement is one illustration of this. Open Hypergamy and its acceptance has already made its popular debut in mainstream media and advertising, and likewise open cuckoldry is just now finding a social foothold.

It takes the *Red Pill Lens* to appreciate the efforts as they're being made by a large society. The Forevermark ad is intended to be funny or cute, but it belies a deeper, more poignant truth about Alpha Widows, Hypergamy and the long term sexual strategy *Plan* and roles women expect men to play in it.

I was made aware of this ad being circulated from a reader on Twitter and at first thought it was a reworked joke. It is however legit and billboards with this campaign are up in major cities. Without the benefit of a Red Pill Lens I can see how most men would laugh it off or women might giggle sardonically about it, but the fact remains that a clever copywriter is aware of the sexual dynamics

that make it funny.

I pulled the following quote from Deti on one of Dalrock's more recent post:

"I think what we will continue to see is growing disengagement."

Yeah, this has been discussed here and elsewhere in the almost 5 years I've been around here.

I think that what will happen is that things will continue sliding in the same direction they're going now, until a critical mass is reached. I don't know what that critical mass is, what will trigger it, or when it will be reached.

We live in a mostly free society with a hybrid of capitalism and socialism. We have maximum freedom and autonomy right now, with both sexes being free to pursue pretty much whatever they want, however they want to. That is the prime characteristic driving the current circumstance — that, and up to now, there's been enough money taxed, borrowed and stolen to pay for it.

A growing number of men are not getting as much sex as they want. A growing number of women aren't getting commitments in the form they want — when they want or from the men they want.

So things are going to keep sliding that way. More and more men will walk away and direct what energies they have left elsewhere — into work, or beer/bros/Xbox/porn, or travel/leisure. (Oddly enough, this might make many of them more attractive to women, since they're spending less time directing their attentions to women.) More and more men will earn just enough to support themselves, since they don't plan on marriage, and fatherhood is out of the question. They will lack the skills to improve their lives. They will not get nearly as much sex as they want, but they will learn to live with it — mostly through porn, the occasional hookup, and the even more occasional prostitute. The price of prostitutes will skyrocket as demand increases; and a few more women will go into high-end call girl work to earn side money.

More and more women will direct their attentions into their work, travel/leisure, and having children without men. (This will definitely make more of them less attractive to men except as on again, off again sex partners.) They will not get the commitments from men they want, but they will learn to live with it. They will complain about it with increasing volume and shrillness, but they'll learn to live with it.

Until something happens to cause the tides to turn. Again — don't know what, or when, or how. But something will happen to cause a hard reset. And it will be exquisitely painful for everyone. I don't want it to happen, nor do I relish it. It's not something to desire or look forward to because of the pain it will bring. But I do think it will happen. I don't think it will happen in my lifetime or my kids' lifetimes. We could easily slide like this for another 50 to 100 years.

I think one consequence of this separation of the genders will include a socially normalized institution of cuckoldry. To take hold it will need to be termed something different, but in effect the process of women conceiving with one man and then expecting another man to parentally invest himself in that child will be a casual expectation of women. With so many men effectively (if not intentionally) going their own way, the idea that any man wouldn't be expected to serve as a

surrogate parent will become commonplace.

Genders divided by feminism or feminine social primacy will need a ‘customized’ form of cuckoldry that allows for the Alpha Fucks side of Hypergamy to be reconciled with the Beta Bucks side by enlisting different men for either purpose.

The Pink Pill

I want to end here with an essay I read recently on the fallout of the new female form of Viagra:

In an infamous cartoon in *The New Yorker* in 2001, one woman confides to a friend over drinks: ‘I was on hormone replacement for two years before I realized what I really needed was Steve replacement.’ Medicine has been reluctant to engage the question of just how much monogamy and long-term togetherness affect sexual function and desire, and the ‘Steve’ problem remains an issue that is tacitly acknowledged and yet under-discussed. To return to Julie’s growing pile of self-help titles, the books all promise to *return, revive, restore* without really getting down to the brass tacks of why desire extinguished in the first place. As Julie notes, the honeymoon grinds to an end, but the issues leading there are complex. In short supply is attention to the way mind and body react to social structures such as popular media, faith and marriage.

To develop drugs to boost libido is like ‘giving antibiotics to pigs because of the shit they’re standing in’

The American psychologist Christopher Ryan argues that the institution of modern marriage – meaning an exclusive couple bound by romantic love – is antithetical to long-term excitement. Ryan is best known for *Sex at Dawn* (2010), a book authored with his wife Cacilda Jethá, that makes the case that sexual monogamy is deeply at odds with human nature. He is among a growing number of researchers suggesting that the rift between women’s purportedly limitless sexual potential and their dulled actuality might owe to the circumstances of intimacy. Accordingly, the conjugal bed is not only the scene of dwindling desire, but its fundamental cause. The elements that strengthen love – reciprocity, closeness, emotional security – can be the very things that smother lust. While love angles toward intimacy, desire flourishes across a distance.

The entire article is very insightful if not a bit depressing, but with the Red Pill Lens we can begin to understand the latent purpose behind the message. I’ve gone on record about the pushback against clearing the pink pill for use as being a direct threat to women’s control of their own Hypergamy. The concern, ostensibly, is that a libido stimulating drug might be used to induce a woman into having sex that her otherwise sober sense would prevent; effectively it could be a ‘rape’ drug.

What’s finally being addressed in this article however is what I’ve been saying since I was aware of the drug’s trials – a chemical that induces libido in women removes an element of their control in sexual selection and compromises Hypergamy. I’m not entirely sure the author was aware of the points she was revealing in this, but she succinctly makes the case for both institutionalized cuckoldry (or certainly a ‘customized’ soft polygamy for women) and advocates for women maintaining control of their Hypergamy unclouded by a drug that would remove that control by chemically inducing them into sex that isn’t of their own choosing.

The ‘cure’ to women’s low libido is holistic, not biological. Women’s sexual deficiencies are presumed not to be the result of a ‘broken’ biology, but rather a lack of proper motivation. I should

point out that all of this validates all the points I was making about Dread in marriage last month on *Biblical Gender Roles* – maintaining a condition of proper motivation (i.e. Dread), the holistic cure, is exactly what even femosphere authors are tacitly advocating.

The elements that strengthen love – reciprocity, closeness, emotional security – can be the very things that smother lust.

Yet now, even when a pharmaceutical solution to the lust problem is made available the ‘cure’ is rejected. Why? Because on a root, limbic level women’s hindbrains know that Hypergamy cannot be optimized with a drug that removes Hypergamous choice. The real solution has never changed and women are now put into a position of having to openly acknowledge that for all of the pretense of “mismatched libidos” or “sex just declines after marriage” social conventions, men’s cuckoldry is the real plan for Hypergamy.

When presented with a pill that will make them sexual, when given a cure to their low sex drives with the men who’ve made lifetime commitments to them, women will still refuse to take it. Hypergamous doubt can’t be quelled with a pill.

Open Relationships

December 17, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



KIMCHI CUDDLES.COM



During the last post's comment thread I sort of went back in time to when I'd first heard the term 'open relationship'. It was back in the mid 80s and I'd heard it being proposed to me by my first girlfriend when I was around 19 and she'd grown bored of my predictable Beta perfection. Needless to say this moment preceded my semi-pro rock star 20s and the natural Alpha-ness I matured into. So at the time I was thoroughly steeped in the dutiful Beta conditioning of believing that 'going steady' monogamy and only banging the ONE girl was the *right* thing to do.

I also believed that women's motives were reliably based on what they said rather than what their behaviors implied (and their contradicting behaviors were the result of being confused by nebulous 'society's' unfair expectations of women). So it was with a great deal of confusion that I was forced to wrap my head around exactly why my 'girlfriend' would want to retain me as an intimate orbiter while she pursued other guys to bang and become potential intimates with.

She suggested an "open relationship" – all the same non-sexual intimate expectations with no expectation of reciprocal sexual fidelity – an idea she'd no doubt been familiarized with from her former hippie 'free love' parents. And not unlike the simpering Beta in today's cartoon, I too was uncomfortable with sharing my 18 year old girlfriend with *any* other guy. Looking back it was quite the conflict to my 19 year old, Beta conditioned mind. On one hand I was taught to respect the

independence of a woman and didn't want to be the guy to tell her what she could or couldn't do, but I also bought into the Disneyesque sacrifice all for true love narrative.

I suppose now I owe her some gratitude since my rejecting this "I want to play the field" episode was instrumental in setting me on a course for my Alpha 20s and the "don't give a fuck" attitude that unintentionally served me so well with women then.

Today there are cutesy synonyms like 'poly' to describe a woman who believes it's in her multiple lovers', as well as her own, mutual interests that they obligate themselves to what really amounts to her attention, emotional and sexual needs independent of each guy who fulfills that role for her. The problem arises in the degree of investment those men believe that an above board 'poly' woman will be able to appreciate. I had this situation presented in last weeks' comments:

Why does an open relationship favor women and not men? It's only cuckoldry if you don't approve of it. If you **agree** to an open relationship for both of you, then it seems like an equal footing.

The cuckoldry Devil is in the details; and in this case that Devil is in the perceived 'agreement' and who's doing the agreeing. Contemporary *Open Cuckoldry* and the social conventions of 'free love' era faux-idealisms in 'open relationships' work in tandem today to promote the sexual selection strategy of women's Hypergamy.

Cuckoldry, in its most visceral, Hypergamous sense, favors women because there is no margin for error on a man's part. Bear in mind that an 'open' relationship only serves a woman's sexual imperative because she benefits from comfort, rapport, security and likely provisioning of the primary man with whom she's come to this agreement with. In all honesty I've rarely met a guy in an open relationship who wasn't a Beta at the mercy of his wife or LTR's proliferative phase, Alpha Fucks, Hypergamous impulses.

Most of them understand their optionless condition and resign themselves to the women they've committed to, wanting to, and acting on fucking more suitably, conventionally, masculine men than themselves. Arguably, most stay at home fathers fall into a sort of contextual form of an open relationship for much of the same reasons even if their wives are only getting a vicarious Alpha 'fix' by working among higher status men who haven't abdicated on their *burden of performance* by adopting the feminine support role.

What About *Those* Assholes?

Now I am aware of the often domineering men who insist on fucking women outside of their commitment to a monogamous lover. I also understand that the reverse can and does apply. I'm also aware that when a man's SMV exceeds a woman's it places her into a similar position to that of the Beta men I've just described.

Bear in mind that the issue I'm on about here isn't one of fault, but rather how an effectively polygamous relationship serves the interests of either genders' sexual strategy.

It's vitally important to consider how both of these 'open relationship' formats are popularly perceived in a cultural context. For a woman, being 'poly' may hold some stigma to it. She may be considered a de facto slut in some sense – remember she's maintaining the pretense that she's committed to one or more men, rather than a booty call where there is no pretense of exclusivity – but the social (not to mention legal assurance) efforts being made to 'normalize' what amounts to her cuckoldry of that 'primary' partner is reinforced because it seemingly serves as some kind of new-age

feminine-primary family unit. And after all, he too is ostensibly free to exercise his sexual strategy in this arrangement. A win-win, right?

In the case where the 'primary' partner is the woman and the high SMV man leaves her no choice but to adopt *his* sexual strategy as the dominant one in the relationship, *that* 'open relationship' is considered dysfunctional and socially frowned upon. He's a cad or a philanderer at best, and an abusive self-absorbed inconsiderate monster at worst. Reverse the sexes in today's cartoon and imagine what the feminine-primary social response might be.

Force Fitting Sexual Strategies

What we're observing in a modern interpretation of 'poly' or 'open relationships' is a conflict between the normalization of unilateral control of sexual strategy within a monogamous relationship context. I know that sounds like a mouthful but consider...

The Cardinal Rule of sexual strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

No doubt many Blue and Purple Pill readers will (in the interests of "equality") remind us that there was a time when it was socially expected of (high socio-economic status) men to "keep" a mistress (or use prostitutes) as well as a wife, or even have many wives. All socio-economic Apex Fallacies aside, this being an outlier rather than a norm, those arrangements still put that man into a position of maintaining support for both (all) women in order to satisfy his sexual appetites as well as the relative wellbeing of them.

In the modern instance where western(ized) women are a protected class in a feminine-primary social order, the priority of sexual strategy changes hands. I cover this exchange in the Adaptation series of posts, but to paraphrase, Free Love, open relationships or now, 'poly', has really become an increasingly acceptable methodology for women to optimize both the Alpha Fucks and Beta Bucks aspects of Hypergamy while still enjoying a semblance of the security that old order monogamy provides for women's emotional needs.

Now lets review The Cardinal Rule of Relationships:

In any relationship, the person with the most power is the one who needs the other the least.

In an economic state where women are less financially dependent on (or autonomous from) men, the Alpha Fucks aspect of Hypergamy will take priority. That's not to say the Beta comfort and rapport appeal becomes worthless as an emotional investment, but it's less likely for a woman to need to prioritize that aspect while pursuing the Alpha Fucks aspect. Beta comfort and security have a value, but that value requires less urgency than pursuing Alpha sexual experience (functional breeding opportunities).

Consider the poor Beta symp in the cartoon. That caricature is of a Beta conditioned man struggling with the Old Set of Books, with the old order ruleset expectations from a woman who will never recognize them because she's never needed to. It's his investment in her, his necessitousness, his optionlessness and his inability to see it's the source of his frustration and his anxiety. He needs her, expects more from her, than she needs him.

The lie inherent in the humor of the cartoon is that women possess the capacity to compartmentalize

their emotional investments. The *Medium is the Message*; women can only compartmentalize their feelings for men they don't see as Hypergamously optimal men (i.e. Alpha, higher than their own SMV men). For men who embody that optimization, women simply cannot afford to feel anything more than submission (a submission to a dominant man they innately desire) to him and are thus unable to consider anything like compartmentalizing their emotions for him.

And from Schedules of Mating:

For a female of any species to facilitate a methodology for breeding with the best genetic partner she's able to attract AND to ensure her own and her offspring's survival with the best provisioning partner; this is an evolutionary jackpot.

'Open' relationships, and the social narrative reinforcement of the concept, are one such adaptation to facilitate this methodology.

All of this may seem a bit pervasive coming from the guy who advises men to spin plates and *date* non-exclusively for as long as it takes (if ever) to attain the depth of experience to become a relatively good judge of women's innate nature, and then if he so chooses, decide how best to pair and parent with her.

The difference in this approach is characteristic of the differences in men and women's sexual strategies. In Plate Theory, while there is an above board implication of non-exclusivity, there is never an implication that a woman is (or should be) more than a non-exclusive dating opportunity. There should never be any pretense of there being an established, invested relationship as we see in the 'poly' concept of women.

In fact this is the primary distinction in non-exclusivity; who's *Frame* is the predominant one? In a woman's 'poly' Frame there is a retainership implied in what she believes should be an accepted non-exclusivity.

Ask yourself this, why would a man persist in an 'open' relationship? What unique advantages does he get in this arrangement that he couldn't by simply staying single, practicing Game and spinning plates? Then ask yourself what unique benefits does a woman receive from the same 'polyamorous' arrangement?

When you're contemplating this, try to divorce yourself from the emotional investments and focus on cold hard evolved Hypergamy and how it would function for either sex in that arrangement. Keep in mind that as far as feminized society is concerned, and for all of the triumphalism of independent women, the onus of committed relationship responsibility still defines the worth of a man.

Beta "Manhood"

From MoodyPrism had an interesting observation about the social acceptance of cuckoldry:

I've seen men make the mistake of mentioning that they would never raise another man's child on FaceBook. Shit storms ensued. The usual shaming tactics were trotted out such as manning up. Interestingly enough I've heard a woman (on one of those absolutely dreadful day time talk shows such as the View) say that a woman in a relationship with a man with his own kids was a fool for wasting her time on his kids instead of hers. The framework for open cuckoldry is already there, we just need to see the push that makes it completely socially acceptable.

Open Cuckoldry is already in its developmental stage in a social respect. When you consider the

Sandbergian plan for Open Hypergamy, the logical implication of this is what's described here – prioritizing the sexual selection and Hypergamous optimization of women on a societal level while maximally restricting (via social shaming and disapproval) the sexual strategies that would *ever* serve male interests,...so long as that male is anything less than an optimal Alpha.

Open Cuckoldry has many euphemisms now, but in the Red Pill aware perspective it's just a matter of time until the social plan of prioritized Hypergamy and outright cuckoldry becomes a social norm.

TuffLuv also presented me with a related question in the last comment thread:

A little too black and white on this stuff Rollo. Sure cuckoldry, as you call it is becoming the norm.. the euphemism being “mixed family”. But I see the majority of instances not being a chick who had the child of some alpha bad boy, or even alpha good boy.. I just see fickle chicks who dumped the baby daddy cuz she either found something better or went looking for something better. The poor dad is just an every day average guy who got his heart broken by the bitch.

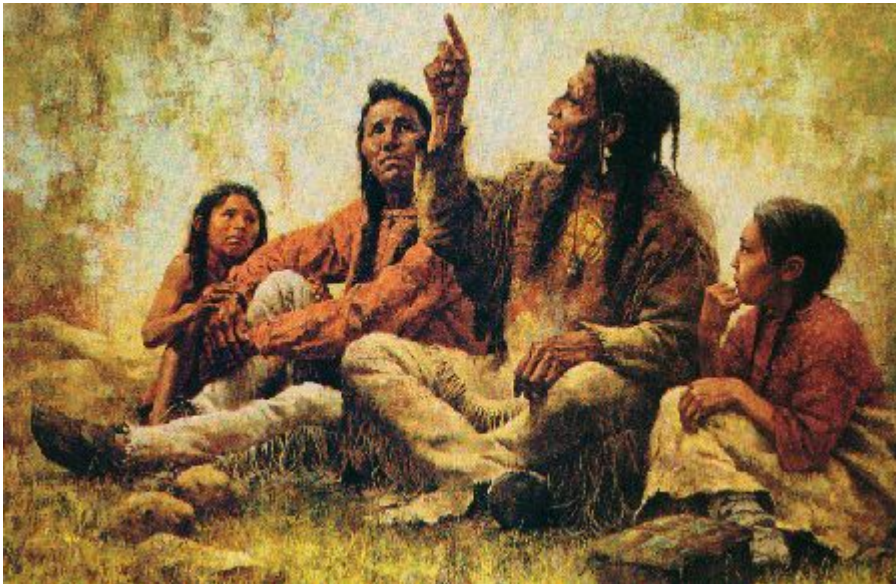
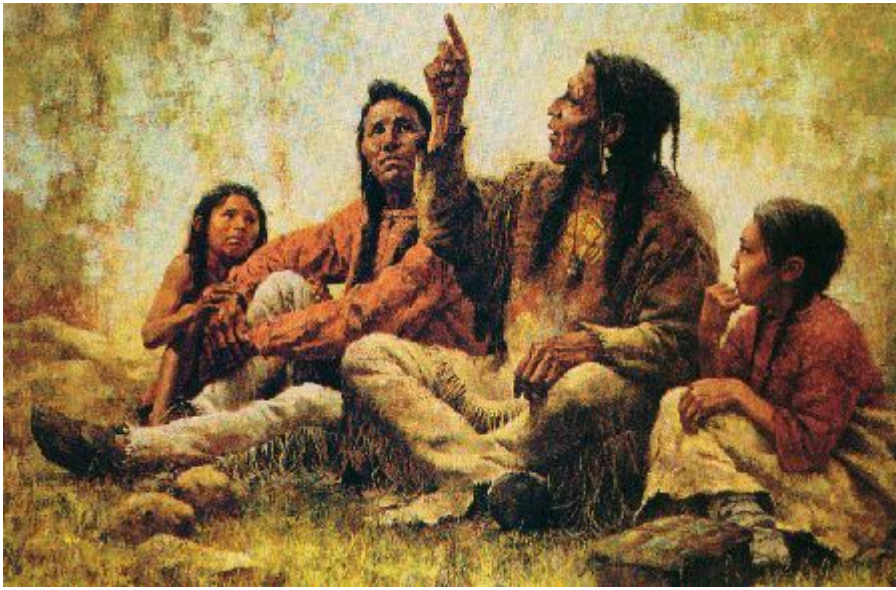
So, ponder if you will, if there is a difference between a man raising another man's child(ren) where the bio father is less alpha (possibly by far) than the new suitor, and a beta man raising the child of one of the woman's former studs.. I think in the real world you find the former far more than the latter, except in cases where the married or committed woman actually went out and cheated and got pregnant with another man's child. Maybe that happens a lot but that is not *open* cuckoldry.. That's classic cuckoldry, and perhaps the only thing that should be called cuckoldry.

I think there should be another designation for the former case. It's still a bit shameful, but not nearly as much as the latter, eh?

Definitely something to consider, but this situation also implies a change in conditions or context with regard to the woman doing the cuckolding. The fundamentals don't change – that woman may have bred with a less than optimal man, but the Hypergamous sexual selection impulse still drives her to seek out the Alpha fucks aspect of Hypergamy. She's *Making Up for Missing Out* and still she has the provisioning and support she needs in order to pursue the opposite side of the Hypergamous equation she missed out on courtesy of the Beta father.

Storytelling

December 22, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“If a story is not about the hearer he will not listen. And here I make a rule – a great and interesting story is about everyone or it will not last.” – *East of Eden*

About 3 months ago there was a very interesting side conversation of the main article topic in the comments. The movie [300](#) came up and how it was or wasn't a good illustration of conventional masculinity. I'll just say that from a purely pulp fantasy perspective I loved the movie. And as a fantasy it was great, but both men and women like to romanticize various times and stories in history to suit their desires, as well as reinforce their beliefs.

I think many retromasculinty subscribers get caught up in what YaReally calls LARPing – live action roleplaying – with regards to how these fantasies become romanticized ideals that were neither true of that period, nor are they really relevant for contemporary times. With today's communication and ubiquitous movie animation it's all too simple for the less socially savvy to latch on to [old books](#) heroic ideals.

But as I said, I loved the movie and I can see how heroic movies in this theme appeal to men

frustrated by modern societal circumstance. If that mythological fantasy inspires them to greater aspiration I would say they do serve some purpose – for personal visualization if nothing else.

Unfortunately anything that celebrates masculinity today just becomes a target of ridicule and homosexual shaming for heterosexual men. It's ironic how a fem-centric society will embrace flagrant homosexuality as normative yet when a heterosexual man celebrates his maleness he's shamefully suspected of being homosexual himself. This in effect is a way to contain conventional masculinity in something that the Feminine Imperative hopes will control it.

I have on 3 separate occasions at 3 separate evangelical churches seen the 'going off to war' scene from 300 used as a ridiculous marketing tool to inspire 'christian' men to go to a Christian Men's weekend retreat. It's the part where the 300 are ranked up in front of Leonidas and he's surveying their fitness for battle. The language is in french and the english subtitles are swapped in for some suitably ridiculous dialog between the men and Leonidas and Leo's wife (whom he refers to as "snuggle bear" or some shit).

This is a good example of the feminine-primary ridicule of masculinity that Churchianity co-opts into Christian Culture. They are all too ready, maybe even more ready, to pander to men's LARPing instinct while simultaneously ridiculing anything that might hint at men celebrating their maleness – much less finding any realistic empowerment from it. And the real tragedy is that it's these self-same christian men who are creating these parodies of themselves.

The Imperative Awakens

I'm going to paraphrase a bit here, but there's an idiom that states if you can control the art and imagination of a culture you can subdue that culture. I may be butchering that, but the drift is that when you supplant an 'organic' idealism with the ideological seeds of what you believe 'ought to be' you begin by stirring the imagination at an early age.

When we're in our early youth we're like intellectual sponges from the age of 5 on into (and beyond) our teenage years. So it should come as no surprise that male *idealism* finds its most formative roots when we're kids. Even when our imaginations aren't fed by myths and stories boys will take up the role of creating them for themselves. The details of exactly what we create and romanticize are less important than how we came to identifying with it and how it influences our identities later in life.

I'm prefacing here with this to give you an understanding of just how easy it's become for a feminine-primary social order to influence this nascent idealism in boys and later men. The human race is one based on stories. First it was oral histories and later those were recorded in written languages. Telling stories is how we used to learn, and really still do in a more detailed fashion with the rise of technology and global communications. When boys are playing out the roles of characters presented to them they are enacting the ideals of what's represented in those stories.

SPOILER ALERT – If you haven't seen Star Wars, The Force Awakens yet, you'll want to skip this next part until you do.

I recently watched the latest installment of the Star Wars series, The Force Awakens, and as you might guess it's virtually impossible for me to see any popular media without my *Red Pill Lenses* on. Going in I had no doubt that I'd be subjected to the messaging of the Feminine Imperative, but I loved the original series and even the much maligned prequels, so I knew I'd want to see this one.

I fondly remember seeing the original Star Wars in the theater when it released in 1977. I was 9 years old and I absorbed the fantasy and mythology of it as you might expect a boy would. Heroism,

daring, fighting, and all the comic book bravado I was already steeped in was more than satisfying, but there was also the element of mythology and moralism that crept into the story arc in the sequels. Of course I couldn't appreciate it then, but that mythology was a carefully crafted aspect of the original stories. There's a great book, and I think documentary, called *The Power of Myth* about the Star Wars series that I later found an appreciation for as I got older and made the connections with the classics I also loved in college.

So with this in the back of my head I went to see *The Force Awakens*, and with a Red Pill perspective I could appreciate the complete, feminized, bastardization of this original, well crafted mythology.

Granted the story arc carefully followed from the original Star Wars movie; Death Star, small weakness, heroic last minute attempt to destroy it, galaxy saved when the bigger Death Star explodes, the end. The basic plot is essentially the same and left me thinking that this was more of a rewrite than any real progression from the original trilogy.

Overall it felt very hurried. There was the presumption of familiarity with, and between, all of the new characters, but within the familiar formula-theme (you know the Titanic sinks and you know the Death Star explodes) the lack of character development is obviously something the writers will explore in future sequels.

It's important to keep this copping of the old formula in mind, because what J.J. Abrams does in this effective retelling is important when you begin to see the bastardization and the influence of the Feminine Imperative in the story. For the past decade there's been a popular push to assimilate old, formulaically successful films and story franchises and retell them from a feminine-primary perspective. Recently that was the *Mad Max* rehash that casts the main character as an ambiguously masculine woman. In 2016 the 'all-female-but-don't-call-it-all-female' version of *Ghost Busters* is slated for release. Hell, even *300* got the 'make it feminine primary' treatment with its sequel.

It's no secret that there's been a dearth of original storytelling in Hollywood for the better part of the 21st century. Thus, the want to return to the old magic that got the last 3 generations inspired. 80's cartoons, now classic sci-fi and fantasy franchises, and golden era comics serves as a deep well of movie-ready stories, but none are retold without the ubiquitous pervasiveness that the Feminine Imperative requires of its storytellers today.

Killing Heroes in Male Space

I was not shocked in the slightest that the first heroic casualty of the film would be Han Solo; and slain by his neurotic, identity conflicted son no less. It was apropos for a retelling of the classic formula that would see all semblances of conventional masculinity erased from what is intended to be a *new* classic. Han Solo represented the last of a kind, the brash, self-assured, cocky scoundrel that women cannot resist – the “I love you.” “I know.” brand of rake.

In an earlier iteration Captain Kirk from the original *Star Trek* series held the same old books bravado, and minus the outlaw, anti-hero aspect of Solo, Kirk was essentially the same character (if not with a bit more responsibility). If I had the stomach to do so, it would be an interesting social experiment to do a cross-generational comparative analysis of the characters from the original *Star Trek* series cast with the Next Generation cast of the early 90s. Even if you only have a cursory understanding of both series, you can see the generational capstones evident in the main characters of each generation, separated by less than 30 odd years.

It might seem a bit foolish to use flights of fancy as archetypes that define the character of a

generation, but remember this is science fiction, and that genre describes a want for how that generation sees the future unfolding – even when it is just fantasy. Were it not *de rigueur* for the franchise I might expect J.J. Abrams to delete the iconic “A long time ago”, part of a galaxy far, far away.

What Star Wars and other long established story franchises represent to the prophets of the Feminine Imperative is twofold. First and foremost they represent familiar vehicles into which the ideological messaging of the imperative can be palatably digested. Second, they represent opportunities of the retribution and restitution for perceived wrongs that feminism has always sought after.

Paint it Pink

As I mentioned earlier, these classic feminine-interpreted remakes are glaring examples of the lack of any truly creative storytelling for some time. I had to laugh a bit when I’d seen that The Mighty Thor (classic conventional masculine archetype) had been “bravely” replaced by a female Thor in the comics recently. The story formula remains the same, but the gender is swapped. Not for nothing, but if Marvel were truly ‘brave’ about a gender swap they’d make Red Sonja a ginger male barbarian who goes around wantonly killing women to prove he’s as good as any woman in combat.

However, the gender swaps, the killing of long established, storied masculine characters, and the appropriation of classic, heroic masculine story formulae (even all-male comedies) all represent the jealous need to retell and rehash in a way that denies and discredits *Male Space*. The attempts (like Star Wars) are feeble retellings of exactly the same stories with women characters and women’s interests inserted into what formerly accounted for male space storytelling.

Blue Pill readers may read this last assertion and think, well, that’s kind of a stretch, but what you should ask yourselves is why those well established franchises are such attractive, more attractive, endeavors than making the efforts to create a new story to tell that conveys the same, feminine primary, social narrative? Why remake Mad Max as a woman? Why give Thor a sex change rather than create a new character in a new franchise that embodies the same ideals the imperative hopes will ride on the old ones?

Because that ideology, by and of itself, is neither believable nor admirable to men. Those bastardized, contrived notions of feminine empowerment are only legitimized in a world, fantasy or otherwise, that was created by men. So we get a girl Jedi (my guess is Disney will eventually make Rey a princess) who is all things to everything. And we get a bumbling, reluctant male “hero” who’s stumbles along needing her aid at every obstacle. Compare the character of Finn with that of Han Solo and you begin to understand why Solo needs to die when the Star Wars franchise *playground* passes into the hands of a director who’s been steeped in feminine-primacy for a lifetime.

Now, all of this might seem like an effort in pointing out the obvious for most Red Pill aware men. After all, it was this time last year that I wrote the Red Pill Lens, and even if I hadn’t most Red Pill men are painfully aware of how saturated in the imperative that popular media/culture truly is. Bear in mind, the Disney marketing juggernaut had the entire world aware of all the new characters’ names, the basic plot and a million different co-branding effort in every imaginable, and unrelated, variety since the beginning of June this year.

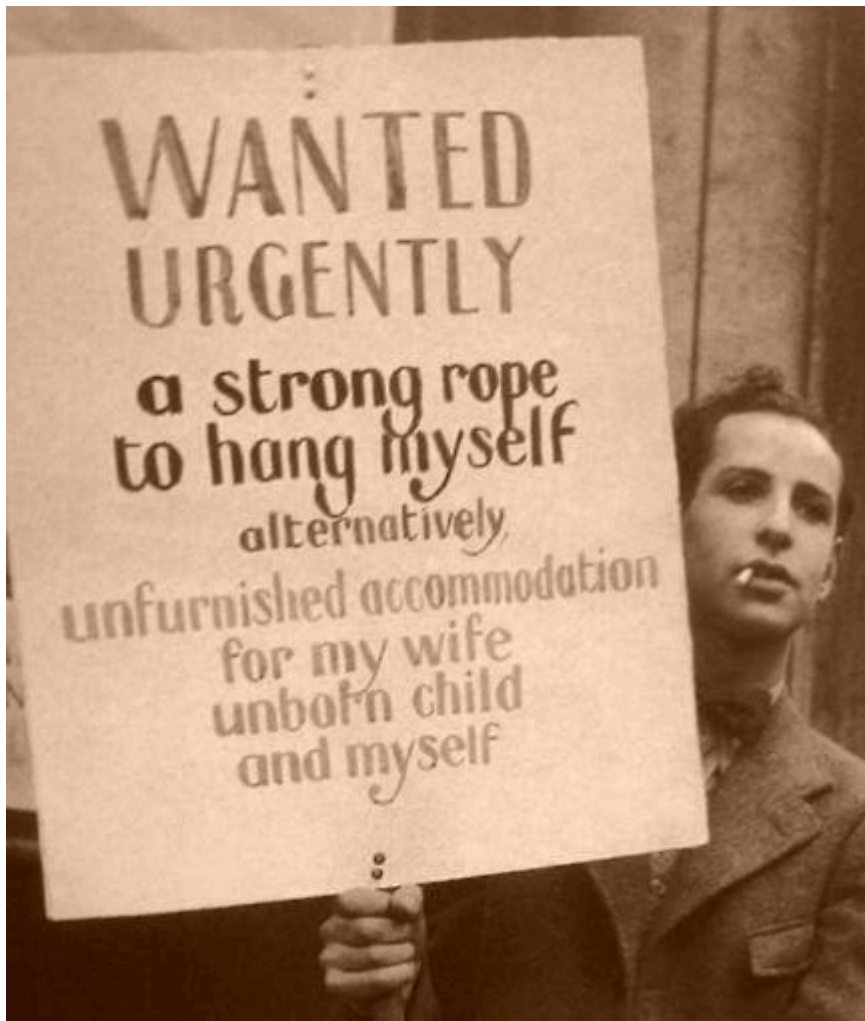
But all this comes back to the stories we tell ourselves. What flights of fancy we romanticizes and idealize (idolize?) in our youth, as well as the ones we reminisce over later in life. It’s one thing to point out how boys are taught to gender loathe in school or how our teachers instill us with their own ideological bents, but that learning goes far beyond the formal institutionalized kind. Flights of fancy,

imaginative storytelling, the games we play as children and adults are indulgences we *want* to play a part in willingly. We like that kind of teaching, we look forward to it; but even so, feminine-primacy is ready to co-opt that desire for it's own ends.

And that is how you subdue a culture.

Ladders & Snakes

December 28, 2015 | by Rollo Tomassi | [Link](#) | [Original Link](#)





All men are created equal. What you do from there is up to you.

Law 7: Get Others to Do the Work for You, but always take the credit

Use the wisdom, knowledge, and legwork of other people to further your own cause. Not only will such assistance save you valuable time and energy, it will give you an aura of efficiency and speed. In the end your helpers will be forgotten and you will be remembered. Never do yourself what others can do for you.

When I was first introduced to the 48 Laws of Power the seventh was the one I had the most trouble accepting. I should really say I have trouble 'employing' this law, because I've spent my entire life as an artist in some capacity and I'm very particular about the integrity and character of what it is I create. Obviously we have rights management and plagiarism laws to ensure against the more blatant 'stealing' of ideas, but a lot of what accounts for taking unwarranted credit occurs in more nuanced social situations.

It's usually in these social circumstances that the average person makes use of Law 7. It's hardly a law at all considering how naturally humans will use it. In a purely ethical sense it's kind of a no-brainer; don't assume credit that you're undeserving of, but bending the perceptions of what we base our estimates on is where the real art comes in.

On a personal level, my investment in what I create and how that creation is received is what matters most to me. I understand the want for a quick reward, but I'm more concerned with a cheap imitation of what I've created debasing the quality and effort it took to create it. For instance, I've spent the better part of my career creating products and brands for people with a lot of money who really had

no real investment in what it was I was making for them. All they wanted was a “product” that they could promote and sell.

Naturally the quality and integrity of that brand or product had to be something they could get behind (the horse must at least look like it could win), but not be held too personally accountable should that *product* end up being less than ideal. That’s a nice way of saying most salesmen I’ve known love a widget if it’s something that sells, but they’re never really on the hook for if it sucks – that accountability rests with the creator.

While we were dining after the Man in Demand conference we had discussion about exactly this dynamic. I make an effort to keep my business endeavors as businesslike as possible, but there are brands and things I create that I will personally invest myself into. I have to be very careful of this because it took me a long time (and more than a few failed attempts) to develop the discernment to know what’s worth putting myself into. However, it is especially satisfying for me to travel to another country and see one of my bottles in the duty-free stores at the airport and then be at a bar & grill somewhere on vacation and see one on the backbar.

I explained to the guys that what I create (and own) are not “products” to me. I dislike that term in that sense. I understand the utility of that word to salesmen; *product* is an easy unit of measure, but to the person creating that thing it’s a measure of the quality of their idea. To refer to that creation as a product impersonalizes that creation and allows the seller to remain at arms distance should the creation be wildly popular or a horrible failure.

That pride of ownership or the abandoning of it is a convenience for someone only invested in promoting that thing, but on some level it is never really theirs with the same responsibility as the one who created it. So ultimately the noncommittal position of selling, promoting, endorsing, etc. becomes an arrangement of convenience since the creator’s idea is where the ‘product’s’ strengths lie – and also where the real accreditation should too.

I’ve occasionally been accused by the ignorant on Twitter of being dependent on *The Rational Male* for my revenue. Most of my regular readers know what I do for a living and understand why that’s silly, but I don’t think it’s any real secret that what I write here and in the books is something very personal to me. *The Rational Male* has always been something I’ve invested myself in for obvious reasons, but I’ve always resisted turning it into a brand per se. There won’t be any TRM T-Shirts coming in the foreseeable future.

I’m proud to be responsible for what I do here and I will never be beholden to making what I create into a ‘product’ for others to sell. One of the best things about being in the position I am is being anti-fragile enough to write what I believe is important while still keeping myself solvent on what I do apart from it. This allows me a much greater freedom than *needing* to write something to stay solvent.

Bargain Debasement

You’ll have to forgive my intro here, but it got me to thinking about a larger point I had in mind about how and why a man invests himself in various endeavors in life. I’ve worked hard to get to a point in life where I can say my personal successes (and failures) are my own and not the result of others’ funding or some fortunate dispensation, but rather based on the strength of ideas and responsibly owning them as the creator. Yet another reason I have a problem with Law 7; for as much as you may gain by employing it you rarely develop the insights that failing of your own accord teaches you. Experience teaches harsh, but it teaches best.

I think one of the reasons men find the popularized, feminist, social convention of ‘*male privilege*’ so

disingenuous is because we want to be appreciated for the sacrifices and perseverance needed to even have what looks like a meager, hand-out, kind of privilege. An atmosphere of default privilege debases what men have honestly invested themselves in. I've always held that women fundamentally lack the capacity to appreciate the sacrifices men make to facilitate their feminine-primary reality, but that's not to discount men's want to still be appreciated for them.

Whether that's manifested in financial wealth, personal freedom, status or earned wisdom there's a fundamental want for an appreciation that is rarely ever forthcoming. One reason I believe many men have a self-fulfilling definition of what it is to be Alpha is because they feel they've earned that identification through hard work and playing by a set of rules *everyone* else should, but get frustrated when their efforts go unappreciated, if not outright exploited. Again, Law 7. It's galling to see others rewarded for exploiting what you think should be appreciated.

There's a subset of MGTOW reader/writers who question every man's motive for doing what it is he does thinking that appeasing women is at the root of every effort. Nothing is a genuinely inspired passion if the end result is women's affectations. I covered this in Crisis of Motive, but what exactly is a genuine motive in that sense? If the byproduct result of my genuine interests *is* having sex with gorgeous women and/or a beautiful wife and a couple of well adjusted kids should that then discredit my unique talents and interests in what I do?

What if, after all a man does, he seeks an appreciation that will only rarely be unsolicited on his part? It's one thing to command respect; it's quite another to *demand* it.

Institutionalized Success

In this sense I think what is most egregious about the present state of marriage is that, for the greater part, all of the personal equity a man invests in himself over the course of his lifetime is only a divorce settlement away from being halved for him (if not more so). A man's personal equity (not to be confused with relational equity) is only one false rape allegation away from ruin. This is the institutionalization of Law 7: that a woman can largely and legally get a man to do all the work and then take (at least half) the credit from his own success – or at least that's the social expectation.

Granted, a woman can also be on the hook for her lack of character judgement should she pair with a man who becomes a burden to her. There are rare instances when a woman may find herself financially beholden to a bad choice in marriage, but then it's a situation of that man's genuine achievements in life and usually an inability to take his burden of performance and make the most of it. For the most part, the role of support falls to the man in societal expectations; women and feminized men are the ones supported.

In fact, it's a point of shame for men to be supported in such a fashion. Whether that's warranted or not, it is men who are expected to make more of themselves than what they started with. A needed provisioning from women only puts his achievements' validity in question. Like it or not, men should avoid the perception of themselves not pulling their own weight.

Doing More

A while back I was asked why the Burden of Performance should be called a "burden" at all. Should it not be a "challenge" or a "opportunity"? All optimist semantics aside, it is uniquely men whose character is judged on what he started with and what he made of himself.

I'm sure equalist critics will want to cast women into the same performance role, but in a uniquely male sense, it is men who are *expected* to make more of themselves. To be a 'man' is to produce in

excess of what you consume – thus having the potential to support a family, an extended family, ensure security, give back to his community and/or reinvest that excess in greater endeavors or passions. While it may be part of the Feminine Imperative’s media campaign to popularize the character of the Strong Independent Woman® there is still room for women to expect the best out of a man while being provided for herself. In other words women have both the option to strive for independence while also retaining the option to be provided for by her husband or an LTR. And failing either of these, they retain an institutional right to Law 7.

Men must be independent resource providers, they must make more of themselves than what they began with, independent of dispensations or special privilege. There is no safety net, no other socially acceptable option to be provided for and still retain his being definitively a ‘man’. One of the hesitations I have with endorsing the Red Pill idea of going ‘Monk Mode’ is less about the isolation and more about the motivation men need to find within themselves to better themselves.

We look down on men who are dependent on women. Whether that’s financially, emotionally or physically, there is no option for dependence. One of the primary complaints professional, educated, independent women bemoan is their inability to pair off with a man of ‘like’ (or above) status. They’ll make euphemisms to characterize the men who would be their ‘equals’ who won’t date them, but what they fail to acknowledge is the fundamental, root level truth of men’s burden of performance. For all the high-minded hopes of equalism, women’s Hypergamy still wants to filter for both sexual and provider acceptability in men.

Back in 2012 I based a post on *Creative Intelligence* from a study about how improvisational skills and creativity factored into a woman’s Hypergamous considerations. I won’t quote it in length here, but suffice it to say that there is a measurable difference in how women perceive men with a trained or innate ability to improvise in, and overcome, times of adversity. As might be expected a man with a proven capacity to produce more than he consumes – especially when he’s had to come back from failure or misfortune – tends to be a more attractive mate choice than the man who chances into his own affluence.

Bear in mind that attraction and arousal are different sides of the Hypergamy coin (AF/BB), but many cross-cultural studies suggest that a capacity for creative, innovative, adaptive intelligence has been an evolutionarily selected-for socio-sexual trait in men – much less so in women. That’s important for the MGTOW critic to remember, it’s not as simple as a feminine-primary social order dictating men being slaves to their burden of performance. Just as gender is primarily biological, and not a social construct, neither is women’s evolved, Hypergamous sexual filtering.

Filters

Now, with the evolutionary basis of attraction in mind, it’s also important to consider that in our evolutionary past women evolved to take calculated risks in optimizing their Hypergamous sexual selectivity. The utility such Red Pill concepts as social proof, dread, Game, amused mastery, etc. are evidenced because they work with (or sometimes against) this *Filter*.

From *The Curse of Potential*:

Hypergamy wants a pre-made Man. If you look at my now infamous comparative SMP curve, one thing you’ll notice is the peak SMV span between the sexes.

Good looking, professionally accomplished, socially matured, has Game, confidence, status, decisive and Just Gets It when it comes to women. Look at any of the commonalities of

terms you see in any ‘would like to meet’ portion of a woman’s online dating profile and you’ll begin to understand that hypergamy wants optimization and it wants it *now*. Because a woman’s capacity to attract her hypergamous ideal decays with every passing year, her urgency demands immediacy with a Man embodying as close to that ideal as possible in the now.

Hypergamy takes a big risk in betting on a man’s future potential to become (or get close to being) her hypergamous ideal, so the preference leans toward seeking out the man who is more *made* than the next.

The problem with this scenario as you might guess is that women’s SMV depreciates as men’s appreciates — or at least *should* appreciate. As I outlined above, the same hypergamy that constantly tests and doubts the fitness of a man in seeking its security also limits his potential to consistently satisfy it.

As I’ve mentioned in many prior posts, Hypergamy demands assurances. In fact so paramount is that need for Hypergamous certainty that women have evolved peripheral awareness to be sensitive to psychological and socio-sexual cues that confirm a man’s Hypergamous acceptability to her. Furthermore, so important is this need of assurance that in a society founded on feminine social primacy, the Feminine Imperative will legislate legal institutions to prevent men from misrepresenting themselves as a more optimal Hypergamous choice – as well as legislate penalties that insure women against both Hypergamous fraud and less than optimal mating choices.

As you might guess, the development and evolution of Game is one such psycho-social contingency men refine and use to workaround this Hypergamous filtering; and one that the imperative is still making efforts to restrict. However this doesn’t discount the way men have, in the past, built themselves up based on both social expectations, but also genuine interests and passions. Naturally, if a man is the genuine article and as a byproduct attracts women as a result of it, that might be preferable to ‘faking it till you’re making it’ – but if that’s the route you go be sure that you do in fact ‘make it’ because it’s what you feel passionate about.

Warnings

The primary reason I wrote *Preventive Medicine* was to help men avoid having women’s institutionalization of Law 7 ruin their long term personal efforts and achievements. Many critics want to lock horns with me as to when a man’s Peak SMV generally occurs in life. That’s fine, but whether or not you agree with my accuracy in this regard the fact remains that it takes much more concentrated, long term effort to reach that peak than women’s fast-burn peak SMV. I don’t just mean this in terms of his professional status, but also his maturity, his acquired wisdom, his judgement of others’ character, the lessons learn from the bruises of his failures and near misses.

All of this requires an investment in oneself that simply the having of resources handed to you will never satisfy. That personal investment in oneself, as it should, amounts to a lot of internalized equity – an equity that will *never* be appreciated by women whose Hypergamy is looking for a pre-made man. Hypergamy doesn’t care about the effort and perseverance required to achieve the status you (should) enjoy at your SMV peak.

I’ll be the first to admit that when it comes to short term sexual selection, the most wanton sex I had was at the time in my life when I was the poorest. As an underemployed semi-rockstar I used hit it with the best of them, and from a purely sexual perspective, it’s true, criminal and Alpha cads will still fuck 80% of women. But there’s more to the worth of a man than just his notch count. Sexual

experience constitutes a very important measure of that, but a man should want more for himself as a man, as a father, as leader, as a creator, even as a cad.

Life experience and the benefits that a man should draw from it are personally valuable. In fact, men feel the equity of these efforts are so valuable that men will commit suicide at 5 times the rate of women; and in particular between the ages of 45-49. Why do you suppose that is? What assurances of long term security does the common man have for himself? What is he faced with when the plan he sets forth for himself in his life is destroyed in one precarious instance?

Once again, using the male deductive logic, it may seem a better option for him to hit the reset button than to be faced with having his life's equity, his largest investment, his creation, stolen from him. This is a graphic illustration of men's Burden of Performance, a burden women simply don't face.

Empathy 2016

January 1, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

The Campbell's Soup Company was founded in 1869. In those 147 years the company developed a reputation as a wholesome staple of brands to the point it's been considered Americana – even Andy Warhol considered Campbell's emblematic of the American experience.

But in the space of a 30 second commercial the Feminine Imperative and the feminist narrative has managed to corrupt, if not overtly destroy a brand identity that took 147 years to establish.

Last week I outlined how the imperative assimilated the Star Wars intellectual property and franchise; arguably another example of Americana. Monday I detailed how it is in women's innate interests individually and in the Feminine Imperative's interests on a meta scale to appropriate the works and fruits of men's labors as a result of their Burden of Performance. And, once again, here we have another glaring example of the imperative's appropriation of a storied brand identity to use as a vehicle for its narratives.

The gold of course is in the comments on the YouTube page. And as you might expect there's a lot of predictable outrage swirling around how *'not all women are like that'* (NAWALT) and "wow, what a bitch." The commercial message was even overt enough to trigger the average man to risk to consider, "flip the genders and look how this commercial reads." But that's just it, there is such a comfort with the Feminine Imperative in being this overt that even plugged in Blue Pill men cannot ignore the message.

What exactly is that message? In this case it's the degree to which the imperative is comfortable in revealing truths about the nature of women. I've been calling attention to this comfort level for almost two years now. *Open Hypergamy* is almost a given at this stage. *Open cuckoldry* is beginning to establish a foothold in being socially acceptable, and later socially expected. In the coming years I believe we'll begin to see an even larger degree of comfort the imperative has in revealing and reveling in innate feminine nature. This commercial, from a storied brand of comfort food no less, is the first illustration of this trend.

While this commercial and the hashtag associated are intended to shock, it's important to understand the message that Campbell's Soup Company is aligning itself with. Bear in mind that a board of executives, brand directors and marketing directs had to approve the message and budget needed to deliver this message. The fallback of course will be that the intent was humor, but they understand very well the latent message in the humor they will hide behind when the publicity backlash occurs.

No doubt the Jezebel set of the femosphere will either embrace the commercial's message by parroting the trope that women hate to be men's mothers, or they will decry it as portraying women as being heartless, careerist bitches – they just can't win. In either interpretation the louder buzz will be as it always is, women being victims.

In a Red Pill perspective we see a lot of what we already know about women's innate, visceral natures.

From *Empathy*:

Women cannot bear to see a Man experiencing negative emotions such as extreme anger, rage, fear, despair, despondency or depression for extended periods of time. You say you

want to “be there” for your Man; but you cannot do it. If it goes on long enough, it kills the attraction; it sets off your hypergamy alarms; and subconsciously causes you to start hunting for a replacement Man.

A woman seeing a Male go through the above will seek to replace that Male immediately.

Women cannot listen to Men talking about or working out their dating/mating/relationship issues or problems. Women reflexively view a Man discussing such issues as “whining” or “complaining” or “bitterness” or “sour grapes” or “well, you just chose poorly, so sucks to be you” or “suck it up, no one wants to hear you bitching about it”.

As to both of the above principles; when a Male is involved, ratchet up by a factor of 5 the disdain and repulsion a woman experiences when seeing a Male do or experience the above.

I took a lot of shit from indignant women when I published *Empathy*. Yet here we have what was likely a half million dollar budget commercial graphically confirming exactly the premise of my post.

As a bonus this message also overtly confirms much of what I wrote in *Vulnerability*:

Vulnerability is not something to be brandished or proud of. While I do believe the insight and acknowledgement of your personal vulnerabilities is a necessary part of understanding oneself (particularly when it comes to unplugging oneself), it is not the source of attraction, and certainly not arousal, that most men believe it is for women.

From the comfort of the internet and polite company women will consider the ‘sounds-right’ appeal of male vulnerability with regard to what they’re *supposed* to be attracted to, but on an instinctual, subconscious level, women make a connection with the weakness that vulnerability represents.

A lot of men believe that trusting displays of vulnerability are mutually exclusive of displays of weakness, but what they ignore is that Hypergamy demands men that can shoulder the burden of performance. When a man openly broadcasts his vulnerableness he is, by definition, beginning from a position of weakness.

Yes ladies, I understand you’re not like this. I fully anticipate the “not in my experience” personalization each of you will attempt to adopt to placate any bad juju and your solipsistic mental point of origin. Just remember that this is the messaging your gender’s imperative is fostering. This is the message that Campbell’s Soup will stake its 147 year brand reputation on because it believes it will sell more soup.

It may seem that I’m being unduly critical of the narrative of this commercial, but remember that this narrative exists for a reason. I have no doubt women will chime in about how it’s an exaggeration, but what message is being exaggerated? What is the message that the medium is conveying here? For as much as the narrative would like men to be sensitive and open up about their feelings, for as much as it wants men to be vulnerable, all it takes is a 30 second commercial to confirm that men expressing weakness isn’t strength, and Hypergamy doesn’t care if your Mommy made you soup when you were sick as a child – stop expecting Strong Independent Women® to be your Mommy.

Keep in mind the contradicting message this commercial conveys here. This is the same degree of ruthlessness and insensitivity that the Feminine Imperative expects from, and finds attractive in, men.

The Red Pill Balance

January 6, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Before you move on to reading today's post, please take 14 minutes and listen to Niko Choski's latest here *Man:the being made of stone*, it'll be relevant in the second half of this post.

Niko is MGTOW, and from what I know is fairly highly regarded in that sphere. I did an interview with him back in August and since then have become a semi-regular listener of his youtube channel. We've occasionally bounced ideas off one another since the interview and I hold Niko in the highest respect for his intellectual approach and insights.

So it's with that in mind that I'm going to use his latest offering here as a contrast to what I'm going into today.

Reader *Divided Line* stopped me in my writing tracks on another post with this comment from the last post thread. Not the least of which because I'd just finished listening to Niko's audio here, but also because it was an interesting juxtaposition to what I'd planned to go into today. I'm going to quote *Divided Line* here and riff a bit as I go (emphasis mine):

@reloadedbeats

A lot of what you've said here echos my own thinking to such a degree that it's as if you read my mind. I agree 100%.

What you're talking about here, I think, is the inherent value of goodness or justice. I think Plato took up this question in the Republic and nailed it better than most.

In the beginning of the dialogue the question is "**what is justice?**" But it quickly transforms into "what is the value of justice?" In other words, **if goodness wins us no reward, then what value does it have? Is it valuable in its own right? Would it have value even if it cost us something, or indeed cost us everything?**

Glaucon puts the question like this (paraphrasing): "What if the perfectly just man is seen by everyone as perfectly unjust, while the perfectly unjust man is seen as perfectly just?" He then puts it on Socrates to effectively prove that, even in this scenario, justice would be worth it.

We could gender this question and simply ask "**what if the perfectly good man is seen as perfectly unattractive to women, while the perfectly evil man is seen as perfectly attractive?**"

Is goodness worth it even if it isn't profitable sexually or socially? It's the same question.

Why be a 'good' man when what we consider good by both personal and social measures isn't rewarded (or only grudgingly rewarded), while what we consider 'bad' is what is enthusiastically rewarded with women's genuine desire and intimacy? In other words, *Hypergamy doesn't care* about what men consider good or bad.

It seems like this is the predicament red pill awareness puts us in when we have to consider the value of our formerly beta self. What makes the beta the beta is his weakness, of course, but it is simultaneously his civility. We're not defective people for wanting or even needing the possibility love, empathy, truth, friendship, kindness, and –

above all else – trust in our lives. It just makes us human. If we project our deeply rooted desires for these things and treat others the way we want to be treated, wouldn't society be better off for it? And isn't this what the supplicating, loyal beta does when latches on to a woman he believes to be the “the One?”

No Quarter Given

In my post (and book chapter) *Of Love and War* I quote a reader who summed up this want for relief from men's inherent *Burden of Performance*:

We want to relax. We want to be open and honest. We want to have a safe haven in which struggle has no place, where we gain strength and rest instead of having it pulled from us. We want to stop being on guard all the time, and have a chance to simply be with someone who can understand our basic humanity without begrudging it. To stop fighting, to stop playing the game, just for a while.

We want to, so badly.

If we do, we soon are no longer able to

When I consider Niko's perspective alongside this I begin to see a stark paradox; mens' want for a relief or a respite from that performance burden tends to be their undoing. I won't get too deep into this, but one reason I see the MGTOW sphere being so seductive is the hopeful promise of that same relief. Simply give up. Refuse to play along and reject the burden altogether. Japan's herbivorous men crisis is a graphic example of the long term effects of this.

However, this is the same mistake men make in their Blue Pill, Beta conditioning. They believe that if they meet the *right* girl, if they align correctly with that special ONE, then they too can give up and not worry about their performance burden – or relax and only make the base effort necessary to keep his ONE happy.

The Beta buys the advertising that his Blue Pill conditioning has presented to him for a lifetime. Find the *right* girl who accepts you independent of your performance, and you can let down your guard, be vulnerable, forget any notion of Red Pill truths because *your* girl is a special specimen who places no conditions on her love, empathy, intimate acceptance or genuine desire for you.

And this is also very seductive and inuring for the Beta who's been conditioned to believe there can realistically be a respite from his burden.

That's how it seemed to work in my own life. Looking back on it, I was so grateful to my ex, who was easily the most attractive girl I'd ever been with, that I would have taken a bullet for her. I didn't want anybody else. I didn't even think about other girls – the first time that had ever happened to me in a relationship. I can remember thinking that even if she gained weight, lost her looks, and got old, I'd still want her. I would have “loved” her forever. I was good and ready to cash in my chips, exit the SMV, and retire. I would have arranged my whole life around making her happy and would have felt lucky to have had the privilege.

At the time, all of that felt noble and brave, but looking back on it, it just seems pathetic and pathological, the result of my neediness. But the thing is, what if she had reciprocated it? Wouldn't it have been a relationship worth having? Had she reciprocated it – if any woman was capable of reciprocating that – it wouldn't have been Disney movie bullshit, but the real

thing. We're supposed to think such a thing is possible and that's what keeps us playing along. **The Red Pill is really about recognizing its impossibility, I think. There is no possible equity. To be sure, a woman can be loyal and dedicated to you, in theory, but she'll only give that loyalty to the guy who needs it least.** It's like a cruel, cosmic joke.

Such as it is, that girl lied to me, ran for the hills the moment I showed weakness and needed her the most, and cheated on me. Big surprise, right? With a red pill awareness now I can see how predictable that result was, but at the time I was blindsided by it. I never saw it coming. I couldn't understand how she could do such a thing when I'd invested so much in her, when I was so willing to give her all the things I'd always wanted most. I assumed she wanted the same things – men and women are the same, right? That's what the egalitarians tell us. I couldn't understand how those things could be so valueless to her that she would just throw it all away like that. She didn't value them at all.

On occasion I've suggested that men watch the movie *Blue Valentine*. You can check out the plot summary on the IMDB link there, but you really need to watch the movie (on Netflix) to appreciate what I'm going to relate here. The main character suffers from the same romantic idealism and want for a perfected, mutually shared concept of love between himself and the single mother he eventually marries.

It follows along the same familiar theme of Alpha while single / Beta after marriage that most men experience in what they believe is their lot. More often than not the Alpha they believed their wives or LTR girlfriends perceived they were was really just a guy *who'd do* for their needs of whatever phase of maturity she found herself in.

By itself this would be enough for me to endorse the movie, but the story teaches a much more valuable lesson. What Dean (Ryan Gosling) represents is a man who idealistically buys the Blue Pill promise that men and women share a mutual love concept, independent of what their sexual strategies and innate dispositions prompt them to. Because of this misbelief Dean gives up on the burden of his performance. He drops his ambitions and relaxes with his ONE girl, contenting himself in mediocrity, low ambitions and his idealistic belief in a woman sharing and sustaining his romanticized Blue Pill love ideal – *performancelessness*.

He relaxes, lets his guard down and becomes the vulnerable man he was taught since birth that women would not only desire, but require for their false, performanceless notions of mutual intimacy. The men of this sphere who don't find themselves divorced from their progressively bored wives are often the ones who trade their ambitions and passions for a life of mediocrity and routine,...so long as the security blanket of what they believe is a sustainable, passable semblance of that love (but not desire) exists in their wives or girlfriends.

Their burden of performance is sedated so long as their women are reasonably comfortable or sedate themselves. That false sense of contentment is only temporary and leads to their own ruin or decay.

No Quarter Expected

I've since watched something similar happen to a friend not once but twice. It's textbook, standard shit. AWALT.

Cultivating these unrequited beta aspects of somebody's character, if we did it on a mass scale, creates a society worth living in. It's a civilized society where these things are most possible and it's a truly worthwhile relationship where both parties regard each other this

way and can full expect it to be reciprocated. It requires faith and trust, but we all know better. Our survival depends on knowing better, post sexual revolution. Women were never worthy of such trust and they're entirely incapable of it. They were never capable of it. We were just supposed to think they were and cultivate the better aspects of our natures in order to be worthy of them.

The ugly truth of it is that women were never worthy of us.

Women's sexuality doesn't reward justice or goodness – if it did, reciprocity would be the norm and none of us would be confused about relational equity. Women reward not goodness, but strength. And strength is amoral, meaning it can be either just or unjust, good or bad. The guy with strength can either be the villain or the hero – it makes no difference to women. They can't tell the difference and in truth don't care anyway.

There is a set of the Red Pill that subscribe to what I'd call a '*scorched earth*' policy. It's very difficult to reconcile the opportunistic basis of women's Hypergamous natures with men's hopeful, idealistic want for a love that's independent from their performance burden. So the idea is again one of giving up. They say fuck it, women only respond to the most base selfishly individualistic, socio or psychopathic of men, so the personality they adopt is one that hammers his idealism flat and exaggerates his '*Dark Triad*' traits beyond all believability.

It's almost a vengeful embrace of the most painful truths Red Pill awareness presents to us, and again I see why the scorched earth PUA attitude would seem attractive. Women do in fact observably and predictably reward assholes and excessively dominant Alpha men with genuine desire and sexual enthusiasm.

Agreeableness and humility in men has been associated with a negative predictor of sex partners.

The problem inherent in applying reciprocal solutions to gender relations is the belief that those relations are in any way improved by an equilibrium between both sexes interests. Solution: turn hard toward the asshole energy. Men understand the rules of engagement with women and they know Game well enough to capitalize on it so why *not* capitalize on that mastery of it?

The dangers of this are twofold. First, it lacks real sustainability and eventually becomes a more sexualized version of MGTOW. Secondly, "accidents" happen. MGTOWs will warn us that any interaction with a woman bears a risk of sexual harassment or false rape claims, but for the scorched earth guy a ~~planned~~ unplanned pregnancy on the part of a woman attempting to lock down her Alpha is far more likely to be his long term downfall. Emotional and provisioning liabilities for a child tends to pour cold water on the scorched earth guy.

It wouldn't be inaccurate to say that women are philosophically, spiritually, and morally stunted. They have a limited capacity for adherence to higher ideals and this is why they don't know or care what actual justice or goodness is. Like Schopenhauer said, they "mistake knowledge for its appearance."

It took me a long time to be able to accept this. That is women's true inferiority – and women are profoundly inferior. And I take no pleasure in recognizing that, as if I'm somehow touting the superiority of team men. It's awful, in fact. Dealing with it is the ultimate burden of performance for us as individual men, but also as a society. At some point we're simply going to have to confront women's moral inferiority. If we look at our institutions, the very same that are crumbling now all around us, we can see that previous

generations of men already figured this out. We just forgot what they knew.

So what's the answer? Is justice valuable for its own sake? All of us would probably on some level want to be able to say yes and argue the case, but I don't know if I can do so convincingly.

I'm with you on this, part of me thinks "Fuck this. It can't be like this." But it is. I wish I had the answer.

Niko attempts to redress the assumption that men feel some necessity to be someone they really aren't. In *Vulnerability* I go into how the Feminine Imperative is only too willing to exploit this self-doubt by labeling men as existential posers and their conventional masculinity is a 'mask' – a false charade – they put on to hide the real vulnerability that lies beneath.

Unfortunately many men accept this as gospel. It's part of their Blue Pill upbringing and is an essential aspect of their feminine 'sensitivity training' and gender loathing conditioning. When masculinity is only ever a mask men wear the only thing real about them is what *real* women tell them it should be.

What we don't consider is the legitimacy of our need for strength, independence, stoicism, and yes, emotional restraint. That need to be bulwark against women's emotionality, that need to wear psychological armor against the Red Pill realities of women's visceral natures is legitimate and necessary. If a man's vulnerability is *ever* it's because his display of it is so uncharacteristic of his normal impenetrability. The woman's demeanor, and the narrator's voice, in the last post's Campbell's soup commercial is an example of the weak, vulnerability women expect from lesser child-men – and a commensurate expectation of him to just get that he needs to be strong.

That's the inconsistency in women's Hypergamous nature and the narrative of the Feminine Imperative's messaging. Be sweet, open, vulnerable; it's OK to cry, ask for help, be sick and weakened, we're all equal and empathetic – but, Man Up, "what, you need your mommy?", assert yourself, the asshole is sexier than you, where's your self-discipline? – but, your masculine identity is a mask you wear to hide the real you,.....

I play many roles in the male life I lead today, and I've played many others in my past. I'm Rollo Tomassi in the manosphere, I'm a father to my daughter, a husband and lover to my wife, a brilliant artist and pragmatic builder of brands in my job, an adventure seeker when I'm on my snowmobile and a quiet contemplator of life and God when I'm fishing. All of those roles and more are as legitimate as I choose to make them. Do I have moments of uncertainty? Do I waiver in my resolve sometimes? Of course, but I don't let that define me because I know there is no real strength in relating that.

The Red Pill Balance

Red Pill awareness is both a blessing and a curse. The trick is balancing your Red Pill expectations with your previous Blue Pill idealism. It's not a sin for you to want for an idealistic reality – that's what sets us apart from women's opportunism. You do yourself no favors in killing you idealistic, creative sense of wonderment of what *could* be. The trick is acknowledging that aspect of your male self.

KFG had a comment to this point:

If men did not hold heroism as a higher ideal, we wouldn't be here.

| If women did not hold survival as a higher ideal, we wouldn't be here.

This was precisely the dynamic I was referring to when I wrote *Idealism*.

Men's idealism and idealistic concepts of love are the natural counterbalance to women's pragmatic, Hypergamously rooted opportunism and opportunistic concepts of love and vice versa. Those differing concepts can be applied very unjustly and very cruelly, or very judiciously and honorably, but they are the reality of our existence.

Red Pill awareness isn't just about understanding women's innate natures and behaviors, it's also understanding your own male nature and learning how it fits in to that new awareness and living in a new paradigm. Is something like justice valuable for its own sake? I'd say so, but that concept of justice must be tempered (or enforced) in a Red Pill understanding of what to expect from women and men. Red Pill awareness doesn't mean we should abandon our idealism or higher order aspirations, and it certainly doesn't mean we should just accept our lot in women's social frame because of it. It does mean we need to balance that idealism in as pragmatic a way with the realities of what the Red Pill shows us.

Women ‘Improving’ Men

January 15, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“I’d honestly love if the manosphere would actually focus on helping men in relationships and self-improvement.”

I had this comment offered in a recent thread. It’s a common gripe from women who believe they’re in some way Red Pill and want to divert their new acceptance of Red Pill truths to serve the same tired ends of the Feminine Imperative. The operative, of course, is always whose definition do we base the measure of ‘improvement’ on? For most women the term ‘improvement’ always aligns with whatever best serves a female sexual strategy – because from a feminine-solipsistic perspective whatever serve women *should* necessarily serve men.

As with most uneducated women’s concerns I’d already addressed this long ago in *[The Bitter Taste of the Red Pill](#)*:

A lot gets made of the Dark Triad or the Dark Side of Game where a skillful player can sadistically use his newly learned red-pill super powers for evil instead of for the greater

good of mankind. Game-aware women – the ones who have been forcibly exhausted of all pretense of maintaining the illusion that Game is a lie – feel as though it's owed to them, in their concession of Game's reality, that Men should use Game to women's benefit. Even to the last effort women still cling to the tools of a feminized acculturation;

“Yeah, OK, you got us, Game is really what women want, Hypergamy *is* the law of womankind, but now it's your responsibility that you use it for the better benefit of society by molding a new breed of improved Betas to accommodate fem-centric monogamy. You owe us our security for having admitted to the grand illusion that's kept you in thrall for so long.”

It's an indictment of Game-aware women, and sympathizing men, that they should feel a need to delineate some aspects of Game into good camps (pro woman, pro feminized monogamy) and bad camps (manipulative, polygynous, male-centered). Even in the admission of the truth that Game has enlightened Men of, the feminine imperative still seeks to categorize the application of Game to its own end. That Men might have some means of access to their own sexual strategy is too terrible a *Threat*; Game must be colored good or bad as it concerns the imperatives of women and a fem-centric societal norm.

As the default, socially correct and virtuous concern, women have an easier time of this. As Game becomes increasingly more difficult to deny or misdirect for the feminine, the natural next step in accepting it becomes qualifying its acceptable uses. While hypergamy is an ugly truth, the characterization of it becomes “just how women are” –an unfortunate legacy of their evolution. However for Men, the characterizations of the harsher aspects of Game in its rawest form (contingencies for hypergamy) are dubbed “the dark arts”.

In her trolling ignorance she fails to understand that she and many “Red Pill Women” before her all want a better Beta. They want a *Beta with a side of Alpha* – in essence a better slave; one that's just ignorant enough of female nature and the consequences that ignorance represents, but one who also *Just Gets It* and satisfies their need for amused mastery, masculine dominance (when it's convenient and affirming), and ‘just gets women’ so well he never needs to be made aware of women's nature.

The difference in this case is that the ostensibly “Red Pill” woman now looks to the manosphere's best and brightest to provide them with such men via some distortion of Red Pill social proof. Not only that, but, in their entitled hubris, they are all too willing to pander to exactly the male idealistic nature I described in the last post. Their appeal is to Red Pill aware men's sense of duty, honor or integrity in mentoring other Blue Pill Beta men (the ones they hope to improve) in an acceptable *Purple Pill* fashion – just enough ‘self-improvement’ to serve women's sexual strategies, but just enough watered down ignorance of women's feral nature to serve as what they believe would be their ‘right guy’.

You're just not a “Man” if you don't promote a feminine reviewed and approved version of the Red Pill to other men.

Many of the wives and women that participate in formerly Red Pill married forums follow this invasion into that previously *male space* and then turn it to similar ends.

The worst part of this bastardization of course is that they only need to encourage the parts of Red Pill awareness that serves *their* ends. They feel entitled to Red Pill men educating the plugged-in in how to become the ‘improved’ men they believe they deserve. Thus it's an easy bandwagon to get

aboard so long as their redefinition of what actually *is* Red Pill jives with what they feel is their due in men.

Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

The ideal situation for Red Pill women here is to have a group of respected Red Pill men educate the next generation of plugged-in men to provide the attractive aspects of this awareness while stifling the uncomfortable threatening aspects that might require women to actually prove their own worthiness of those men.

Sexy Psychopaths

My good friend Dagonet had a bit of a misguided hope in this tweet today:

<https://twitter.com/TheQuestForever/status/686981982014668800>

Once again, male idealism gets the better of one of our own. I wish it were in fact the case that women's innate, evolved Hypergamy could be overridden so they would find men's higher-order virtues and ideals to be arousing and attractive. This, however, is not the reality we are dealing with.

Reader Gregg brought up an interesting, and as you'll read timely, comment about why Dag is in error:

Men think that women want "confident, strong" men. Why do we think that way? Because women told us so, or we have read it in some "wise" 500 pages psychology book. Our old provider needs to believe this, so that he has some "noble" manly goal he can pursue. Of course it is very beneficial for women to have STRONG, CONFIDENT slave that protect her. Put aside our male ego, our goals and aspirations when we want to understand women. They know that our male ego will side with them, will help them in their game. Unhampered by ego, woman can easily enslave man like that.

Male ego tells us – we have to be strong and confident..cos it is "manly", it's "respectable" and women SHOULD respect that! So it is a given that they respect that! While in reality...nothing is further from the truth. She wants strong and confident men as her protecting slaves but she tingles and craves for emotionally unstable man. Like attracts the like. Is Tyler Durden a strong, confident man? He is unstable, knows weak spot of women, he can live in a moment, is more unpredictable than woman. He is emotionally intelligent, more so than typical women. He behaves more like a woman than like a man. Therefore he HAS POWER over them! Is Mystery a strong, confident man? Anyone who's read "the Game" knows how he was driven mad by one, single chick.

What are the traits of men, women are madly enslaved to? Is it confidence, is it strenght? NOPE. It is unpredictability, unstability, emotional COLDNESS, psychopathy! In this case he is more unstable than her, so SHE is trying to fix the relationship, she is trying to give them some rules, some stability, some "security". She must do all the work, otherwise there is nothing. She fills the void. He who cares less.....

We still do not want to confess hard, dark truth about women and about ourselves. We still talk about this burden of performance, confidence, strenght, emh..POSITIVE masculinity. We still discuss with women, try to persuade them with logic, try to impress them with our "performance", knowledge, experience. So can our man with innate need to perform rule/care less about, the realtionship? How? He is enslaved by his very need to perform

which performance will be judged by women!

Ultimate lotharios are neither strong, nor confident. They behave more like women than like men. They do not feel the need to perform, to protect, to build, to be confident, to answer, to be responsible. Take Charlie Sheen as an example. This man is emotionally damaged, unstable, irresponsible, weak. Majority of women are much more stable than him. Yet he has fucked more than 5000 of them. You think it is due to his fame? I am sure each of us know weak men, psychopathic men with no fame, yet with harems of women.

It is still the same...discussion of slaves how to be worthy of women. Maybe mentality, maybe genetics, do not know which one more. And new generations of lambs arises...primed for slaughter as the last. We are losing my friends, big time.

There's a lot to unpack here, but I'll drop a two of the responding comments before I do. YaReally provides some counterbalance here:

YaReally:

And here we come to two different results because Gregg isn't entirely inaccurate that a lot of fucked up damaged dudes are catnip for girls (and not just damaged fucked up girls, hi madonna/whore complex). Whenever we get two different results we have to drill deeper to find the commonality.

It comes down to the guy having an emotional impact on the girl. It doesn't matter whether you make her feel good or bad emotions (ideally you make her feel both at various times), all that matters is that you have emotional impact on her. The damaged basketcase hot & cold guy who treats her like a princess one minute then tells her to fuck off because his life is falling apart the next is giving her a full range of emotions. So is the super confident guy with his shit together who's running push/pull on her.

The biggest thing no one will talk about because it sets guys on a bad path is how fucked up and falling apart your life can really BE and you can still attract and keep hot poon around. Ideally we want men to go the TRP route where they build their careers and hit the gym and don't booze it up etc. But the reality is you can be a fucking MESS and still get hot girls, as long as you have emotional impact on them. It's why chicks will whore themselves out for ugly pimps and go back to abusive relationships, and on the flip side it's why they'll leave dependable boring guys who give them an emotional flatline day to day.

Personally I think that in the old days a chick had a baby at an early enough age to fulfill her need for crazy emotional impact drama to keep her happy and not craving it, but these days since they don't want kids till they're 30+ they fill that void with the cock carousel, cats, Eat Pray Love adventures, hundreds of hours of Netflix (shows/movies full of emotional ups and downs), fucking guys like me, etc.

And finally I'm going to paraphrase SJF's comment here for another perspective:

What makes you think "lothario" is the kind of man some of us want to be? (although I'm not sure if you are advocating being one or not.) A lothario is an unscrupulous seducer of woman. Unscrupulous means having or showing no moral principles; not honest or fair.

Just because a man has an innate desire (*not need*) to perform, doesn't mean he is enslaved. The Rational Male certainly confesses/explicates/describes truths about women and

ourselves. Some of us aren't shackled by knowledge of the burden of performance and having confidence, strength and positive masculinity. Some of us have found that not to be a burden. To be a low hurdle to real power. With low downside and potentially huge upside.

As an aside here I would also point out that Gregg's focus on men's Burden of Performance is entirely on *serving* women's interests rather than a natural order of male idealism. This is a common mindset among Blue Pill, plugged-in men, they can't imagine an existence where their finding of an idealistically male purpose or passion in life is set in a context that doesn't relate to how women perceive it. It's a logical trap that most MGTOWs find themselves in – they want a world where their performance burden is removed with regard to women, but still refuse to accept that this burden exists independent from women's perceptions.

In other words they can't exit the Game, the fundamental rules persist; whether they choose to play or not the Game proceeds in spite of their involvement.

That being what it is, I've set these two concepts together here for a reason. First we have a set of Red Pill women seemingly desirous of Red Pill aware men that serve their imperatives within *their* acceptable frame of what "Red Pill" ought to be for them. Second we have a parallel between Gregg's take and YaReally's take on what women are honestly seeking in an 'improved' man – a more perfected slave; one who can embody the worst contradiction to positive masculinity (from Gregg's perspective), and one who despite his performance burden is really only required to provide emotional polarity to generate tingles and genuine desire.

Toxic Masculinity

Liz's comment from the last thread (emphasis mine):

Masculinity is not bad, it is good.

The poster responded that **toxic masculinity refers to behaviors that cause distress** (telling a son not to cry and so forth). I didn't go further into the argument with her, we didn't see eye to eye enough to really engage anyway [...]

Juxtapose this with the feminine way of going things. **He is told everyone has his or her own unique specialness and he just needs some encouragement.**

Sometimes I think our idea of "bad" and "good" are skewed, and that's just feminist poisoning.

Toxic masculinity is yet another narrative buzz word the Feminine Imperative has made endemic in the same way it repeats the "rape culture" meme. By adding the term 'culture' to any article you find offensive you make that article an endemic phenomenon – Rape 'culture', Bro 'culture', a 'Culture' of Corruption, etc.

'Toxic' Masculinity is another such exercise. It presumes a universally agreed upon definition of what exactly *is* toxic – very similar again to the good and bad uses of Game in the Dark Art / Dark Triad associations I made at the beginning of this article. And in Liz's exchange that definition is whatever male-specific behaviors women find "distressing".

However as we see in Gregg's example of *ideal* masculinity, those distressing attributes are in fact the most arousing attributes of men. I've used this example before, but the most pussy I've ever enjoyed, the most freely given and most genuinely sought after of myself by women was when I was virtually penniless. I didn't need to signal parental investment and provisioning cues to get women's

sexual interest, I just need to fit the bill for what YaReally defines as the “fun guy” – or as Sheryl Sandberg agrees, “the bad boy, the crazy boy, the cool boy, and the commitment-phobic boy in order to prompt a woman’s genuinely inspired sexual best.

Women & Altruism:

Altruism plays a role in mate choice, particularly in women’s preferences and in long-term (LT) relationships. The current study analyzed how these preferences interacted with another important mate choice variable, physical attractiveness. Here, female participants were presented with photographs of men of varying levels of physical attractiveness, alongside descriptions of them behaving either altruistically or not in different scenarios. The results showed women preferred altruistic men, particularly in LT relationships and that this interacted with physical attractiveness such that being both attractive and altruistic made a man more desirable than just the sum of the two desirable parts. Also, **being altruistic made low attractive men more desirable but *only* for LT relationships.** Finally, men who were just altruistic were rated more desirable than men who were just attractive, especially for LT relationships. Overall, these findings are discussed in terms of the role of altruism in mate choice, particularly in LT relationships and directions of future research.

There’s subsection of Red Pill thought (Athol Kay in particular) that believes that Beta attributes align with the effects oxytocin has on men and women. I’m adding [this here](#) to provide a balance to that misguided idea:

It has been suggested that the degree of compassion—the feeling of warmth, understanding and kindness that motivates the desire to help others, is modulated by observers’ views regarding the target’s vulnerability and suffering. This study tested the hypothesis that as compassion developed to protect vulnerable kinships, hormones such as oxytocin, which have been suggested as playing a key role in ‘tend-and-befriend’ behaviors among women, will enhance compassion toward women but not toward men. Thirty subjects participated in a double-blind, placebo-controlled, within-subject study. Following administration of oxytocin/placebo, participants listened to recordings of different female/male protagonists describing distressful emotional conflicts and were then asked to provide compassionate advice to the protagonist. The participants’ responses were coded according to various components of compassion by two clinical psychologists who were blind to the treatment. **The results showed that in women and men participants oxytocin enhanced compassion toward women, but did not affect compassion toward men.** These findings indicate that the oxytocinergic system differentially mediates compassion toward women and toward men, emphasizing an evolutionary perspective that views compassion as a caregiving behavior designed to help vulnerable individuals.

Those example might seem a bit abstract, but I’m putting them up here to make the point that women’s sexual selection filtering is a two-fold prospect rooted in the dual nature of women’s Hypergamy. What best serves Alpha Fucks is contradicted by Beta Bucks.

Thus we have notions like the attributes that make up “Toxic Masculinity” being arbitrarily whatever aspects of the male nature women find themselves most lacking in men. And by way of that we get a definition that fluctuates according to the Feminine Imperative’s needs. Because of this women, Red

Pill or otherwise will never be honest arbiter of 'improving' men's states of masculinity.

A Teachable Moment

January 18, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



While I'd had another post on deck for today I simply couldn't let [Divided Line's most recent comment go unanswered](#). I was going to riff on his comment in that thread, but it occurred to me that his concerns would be educational for many new readers and what I tell him here might give even my regulars something new to think about.

| This is the part I can't get. I can look back and see how my beta behaviors made it

impossible for my ex to respect and love me. I see those behaviors for what they are, but what I can't do is internalize a competing value system, or a competing idealism, one which would allow me to judge myself in the way you're judging yourself here. I still get stuck on "but she **should** have loved me for those behaviors," even if I understand on an intellectual level why she didn't. Even if I game myself into believing I feel differently about it, I know that on some level, I'm still going to be hoping that every girl I get involved with will prove to be capable of fulfilling that blue pill idealism. I fully expect to just fall back into oneitis and needy supplicating behaviors whenever I meet somebody. They just creep up on you without you even realizing it.

When I go into the intricacies of men's innate sense of idealism this is what I mean. In a Blue Pill context there will always be an expectation of some possibility of an ideal state with a woman. The problem here isn't men's idealism, but rather the conditioning of it to expect an idealized Blue Pill outcome.

From a strictly deductive standpoint DL's ex *should* have loved him for the idealized, pro-social, pro-family, pro-parental investment, pro-providership and pro-egalitarian that were some of the most integral parts of his life's Blue Pill conditioning.

The reality is that he'd been convinced of a Blue Pill social order founded on an *Old Set of Books*.

Let's get real about it. It's not like women have good reason to behave the way they do. Whatever evo-psych explanation we can come with, it doesn't provide them with an excuse. They're not stewards of the gene pool, there is no greater good that is served by hypergamy. In a modern context it's a liability, not an asset. At the limbic level they're screening for traits that would have been advantageous 20,000 years ago, not in a modern industrial or post industrial society. Should I try to convince myself otherwise and judge myself according to my evolutionary fitness or something? It seems absurd.

When I wrote *Our Sisters' Keeper* I delved into the question of whether it could be expected of women to take responsibility for their own decisions, moral or otherwise. It generally comes down to a question of the seeming determinism that Hypergamy represents, and the deductive male-logic that, idealistically, expects women to take personal responsibility for the consequences of their actions.

In this respect Hypergamy doesn't provide women with an excuse for the consequences, but the question of personal responsibility still doesn't change the underlying motivators, incentives and influences that Hypergamy exerts over women. The ~~devil~~ biology made me do it is the same alibi for Hypergamy as it is for men's *Selfish Gene*.

While the software may change with the environment, our firmware and our hardware are still very much based in the evolution that benefitted our prehistoric predecessors. What measure you personally choose to judge yourself by is up to you, but again, the hardware and the firmware doesn't change.

Under our modern social environment women have an unprecedented, virtually unilateral, stewardship of the gene pool. So much so in fact that women's sexual selection strategy, Hypergamy and feminine social primacy are enforced by law and ensaturated into our social fabric. Whether this is for 'the greater good' or not all depends on who's agenda defines what 'good' is.

For a very long time men had at least some measure of being able to direct the course that the gene pool was going. Men's influence today is only as potent as women's legislated sexual selection will

allow them.

Women aren't dogs, they're human beings. They're perfectly capable of self awareness and of awareness of others. In theory they're perfectly capable of higher order idealism – anybody who can think at an abstract level should be. Women are unaware of themselves because the bar is so low for them, because they are profoundly privileged and everything is handed to them on a silver platter, not because they're incapable of treating men in a way that would have made the blue pill equality ideal possible.

It really just boils down to a profound form of inferiority, their unwillingness to empathize or give a shit. They don't care because they don't have to. It's a fundamental hollowness at the core of their character.

You're presuming an egalitarian inspired similarity between men and women, and once again I'll refer you to what I proposed above; you're expecting software to override firmware and hardware. There are simply evidential and provable physical and cognitive differences between men and women.

I believe you're correct – women are perfectly capable of self awareness and of awareness of others. In theory they're perfectly capable of higher order idealism – however, this is not women's firmware directive. It is not their initial mental point of origin.

True, women can learn to be empathetic, learn to be idealistic, and yes, learn to sublimate their innate solipsism, but their capacity to learn to override their firmware doesn't erase the root conditions they must learn and practice to override.

And yes, we've reached a (western) social order that prioritizes and privileges women by setting the bar very low for them, thus making this 'learning', or even the desire to learn, to override their neural firmware not just a challenge, but entirely unexpected of them.

The *capacity* for women to realize that Blue Pill ideal is there, but what this does is pit women's innate dispositions against what men think would be an ideal state for both sexes, and then holds women personally responsible for not 'learning' to override their firmware.

Dalrock has a series of posts about feminism that blames men for the failures of feminism. Feminism would work if not for uncooperative men; the same is true for Blue Pill men – Blue Pill idealism would work if not for uncooperative women. Both blame the failures of their goal-states on the other sex's personal / social character flaws without consideration of the hindbrain, firmware that always rebels against those states.

How do you just accept that and blame yourself for being beta? I'm not saying you shouldn't, I'm saying I want to be able to do the same thing. I just can't access that mindset.

What was so terrible about the blue pill equalism really? We all regard it with contempt, but we're just being pragmatic, since it's unworkable, a cruel lie we were all fed from birth. I get all that. But in and of itself, what was so terrible about it? Had it been possible – which it is not – would the idea been worthy of such contempt? I can't convince myself of that.

Again, men's idealistic root note wants some kind of cooperative Blue Pill harmony to exist in a mutually shared, mutually negotiated and mutually agreed upon state between men and women. Yes, Blue Pill equalism seems very pragmatic, that's what makes subscribing to it so seductive, and potentially so damaging for idealistic men. The Feminine Imperative figured that out a hundred

thousand years ago – men are the True Romantics, and that's been their thumbscrew for millennia.

All I did was treat my ex the way I wanted to be treated. In fact, that's all I did in any of my relationships. And not even because I was trying to be Ghandi or live according to some conscious code, but simply because that is what came naturally. That's what made the relationship appealing and worth investing in in the first place. Feeling that way about her cultivated a selfless aspect of myself, one that I actually *like.* I miss feeling that way. I loved her because she inspired me to treat her the way I did, or to want to treat her that way. I can look back on it and see it as beta, and if I regard women like robots running an evo-psych script, I can see that it would have been impossible for her to love and respect me, I guess. So is that what it boils down to? Thinking about women as if they are children or dumb dogs and accepting it?

There is great power in the Golden Rule. I don't mean that from the sentimentalist, "do unto others" perspective, but rather how available you make yourself to exploitation and manipulation when adopting that mindset. There is no position more vulnerable than an expectation of equal treatment from another for like treatment from yourself. It presumes a mutually shared acknowledgement of how that other would perceive treating you as they would themselves.

The fundamental differences between men and women (idealistic vs. opportunistic love concepts) virtually ensure that a conflict will occur when you pair this expectation of equal treatment and equal appreciation with the cardinal rule of sexual strategies:

The Cardinal Rule of sexual strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

Men's predilection for idealism make them the logical candidates for this compromise or abandonment of their own imperatives, however, in doing so they fall prey to self-sacrifice in the hopes of mutual appreciation, earning relational equity and all while idealistically affirming for themselves their own righteousness of that sacrifice. The more you suffer the more it shows you really care, right?

The problem then becomes one of women fundamentally lacking the capacity to appreciate the sacrifices a man must make to facilitate her own reality.

And thus we come back to the software vs. firmware conflict again.

This is what I mean when I say that women are "awful." I don't even have words for it. I don't understand how I'm supposed to get past the contempt or sense of being wronged. You can tell yourself "stop being beta, bro. Don't wish it was easier, wish you were better, etc.," or anything you like, it doesn't change the reality or the fact that I recognize the reality. It's like trying to convince yourself that $2+2=5$.

My idealism was co-opted to serve the FI, but what is competing idealism? Stoicism and being a badass who can take it? Beating myself up for being beta and striving for what? It's like I'm supposed to improve myself, but I can't see anything that I would actually regard as an improvement, just traits that would appeal to women's hunter gatherer libido.

The first step is giving up hope on the Blue Pill ideals you've been conditioned to believe are desirable, much less achievable. You need to accept that Blue Pill idealism will never be achieved in

a Red Pill paradigm.

The next step is to accept that you can create new hope and a new ideal founded on Red Pill awareness rather than succumbing to a nihilistic despair that's based on the hope for Blue Pill falsehoods.

Men's idealistic nature can either be his greatest vulnerability or the source of his greatest strength and drive. It's the context and conditioning of that idealism that makes it a danger or a boon. Stoicism is a practical measuring of that idealism based on self-knowledge and a truthful understanding of the state in which a man lives (Red Pill awareness).

Why are we so much more idealistic and imaginative in our youth? Because we have very little life experience with which to measure that idealism against. This is exactly why the Feminine Imperative must condition men from an early age – to direct that idealism to its own Blue Pill ends before a man learns enough about his reality to reject the imperatives' ends in favor of his own.

And that is why undiluted, uncompromised Red Pill awareness being widely available is a *threat* to the Feminine Imperative.

Red Pill Monthly

January 24, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As I mentioned in the prior comment thread, I'll be testing out a once a month(ish) livestream podcast with Niko Choski for a while. This talk is meant to be an informal discussion of topics I go into on The Rational Male, as well as what's trending in the manosphere. It's also to give guys an opportunity for some feedback and exchange in the live comments.

Some of my regular readers may be wondering why I didn't advertise this first trial more and the answer is I wanted to use this one as a test to see the initial response. I'll be promoting future livestreams more aggressively, but I knew this one would be less than polished. I deliberately tried to keep it to an hour to make it more digestible, but we did go a little over to answer questions.

In this cast we discussed my article on *The Red Pill* balance and how a Red Pill awareness is not just vital to a man's personal development with women, but how it can help in various other aspects of his life. We discuss the differences of that Red Pill perception in the MGTOW community that Niko has recently divided himself from.

You can of course comment on the YouTube feed, but I'm going to take open comments here about what you thought of the discussion and even my engaging in a once a month talk like this. I expect more than a few from the MGTOW communities will find there way here, but I'm more interested in what you thought about the idea of us doing this.

I've been asked for a while as to why I don't just do a solo podcast myself, but I don't really like to do things off the cuff with regard to what I write and explain. I prefer to approach things from all angles in my writing before I hit the publish button. That said I do see the value in a discussion like this when it's about topics I've already covered or perhaps something going on in mainstream society or the 'sphere.

So let me know what you think. The comment thread is open so if you want to tell me it's a bad idea, fine. If you like it, great. If you want to chime in on any of what we discussed feel free to.

Ovulation & Dread

January 26, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had an interesting study brought to my attention recently (ht/ [Robert Burriss](#)) and I thought I'd get back to a nuts and bolts post with something useful I found in it.

Women Selectively Guard Their Desirable Mates From Ovulating Women.

As you might expect, much of the findings in this study reinforce many Red Pill principles founded in evo-psych, but there are a few new angles to consider here. Before I start to riff on this study, bear in mind that the concept of female mate guarding behavior centers on what the researchers define as 'desirable mates' to women. This subjective assessment of desirability will play into all this analysis.

For women, forming close, cooperative relationships with other women at once poses important opportunities and possible threats-including mate retention. To maximize the

benefits and minimize the costs of same-sex social relationships, we propose that women's mate guarding is functionally flexible and that women are sensitive to both interpersonal and contextual cues indicating whether other women might be likely and effective mate poachers. Here, we assess one such cue: other women's fertility. Because ovulating (i.e., high-fertility) women are both more attractive to men and also more attracted to (desirable) men, ovulating women may be perceived to pose heightened threats to other women's romantic relationships. Across 4 experiments, partnered women were exposed to photographs of other women taken during either their ovulatory or nonovulatory menstrual-cycle phases, and consistently reported intentions to socially avoid ovulating (but not nonovulating) women—but only when their own partners were highly desirable. Exposure to ovulating women also increased women's sexual desires for their (highly desirable) partners. These findings suggest that women can be sensitive to subtle cues of other women's fertility and respond (e.g., via social exclusion, enhanced sexual attention to own mate) in ways that may facilitate their mate retention goals while not thwarting their affiliative goals.

Right from the start here we have two Red Pill foundations confirmed; the influence that perceptual SMV plays in women's sense of passive *Dread* and the fundamental influence that menstruation dictates to sexual arousal and concurrent motivations for sex appeal during women's ovulation phase. I've previously gone into the dynamics that play out between men and women with regard to perceived SMV of a partner versus the other partner's self-perception of their own SMV and how this determines secure vs. insecure attachment. This post was more of an outline of results of SMV imbalance rather than the motivations for the characteristics of those personal attachments. This study illustrates these underlying motivators very well.

Anyone who's heard my Man in Demand talk on Hypergamy understands the (*menstrual cycle*) biological root for women's personal and sociological behavior, and this study provides yet another confirmation of it. I've also written in the past about men's propensity for *mate guarding* and the behavioral cues women, both subtly and not so subtly, display that prompts them to mate guarding. However, I've yet to explore women's mate guarding behaviors.

I'm bringing up the SMV ratios and Mate Guarding posts here because it's important to bear in mind the subjectivity that perceived SMV plays in regard to motivating mate guarding. Depending on that balance (or imbalance) one partner will be more motivated to mate guard than the other. Which of course then brings us back to the *Cardinal Rule of Relationships*. Mate guarding impulse is contextual to the comparative value of both individuals and the value of others in their social environment (potential sexual competitors).

Thus, it is a significant challenge for women when other women attempt to poach their partners. For instance, over 50% of women admit to attempting to poach another woman's partner, and over 80% of men admit to having been the object of another woman's poaching—with about half of men admitting to “going along” with the poaching attempt (e.g., Schmitt et al., 2004; Schmitt & Buss, 2001). Women have good reason, then, to mate guard.

I'm going to encourage readers to take the time to, at the very least, read the introduction, premise and results of this comprehensive study. Naturally there will be incredulous women who will insist

that men tend to overestimate the displayed sexual interests of women towards them. This is a common social convention that serves a very specific purpose for women; plausible deniability.

If the common group-think is that men are egotistical, think they're "all that" and stupidly believe they're seeing sexual cues from women because "that's just how men are", then we have a pre-established condition in which women can believably deny interest. Thus, should a man not find a woman attractive, or opt for another, this then serves as a rejection *buffer* as well as a precondition for her own rejection of a man should he make an approach and not be found attractive.

The Schmitt & Buss studies account for this, but even if they didn't there would still need to be a functional reason for women's mate guarding behavior. That reason puts the lie to the social convention of women presuming men aren't as perceptive of their sexual cues as they'd like to believe.

[...] whereas men have at times physically isolated and sequestered their female partners to restrict other men's access to them (e.g., in harems), women may analogously socially isolate their partners from potential poachers—keeping them apart so as to preclude potentially costly competition for their romantic partners.

The usefulness of this strategy depends on women being able to identify those who might be likely and effective mate poachers, and then excluding them (but not others) from their social circles. If a woman indiscriminately distances herself and her partner from potential poachers (i.e., all other women), she is assured of his fidelity but at the cost of eliminating her access to the numerous benefits of female–female friendships.

Spoiler alert: The study confirms that women will covertly exclude themselves and their lover's company from women who A.) outclass them in comparative SMV (hotter women than they perceive themselves to be) and B.) happen to be in the proliferative phase of ovulation.

This indicates that not only are women subconsciously (if not consciously) aware of intrasexual rivals ovulatory states – as evidenced by dress, ornamentation, vocal intonation, scent, sexual proceptivity, etc. – but they are aware enough to orchestrate covert methods to protect their sexual investments in a 'high value' male while ensuring future intrasexual friendships.

That may seem like an overly scientific way of saying women watch out for other women slutting it up, but the subcommunications of ovulation are so subtle that women's subconscious, peripheral awareness of those cues evolved for a sensitivity that goes beyond the obvious slut. *That's* how important retaining a better-than-self SMV optimal mating choice is to women in an evolutionary scope. That sensitivity is part of women's psychological firmware.

[...]In addition, if a woman were to consistently and indiscriminately exclude other women from her own and, by extension, her partner's social circle, she might gain a reputation for being non-communal and non-nurturing, and thus, for being an undesirable friend. This might not only thwart her ability to form future friendships with other women, but might also lead her partner to perceive her as highly difficult, uncooperative, controlling, and non-trusting.

Thus, on one hand, the costs of indiscriminately avoiding other women are high because women reap important benefits from making new same-sex friends, On the other hand, women can and do mate poach with frequency, and those women deeply embedded in

one's social circle may have increased access, motivation, and ability to poach successfully.

There's a few things to unpack here before we can make this information Red Pill / Game applicable. The most important metric that female mate guarding indicates is her genuine assessment of a man's SMV and how valuable his participation and investment in their LTR (or even STR sexual value) is to her.

I've seen this mate guarding play out in my own relationships before, both as a Red Pill husband who happens to work with beautiful women in the liquor industry and prior to my Red Pill awareness of it in my libertine 20s. Back then it was easy to pass off as 'bitches be crazy' when a girlfriend or a short term sex partner "just got jealous". But in hindsight the timing of those fits of jealousy seemed a bit to regular.

I'm going to suggest that developing an awareness of a woman's bouts of jealousy or her subtle timing in wanting to spend time alone with you, or her being more sexually proceptive (she wants to fuck more) with you at times you may think odd. These are Alpha or Beta Tells. A woman's preoccupation with guarding you from other women is a prime indicator of your SMV worth to her. It stands to reason that only 'desirable' men deserve the effort of her mate guarding.

This is an important Red Pill sensitivity to have as it also allows you to determine a woman's unspoken understanding of where she and you stand in relative SMV comparison. As I was saying in the introduction here, that 'desirability', that SMV ratio, that Alpha impression that makes you worth mate guarding is subjective to what a woman's self-perceived SMV is in respect to your own. When we interact with women in the long term it's very easy for men to lose sight of this balance and think that their frumpy wife is the best they can do. There is a definitive psychological game that women of low SMV will play with men they know are of higher value – they will continually devalue that man as a form of mate guarding.

That devaluation may take the form of browbeating, nagging or accusing him of being attracted to other women in an effort to get her higher value LTR man to self-limit his being poached by endlessly qualifying himself to his low SMV wife/girlfriend. It's far easier, and far lower an investment of resources if a low SMV woman can convince her higher SMV man to mate guard himself.

Just as an aside here, there may be a few readers who'll think women will rationally consider that their long term provisioning is virtually assured in a feminine-primary social order. Alimony, child support or pro-female government will assure her and her offspring a baseline of security, so why mate guard any man?

The answer of course is that women's psychological firm ware didn't evolve to acknowledge these considerations. Once again T-Rex doesn't want to be fed, he wants to hunt. So even with the logical consideration that provisioning is assured women's limbic (particularly on an Alpha Fucks short term breeding assurance) still wants those environmental and behavioral cues that indicate they have that security.

Passive Dread

So with all of this to digest how do we put this knowledge of women's limbic desire for ensuring a mate's exclusive sex and provisioning to use for us?

The obvious answer is in the title of this post – developing that awareness of your SMV worth to a woman is a good starting point from which you can subtly employ a passive form of Dread.

I've gotten a lot of grief for just my acknowledging Dread, much less using it beneficially for both a man and whatever woman he chooses (long or short term). It's always about how horribly manipulative it is, or it's just an unsustainable game of brinksmanship between a couple that destroys trust. But what these (usually female) critics never recognize is that Dread is already an integral part of every relationship by order of degree.

The fact that both male and female mate guarding behaviors are evidential facts of both sex's hindbrain function should be proof enough that Dread, the concern of loss of investment, and the subconscious, comparative evaluation of SMV is something that's always an operative. It's inherent to our conditions as evolved human beings.

My advice in this instance is for men to become sensitive to the indicators of that ovulatory mate guarding dread and use that insecurity to promote a better, genuine desire in that woman. Suggesting this will seem counterintuitive to a Blue Pill mindset. The conditioned response will be to allay that woman's fears (the ones she's subconsciously aware of but will hate you for making her acknowledge) and provide her with comfort and familiarity.

But comfort and familiarity are anti-seductive and kill the genuine desire, the genuine need to fuck you in order to keep you and show her appreciation for your higher SMV. Why does a woman compete for what she is constantly comfortably assured she already has?

The trick to employing soft or passive dread is making yourself sensitive to the opportunities to use it and then gently provoke it in as covert and indirect a way as possible. One of the better ideas the early PUAs had was mastering the art of the Neg, or the backhanded compliment. The idea was to casually knock a woman's self-image down to a manageable degree in order to get her to qualify herself the the PUA. Passive dread operates on a similar principle.

You need to see the opportunities for its use, and women's propensity for mate guarding men they find 'desirable' is a reasonably predictable opportunity. See those chances for other women's casual flirtations with you, look for those unsolicited opportunities for easy social proof, and don't dissuade your woman's initial mate guarding response. Casually push back on the mate guarding impulse, don't jump to the reassurances of your undying love and interest.

See that opportunity for what it is – a chance to restate whose *Frame* she's chosen to be a part of. She wants to merit your value. Take that effort away from her and you become valueless to her.

The War Brides of Europe

February 3, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

(h/t to greyghost for today's video)

Comment from [Kaminsky on Dalrock's thread](#):

What I find with that video of the Danish feminist. If there were such a thing as a Master's Degree in the manosphere, you could show the candidate that video and have him break down all the elements of the female mind displayed. Point by point;

- Let's you and him fight
- Shit-testing
- Extraordinary lack of accountability
- Collectivism to the depths of her soul
- A form of AF/BB...In that men have to be both ends of behavior to meet females' changing needs. Meek and placid during the forty years of feminist play-acting fun-time, now all of a sudden a different kind of man is needed.
- Victim/victim convenient duality. Victorious feminists imposed their will and opened borders, now they're victims and it's up to men to clean it all up.
- Equalist/androgynous when it suits whatever need, strong gender roles when it suits whatever need.

So amazing.

"Intractable solipsism" belongs in that list as well.

I apologize in advance if this post comes off as overly dramatic or kicking a hornets' nest. It's not my intent to wax poetic, but it will serve a purpose.

I was asked about my take on the current 'migrant crisis' in Europe by several Red Pill friends (both online and in person I should add), and how I thought it played into what I've written in the past about the *War Brides* dynamic. As my readers know I never delve into issues of politics, race or religion on this blog unless those issues are directly related to intersexual social and personal dynamics.

So it was with this in mind that I considered connecting the dots between Hypergamy and the War Brides dynamic and what I believe we're beginning to see now in Europe. However, before I get too deep I thought I'd pick Ms. Thranholm's interview apart first.

A Schism in the Feminine Imperative

I'll agree with Kaminsky on his take for the most part; the degree of default entitlement women feel they have to men's physical protection is glaringly evident, especially coming from ardent feminists, but the side-glance vitriol for European men wearing skirts in protest to the rash of 'migrants' raping/harassing European women only highlights feminist duplicity.

Is this rash as widespread as these women are making it? Hard for me to say, but not a day's gone by since this migration that several 'incidents' of these migrant's sexual assault (assault that would land the average European male in jail or make an American man a sex offender overnight) has been in my Twitter feed. I'll leave that interpretation up to my readers, however what's glaringly evident is

the duplicity in the reaction strong independent® feminists are having to these assaults.

In the video Thranholm at last drops the feminist boilerplate and makes the concession all feminists (and Red Pill deniers) are loathe to hear – our society has become feminized. I’ve been making this point since the days of my writing on SoSuave; western society has become founded on a feminine social primacy that prioritizes women’s imperatives (Hypergamy) above all other considerations (lead photo NSFW). The fabric of western society from our religions, to our work cultures, to our personal relations, to our educational institutions, to the foundations of our parenting, have been progressively and systematically feminized over the course of 60+ short years.

To have a woman like Thranholm voice this from a visceral, fear based necessity is an indictment of how unignorable this feminization has become. In a similar fashion to how Open Hypergamy and soon Open Cuckoldry are becoming too socially evident to ignore, so too is the fact that an increasing majority of western(ized) men believe that touchy-feely feminized solutions to conflict are their first best alternative to violent, physical, in-your-face conflict resolution.

“This militant feminism that has been going on for decades, now we see the consequences that many men here are brought up to be like women, and to think like women, and be *soft-minded*.”

Iben explains in no uncertain terms that a lack of conventional, complementary masculine strength is so lacking in Europe that even feminist women are beginning to feel uneasy in the uncertainty that their safety could be insured by average European men. Underneath all of the posturing of strength, feminism still needs “muscle” for its physical defense. When feminism looks to its loyal White Knights for that muscle it finds them dressed in mini-skirts and high heels.

Without missing a beat, scowling feminist interviewer, Anissa Naouai, presents the complete obliviousness of the gravity of the situation women are facing...

“But that is what Europe is about, that is part of the European qualities that the European Union promotes.

[...] “These refugees are coming to Europe, shouldn’t they adapt to that?”

This is a glaring example of the degree of cognitive dissonance that has been cultivated in our feminine-primary social order. The idea that men who wouldn’t recognize that feminine social primacy exist, much less who would entirely ignore it, is so alien a thought that it never enters Anissa’s mind.

An Appeal to Honor

Iben continues and answers Anissa’s question without really realizing it.

“Now we see that these post modern values are just a construction.”

I thought this was interesting when we consider how long we’ve been told the opposite – that the popular concepts of conventional, evolved gender roles are the social *construction*. However once these ‘post modern values’ are slammed into the harsh conditions of a reality that diametrically contradicts it, then, then it becomes a question of “where have all the cowboys gone?” Now the truth is revealed that it is in fact this post modern, feminized interpretation of gender that is the social construct – and one with potentially disastrous consequences.

“...and now we see that we don’t have any male that can stand up, that can fight, who can

fight back those male aggressions that we are feeling. So the vacuum that feminism has created means that women are the victims of those male aggressions”

And now we come to the standard appeal to the Male Catch 22 I described in *The Honor System* many years ago:

Man Up or Shut Up – The Male Catch 22

One of the primary way’s Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it’s convenient, while simultaneously expecting egalitarian gender parity when it’s convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man’s masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Perhaps we haven’t reached it quite yet, but we are approaching a social tipping point where the physical necessity of conventional masculinity will outweigh the liability to women in ceding the power that feminine social primacy represents. The need for ‘Man Up’ will outweigh the need for ‘Shut Up’.

This need for women’s defense predictably gets couched in men’s *Burden of Performance*, and now that shit’s gotten real we see this dynamic laid bare in women’s shaming of men for not putting themselves bodily between them and an attacker. This is where Iben’s premise, and the sham of the Feminine Imperative’s social engineering, breaks down. And ironically the very idea of a new “male revolution” or supporting conventional masculinity on a social scale is even more appalling to Anissa than the reality of rising potential sexual assaults on women:

“It means that **men need to take responsibility** to go back to the old male virtues, to defend the women, the children and the culture. Because now this post modern project is dead, it doesn’t work...”

Iben goes on for a bit repeating the same *men need to take responsibility for defending women* trope in various ways and tries to explain to Anissa in as black and white a way that reality necessitates this. However the real disconnect, the most poignant illustration of feminisms denial of reality comes from Anissa after all of this:

“But the mass rapes shouldn’t be happening in the first place.”

“I’m sorry, uh, what?”

“The mass rape, the violence shouldn’t be happening in the first place. These are guests essentially who Europe has welcomed.

[...] should (women) have to protect themselves against mass rape on their streets at home?”

The utter cognitive dissonance of Anissa with her inability to grasp that these male ‘guests’ (who should be beholden to the Male Catch 22 by default) wouldn’t honor the dictates of feminine primacy is staggering. So much so it even fazes Iben for a moment. However, this disconnect is a textbook

example of the sociological and psychological schism that is (or will soon) taking place for European women given their present reality.

I'll stop here because Iben goes on to reiterate most of her points, and gets in another about the need for complementarity in conventional gender roles, but do watch the whole clip. The point I'm making with this is that there is a coming reckoning that a feminine primary society is beginning to face; post modern feminized gender constructs have fundamentally compromised the security of western culture.

Real Solutions

This then begs the question, what comes as a response to this? As I mention, the typical go-to strategy of the Feminine Imperative is to lean on men's shame for not taking the masculine responsibility for women's (and children's) defense. However the same characteristics that make a conventionally masculine man a good defender are also a liability to women's sphere of control once all her would-be attackers have been subdued. These are the same characteristic that have been ridiculed, marginalized, denigrated and punished by feminine-centric society for going on 7 decades now.

So what's the proper response here? No doubt there will be the scorched earth factions who'll quote us the following:

This city is afraid of me. I have seen its true face. The streets are extended gutters and the gutters are full of blood and when the drains finally scab over, all the vermin will drown. The accumulated filth of all their sex and murder will foam up about their waists and all the whores and politicians will look up and shout "Save us!" ... and I'll whisper "no."
– Rorschach, Watchmen 2009

If **men need to take responsibility** to go back to the old male virtues, to defend the women, the children and the culture it needs to come with a reciprocal incentive for men in doing so. Relying on men's sense of duty to honor only works insofar as women are appreciative and rewarding of it. As it stands now, the average man either blindly believes his honorable action is to be more "soft-minded" in his approach to honor or has absolutely no motivation to risk himself for women who've told him they don't need his "macho bullshit masculinity" for the past 60 years – right up until she's assaulted or raped in 2016.

For a complementary gender restructuring of society it implies a reciprocal incentive on the part of women; one I don't see forthcoming even in the desperate tones of Iben and Anissa.

It may be all well and good to let women such as Anissa to burn along with the rest of feminized Europe, however, Iben does make a valid point; if (European) men don't do something by reassuming conventional masculinity they stand to find themselves in precisely the position I outline in War Brides:

Evolution has largely selected-for human females with a capacity to form psychological schemas that preserve an ego-investment that would otherwise afflict them with debilitating anxiety, guilt, and the stresses that result from being continuously, consciously aware of their own behavioral incongruities. Evolution selects-for solipsistic women who are blissfully unaware of their solipsism.

[...]women's peripheral environment dictated the need to develop psychological mechanisms to help them survive. **It was the women who could make that emotional**

disconnect when the circumstances necessitated it who survived and lived to breed when their tribe was decimated by a superior force. This is also known as the War Bride dynamic; women develop an empathy with their conquerors by necessity.

Men are the disposable sex, women, the preserved sex. Men would simply die in favor of a superior aggressor, but women would be reserved for breeding. So it served a feminine imperative to evolve an ability to cut former emotional ties more readily (in favor of her new captor) and focus on a more self-important psychology – solipsism.

Now, here is where I'll step off the diving board and into the theoretical. It's my purview that a lot of what men would complain are duplicitous acts of indifference towards them are really rooted in this innate feminine solipsism. That's a bold statement, I realize, but I'd argue that what men take for inconsiderate indifference in a break up or in ruthless shit tests is really a woman tapping into this innate, self-preserving solipsism. Combine hypergamy with the chronically hostile environments of the past and you end up with a modern day feminine solipsism. **Add to this an acculturated sense of female entitlement, social conventions that excuse this 'duplicity', and a constant misdirection of intent by women themselves, and you come to where we are now.** As if that weren't enough, throw in the element of hypergamy and the countdown in terms of fertility and long term provisioning that a woman must deal with before hitting the imminent Wall, and now you have a fuller picture of the conditions and stresses that necessitate this solipsistic nature.

It seems clear to me that women who align with Anissa's feminine-primary mindset exhibit exactly this self-preserving solipsism in the subconscious knowledge that the men of their 'tribe' have become acculturated into becoming more like women and unable to defend them from a stronger, more conventionally masculine tribe.

Both Iben and Anissa are on either side of this War Brides dynamic, but both also illustrated the other's solipsistic approach to dealing with it. I don't claim to have the solution to this circumstance, and perhaps that should be the focus of discussion, but this *is* exactly the War Brides dynamic I laid out.

Outrage Brokers

February 9, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

“It’s easier to fool people than to convince them they have been fooled.” – Mark Twain

Well I finally had a chance to watch Roosh vs. the bloggers – there are no journalists left in the world – debate (it was anything but a press conference) and it was about what I expected. Every opportunity these bloggers had was to call him on his beliefs and his position on the state of the world with the intent to dismiss, marginalize or ridicule him.

By my estimate, there wasn’t a single blogger present who was older than 30 and each took turns couching their questions in terms that would challenge his perspectives with respect to their own. They weren’t there to report; they were there to debate questions they’d already written their own answers before going in because, like Roosh, they live and die by the impressions their readers/commenters. Roosh tried to classify them as ‘establishment’ or ‘the media’, but in reality they are bloggers – ‘journalists’ in name only. What they really are is outrage brokers and together they have a symbiotic relationship.

Roosh manufactures outrage, they distribute it to the cubicle workers who want to feel engaged in a world outside their cubes. Roosh cancels the meet ups, the cube workers feel like they’ve won a battle with edgelord shit-head misogynists and the Rooshites (preemptively) declare a victory for raising awareness of the ‘free speech’ Social Justice Warriors want to curb. Ding, ding! Return to your corners for the next round.

All this does nothing to benefit men in the Red Pill awareness even marginal Roosh proponents want to believe is the good that comes from this circus. “At least he’s raising Red Pill awareness. Any press is good press, right?”

Wrong. Ask Subway if they think the press their spokesman Jared Fogel generated with his 15 year sentence for child pørn charges was helpful in raising awareness of how great their sandwiches are. Not that anyone is boycotting Subway sandwiches, but likewise, no one’s minds are changed after Roosh had this presser. Not the bloggers or Twiteratti that hate him, not the Neomasculists who were already onboard with him and certainly no one that’s never heard of the ‘sphere in a public fashion.

Team Roosh and team SJW are still what they are. The fact that we get women and men IRL who know about this “leader of some MRA group who wants to legalize rape” should be evidence enough of the reach this quick hit, easily digestible ‘outrage bite’ has.

It’s easy to say that fence-riding men who’d never heard of the manosphere (the manosphere Roosh disowned, remember?) will be made aware of it and embrace it, but that’s a convenient and unmeasurable metric to justify what really amounts to a very damaging PR fuck up. Or maybe it wasn’t a fuck up? Maybe it went exactly as *planned*; maybe even more successful than *planned*.

Let me be clear, this is *not* an apologetic. Roosh masterfully turned (intentional or not) this to his advantage by playing all the bloggers present in the room to his narrative on his terms. He did exactly what he should’ve – no apologies, no admissions of guilt, and he forced these tools to play the cards he was dealing. He was handed a golden video op on a silver platter by these young journalists bloggers who knew going in that they were compromising the “journalistic integrity” their communications class teachers told them they had.

My concern isn't how he handled this, it's *why* he put himself (and other men who admire him) into this. My concern is that any genuineness he might've had about Neomascularity is suspect of being just a vehicle for his own notoriety. If that's the direction he's chosen to go, if that's how he's decided to turn a dollar, I wish him good luck, but he's become a dishonest broker of outrage at the expense (in some cases physically and financially) of the men who believed he was sincere.

If you read through the Deadbedrooms or Divorce subreddits, there are countless men there who would save or change their lives if they embraced Red Pill awareness, but for whatever reason they get violently hostile at any mention of a TRP solution to their circumstances. How many of these fence-riders will look at Roosh and just have all those biases confirmed about TRP now?

Roosh is just playing a character now; one that the outrage brokers want and need:

I wrote about exactly this dynamic on Return of Kings in the only guest post I ever wrote for the site:

If the "postponement" of the ABC 20/20 manosphere "exposé" has taught us anything it's that **the writers seeking to cast light on the manosphere are looking for crazy. They need crazy because it's the only thing they know how, or have the patience, to confront in as minimal an effort as it takes to type a few paragraphs dismissing it as misogyny.**

Writers (vichy male writers) like R. Tod Kelly are also lazy. They see an opportunity for outrage that sells advertising. They wanted Stormfront and what they got was a global consortium of rational, well reasoned men with jobs, families and intelligence, men from all walks of life, all ethnicities, and socioeconomic backgrounds expressing ideas that don't fit into an acculturation of feminine primacy.

If you read Matt Forney's 20/20 interview post you'll see the desperation for crazy in their producer's attempts to provoke him to become what they think he should be – a frothing, angry, hate-fueled misogynist. That would make it easy for them, they know how to sell crazy. The copy gets approved, the crazies get marginalized and we move on to the next Mabeline commercial.

But they didn't get crazy from Matt, or Roosh (okay Paul Elam looks a bit like Charles Manson in a certain light)—they got well reasoned, sensibility that was hard to argue against, so they attempted to prompt the crazy by barraging Roosh with questions about rape in the hopes that he'd blow up. He wouldn't. **They wanted it to be easy. They wanted to know all they needed to know about the manosphere by sourcing Manboobz, interviewing three manosphere bloggers and then trot out the crazy, show off the carnival freak, demonize and marginalize him and frog march the crazy off the stage. They wanted fringe, the easy kind of fringe that their journalism, communications and women's studies classes taught them the easy answers to confront it with.**

But the manosphere isn't fringe. For as much as R. Tod Kelly, or the producers at ABC would like it to be, the manosphere is too broad, too comprehensive, too diverse for anyone unfamiliar with it to really understand it, much less deliver an unbiased objective opinion of it. So Kelly follows formula and makes the same lame attempts at simple aspersion and misogynistic dismissal 20/20 had already failed in doing (as evidenced by their segment's postponement). The Daily Beast wanted its formulaic red meat, but Kelly is just dishing out ABC's cold left-overs.

The MSM wants crazy. Crazy gets clicks. There was a time Roosh would've responded with far more

measured and reasonable responses to these allegations, now he's found it necessary to adopt the crazy that the MSM wants. He did it artfully, but he's given them the ugly caricature, the black & white melodramatic misogynist who's easy to hate.

They want a villain, a misogynist, a chauvinist, a caveman and a guy easily ridiculed in a feminine-primary social order and it appears Roosh is more than happy to give that to them if it means he can profit from it.

The problem with delivering the crazy is that Roosh does so at the expense of men who would otherwise benefit from genuine Red Pill awareness. I approach Red Pill awareness from a bottom up perspective because it is important that men effect real change in their lives and their thinking on a personal level.

I disagree on many 'doctrinal' tenets of Neomascularity for any number of reasons, but the core Red Pill principles Neomascularity appropriates are still there. Roosh does Red Pill truth-seeking men no favors by making a mockery of those very core principles he claims for the basis of Neomascularity with his readiness to play a dangerous game with those men's lives for his personal benefit. All Roosh does in playing this character is polarize men into a team mentality with no real change beyond an Us vs. Them shift.

It might feel good to rally and shake a fist at SJWs and feminists, but it does nothing to educate a man with Red Pill awareness so he knows why he's in the social conditions he finds himself with women and a large feminine-centric social structure. That takes far more effort and personal investment in that man than simply recruiting him with an easy cause and an easier enemy to hate.

Roosh calling for public meet ups on a RoK six weeks in advance on a site that claims 1 million unique hits a month is not just "a chance for likeminded guys to get together for a beer" it is the bait and the time needed to draw a response from exactly the opposition he'll complain is out to get him when they predictably do. Granted, that opposition took the bait as predicted, and along with it the outrageous capital he'd hoped to generate, but he's only going to be able to cry wolf like this so many times before he marginalizes not just himself, but the validity of Red Pill awareness.

In fact that may be forthcoming sooner than he expects. Of course the outrage brokers he hopes to offend will be more than happy for the blog fodder, but at some point he'll become passé and like PT Barnum he'll be forced to up his game due to people rolling their eyes at another one of Roosh's set ups. This is the same formula he's been using since the London stop of last year's world tour; he's got to go bigger on the next push to keep the interest going.

Satire and Irony

Roosh suggesting the legalization of rape on private property wasn't satire. It was irony, it was juxtaposition to expose a counter point – that women need to accept at least some responsibility for the consequences of their sexual indiscretions – it was illustrative sarcasm, and it was an allegorical thought experiment, but it was neither satire nor parody.

It was an essay in exposing the duplicity of women's hypoagency – **the idea that certain individuals (e.g. women) lack agency in their own actions.** *They lack control. They are not actors ... rather, they are acted upon. The corollary to that argument being that they are not responsible for their own actions.* Yet the cultural narrative of the omni-empowered, Strong Independent Woman® is completely at odds with exactly women's hypoagency with regard to rape. They are powerful and

purposeful when it serves and entirely unaccountable and blameless when it's not convenient.

There was an “entirely serious” article written by Femitheist (on Vice no less) not long ago ‘suggesting’ the systematic culling of 90% of the male population. It turned out to be less-than-serious, but it was written in the same vein as Roosh’s rape legalization “satire” to illustrate a counterpoint.

Difference? A woman wrote it.

If a woman had written, verbatim, what Roosh had, the irony wouldn’t have been intentionally missed. There would’ve been some friction for suggesting rape is any woman’s fault, ever, under any circumstance (hypoagency) – and it would be even more salient had an anti-feminist woman wrote it – but readers would’ve gotten the gist of the irony. Just as they eventually did with Femitheist’s article.

If a homosexual like Milo Yiannopoulos had written it, he’d have been met with the same friction, perhaps even more censorship at his speaking engagements, but readers would’ve gotten the irony – and with a giggle because he’s a cheeky Brit with fabulously gay bleached hair.

Outrage Sells

We live in an age of outrage media. I’ve written in the past about how women need *indignation* as part of their innate solipsistic make up, so it follows that in an era where men are feminized to the point that they think wearing skirts and heels are a legitimate form of protest against mass rape that fem-men would also lap up the same indignation. They lap it up because they identify with the feminine, with being women themselves.

All one need do today is search for “*Rapsit beaten by*” on YouTube or Google to see just how far that *rape hysteria* has ensaturated society. Label a man a ‘rapist’ in the slightest degree of seriousness and you have carte blanche to kill him or destroy his life and livelihood. No doubt Roosh is aware of this judging from the volume of death threats he’s received for the mere *perception* that he may be a rapist or the oblivious lack of critical thought that he’d seriously advocate for legalizing rape.

He knows this because he’s written, in my opinion, one of the most insightful essays on exactly this social order – *The Most Insidious Method of Control Never Devised*.

Roosh wrote the seminal essay on how insidious the threat of “stealing a man’s bread” has in controlling his decisions and silencing him. This is why it pains me to see Tweets like this after so elaborate an effort of publicity at the potential cost of other men’s bread – men who believe in the sincerity of what’s only a vehicle for his notoriety now:

<https://twitter.com/rooshv/status/696825522727317504>

I had to reconsidered doing this breakdown of Roosh’s very blatant attention trolling at the expense of anyone who would’ve thought his intents were genuine about organizing a world wide meeting of the tribes. I’m in a difficult position here.

By posting I get tagged with not being cooperative to the manosphere on whole by exposing Roosh for the marketer he’s regrettably turning himself into. On Twitter and the previous thread I get accused of cutting Roosh off at the knees for not being a team player because “any press is good press” (false) and even if he is the Svengali he is, well, at least the ‘sphere is getting some spill-over publicity.

I say that’s bullshit, and then I’m reminded of my own reasons for involving myself in writing what I do and who I write for.

Not only is it bullshit, but it's bullshit that damages the capital that the 'sphere collectively has developed for over a decade now. Roosh isn't making any *new* converts to Neomascularity or anything else with this, and while his epic trolling of SJWs and fem-stream media bloggers deserves the highest praise, it's regrettable the cost should come from men who are *genuinely* looking for the answer Red Pill awareness provides.

The Red Pill Monthly

Niko Choski and I will be discussing this post and other topics on the next installment of The Red Pill Monthly youtube Livecast this Friday, February 12th at 10AM Pacific Standard Time.

You can follow the [link here](#).

The Red Pill Monthly

February 10, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Just a quick reminder here, Niko and I will be doing the Red Pill Monthly livestream this Friday morning. February 12th at 10 am PST. Last time was kind a of a dry run for us and people wanted some advance notice so they can participate in the live chat so here it is.

I have to do these as my schedule permits, so this time slot is by no means going to be a regular thing. Hopefully it works for everyone this month.

We'll of course be discussing current events in the 'sphere, but also some foundational Red Pill stuff, as well as taking questions live. If there's something you'd like us to consider please feel free to leave your comment or question about it in today's thread.

The link will be until Saturday.

The Warrior Princess

February 15, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



During last week's Red Pill Monthly discussion I was presented with the question as to whether I agreed with women's mandatory military conscription and my take on women serving in combat roles in the military. You can listen to my take on the livecast, but since I'd already had this post in the works I'll detail it a bit more here.

Commenter *Red light* dropped this comment recently

The "Warrior Princess" myth

In making the 300: Rise of an Empire they realized they had a problem, the 300 were all men.

So now in the next movie we have Eva Green as a killing machine admiral of the Persian

fleet. Wait, that's not enough! Let's end the movie with Lena Headey being a killing machine too. Just to make the warrior princess quota.

I happened to be listening to a feature interview on NPR on a long drive home about a week ago. The interview was of a semi-famous actress-turned-writer-turned-director who's known for her feminist slant on storytelling and forwarding the narrative of the ~~Feminine Imperative~~ equalism.

So as not to focus too much on the individual and more on the messaging, I'll just fast forward to a part of the conversation I thought was most salient:

"There was a part of the film (she's producing/directing) where (SIW®, Warrior Princess cliché) gets into a fight with the 'bad guy' and the guys on the set thought that her reactions were unrealistic and no woman would do what she was for the reasons she was doing it. But the women on the set were like 'Oh totally, I'd do that, hell I'd do worse if I was in that situation'."

"I told the guys on set that if they really want to see gender equality they needed to embrace all sides of women. They needed to let go of all these preconceptions that women are nurturing or empathetic, and accept that we can be just as violent or hostile as men when we're pushed this hard."

I got to thinking about this part of the interview and I got an insight into the belief system of a woman ego-invested in the egalitarian / equalist narrative that had been taught to her since her formative years.

For women so saturated in equalism there's a kind of convenient duplicity that expects a safe environment in which they can comfortably, and without risk of injury, play out the fantasy of not just being 'as tough', but tougher than men.

Nowhere is this safe fantasy more repeated than in the stories that the men and women of the equalist mindset construct for themselves with the expectation of loving mass consumption. I covered this from one angle in *Storytelling* and I focused primarily on the unbelievability of that narrative, but I didn't really get into why that narrative is so appealing to that set.

As I mention there, in the world of ideas and possibilities, where all conditions and events are in the control of the storyteller, and all outcomes are scripted by the individual, what comes out in playing God is a revealing of the mindset (and the zeitgeist that created it) of the one in control of telling that story.

Fempowerment

When I wrote *The Medium is the Message* I primarily focused on observing women's behaviors as the primary motivator of what their true 'headspace' is. However, it's also important to consider this principle on a macro scale of societal influence. The influence women wish to exert on our collective social order is evidenced in the behavior of their storytelling and the storytelling of their proxies (i.e. men who willingly foment their message and fantasies).

White Knights and sympathetic Betas attuned by a lifetime of Blue Pill conditioning are easy foils in selling out their masculine interests if it means their identifying with the superiority fantasies of women is in some way intrinsically rewarding to them (i.e. potential sexual access with women).

But what are the fantasies women imagine themselves living out in their own storytelling? Since the rise of women's Hypergamy as the societal priority this has been the convenience of female

empowerment and the fantasy that it can be balanced with women intrinsic needs and drives as a human female.

The problem with equalism (as opposed to evolved intergender complementarity) is that it reliably creates piss poor men and women. Taken to its extreme, the ideal state of equalism is androgyny – and that’s a best case scenario. At worst, the concept that gender is a relative mental/social construct creates individuals who arbitrarily define their gender identity based on the opinions of others, or languish in a gender identity purgatory of confusion.

The greatest danger the ideology of an all-are-the-same egalitarianism poses to an individual is the belief that men and women can be fully self-contained and self-fulfilled entities mutually exclusive of each other. From the Warrior Princess perspective this equalist ideal of a ‘perfected’ woman is one in which the best aspects of the masculine and the feminine are represented in one female person.

Ignoring all realities to the contrary, this super woman, this Strong Independent Woman® archetype, is not a ‘woman’ at all. She’s an amorphous being that combines the strength and independence of conventional masculinity with the ‘womanness’ that makes those traits acceptable in a society that would otherwise ridicule a man for displaying them as emblematic of maleness.

In a male embodiment, this autonomous self-sufficient *being* is a laughable parody; an exaggerated cliché of all the ego insecurities we popularly believe men are predisposed to. But make this strong, independent *being* female and all the ridiculousness transforms into pride and inspiration. In such a pretext even women’s weaknesses and insecurities (the very traits that would make a man less of a man) become a source of that idealized strength – as a woman.

The truth of course is that this egalitarian ideal is unrealistic and at odds with the reality that women and men have both strengths and weaknesses for which the other is (should be) the complement to. No man is an island, but the Strong Independent Woman® is an entity apart.

False Pride, Real Danger

Now I say that this equalist ideal is a danger to women on whole, but collectively that ideal is a greater danger on a societal level. The reason being is that women have expectations from men while simultaneously believing they are functional equals in all ways to men. In the fantasy of storytelling, and the ubiquitous control it allows the creator, danger, outcome and conditions become mitigated for the sake of the story. The real danger comes when those stories become the template on which women (and men) will expect reality to follow.

Dalrock summed this up perfectly for me in a comment I’ve returned to for years:

These women don’t just want to build a better beta, they want to tame the alpha. In fact, I think the former is just another way they are trying to approach the latter. They want to take an inherently unsafe activity and make it safe. They want to submit to a man without having to submit; they want a man who can tame their feral self. They want him to trip their danger signals. Even better if he is a stranger from a strange land.

They wan’t this all to happen without giving up their freedom; they want to play this out in the context of serial monogamy, so they can feel loved while also claiming their promiscuity is moral. They want to lose control to a string of strangers who have all of the hallmarks of very dangerous men, and they want a promise that this will always end well.

They want to know that this will be safe, without it losing the excitement of it feeling unsafe. **They are telling men to build a sort of serial monogamy amusement park**

where they can ride the roller coaster and experience the fear of falling or crashing, while knowing that just behind the scenes grown ups are actually in charge and are responsible for them safely feeling unsafe.

One more thing. As I mentioned above they don't want to be hemmed in. So instead of building an actual amusement park, they want roller coasters to spring up randomly in the same exact circumstances where the real danger they mimic would appear. They want to be driving their car on the freeway one instant, and the next experience the fear of careening out of control the next. They want to impulsively jump off the edge of the Grand Canyon and have a parachute appear and deploy at the last minute. And all they ask is your guarantee that all of this will be safe.

Even within the social parameters of what passes for egalitarianism today, there is still a want and expectation on the part of men to make the stories and fantasies of women's male-equal strengths safe for them in a real context. A prime illustration of this can be found in the language of the women in the video I linked in *The War Brides of Europe* post.

Whether the show was contrived or not, there's a fraying of ends going on in these women psyches. The inherently unsafe fantasies of women's self-perceptions of male-equal strength are being contested by the reality of their situation. The men who were supposed to make the world safe for women's indulgences of male strength fantasies are proving to be unreliable in affording them that security.

The roller coaster is suddenly real and the prospect of injury and death are real as well. On some level of consciousness they understand that their equalist's notions of male-equal strength are in no way sufficient for survival in a real test. They are understandably nervous, but nervous in a way that belies the disillusionment of ego-investments they've based their lives around.

Women have relied so much on the behind-the-scenes security of men making the world safe for them that they begin to believe they *are* men's functional equals. And not only functional equals, but more perfected, autonomously independent, *beings* that should be a match for the harsh realities their storytellers told them they ought to be.

In fact so dependent on this imagining are women that they expect the simulations of battle to accommodate their lack of capacity to handle the reality that they'll lobby to alter the qualification necessary to engage with that reality. Thus, the physical requirements for combat suitability are reduced to a degree where women can feel like a success and maintain the storyteller's archetype of themselves, thus sustaining their ego's investment in it.

The problem then becomes one where men not only become responsible for women's security as well as their own security, but also the maintenance of their feminine-primary self-image as a strong, independent, individual capable of achieving an equal measure among men while the real-world requirements mean life or death for them both.

The fantasy of female empowerment is not just the social expectation of men, but it is also the life-threatening liability of men who don't (or can't) perform it for them. Men literally risk their lives to maintain women's equalist fantasy of independent strength apart from, and above that of men.

The Pareto Principle

February 23, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



An interesting side discussion was started in what proved to be a very popular post thread for *The War Brides of Europe*, and rather than let it disappear beneath a thousand-plus comments I thought I'd pick up on an old post I've had in my drafts for a while now.

One of the foundational ideas of Red Pill awareness from the earliest PUA years has been the 80/20 concept – 80% of women want to have sex and / or pair off with the top 20% of men. This has been a fast and loosely defined in terms of subjective sexual market value (SMV) between men and women and the ratio of disparity between those valuations.

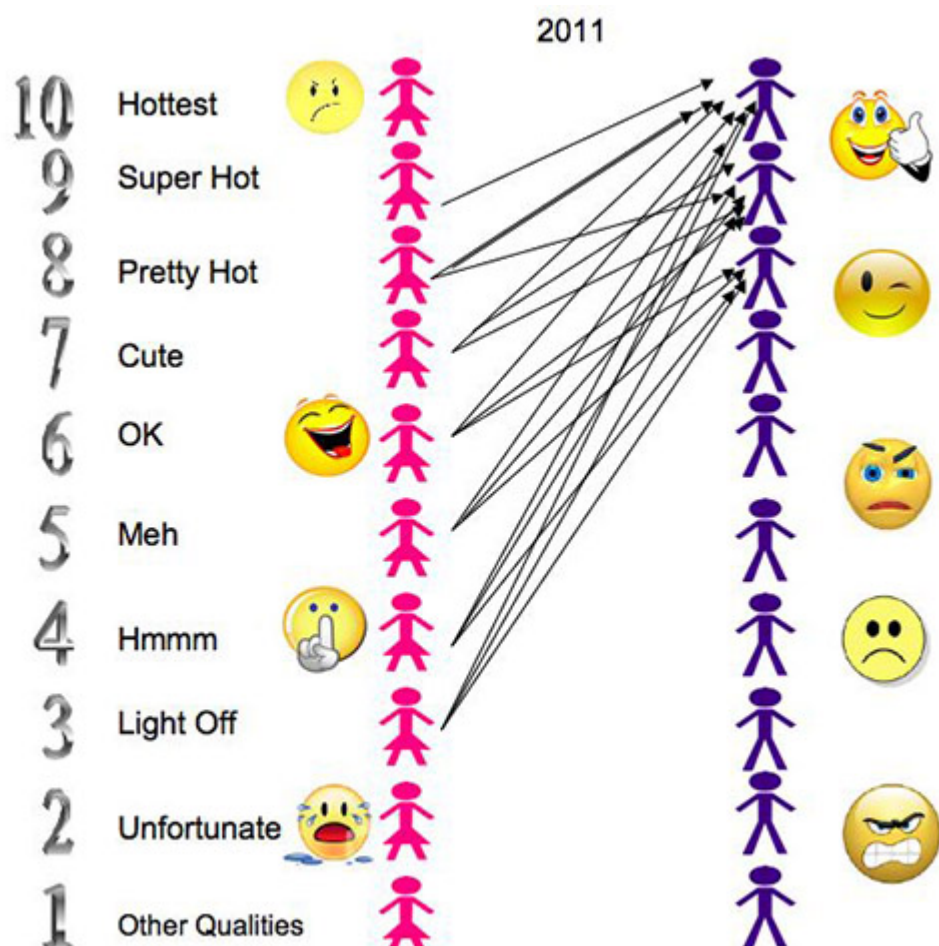
In intersexual terms, this 80/20 rule finds its roots in the economic theory known as the Pareto Principle: “80% of your sales come from 20% of your clients.” While I'm not sure the principle is directly translatable, it mirror the general rule of Hypergamy and women's innate drive to optimize their sexual strategy with who they perceive as the top tier 20% (Alphas) men *are* fucking the 80%

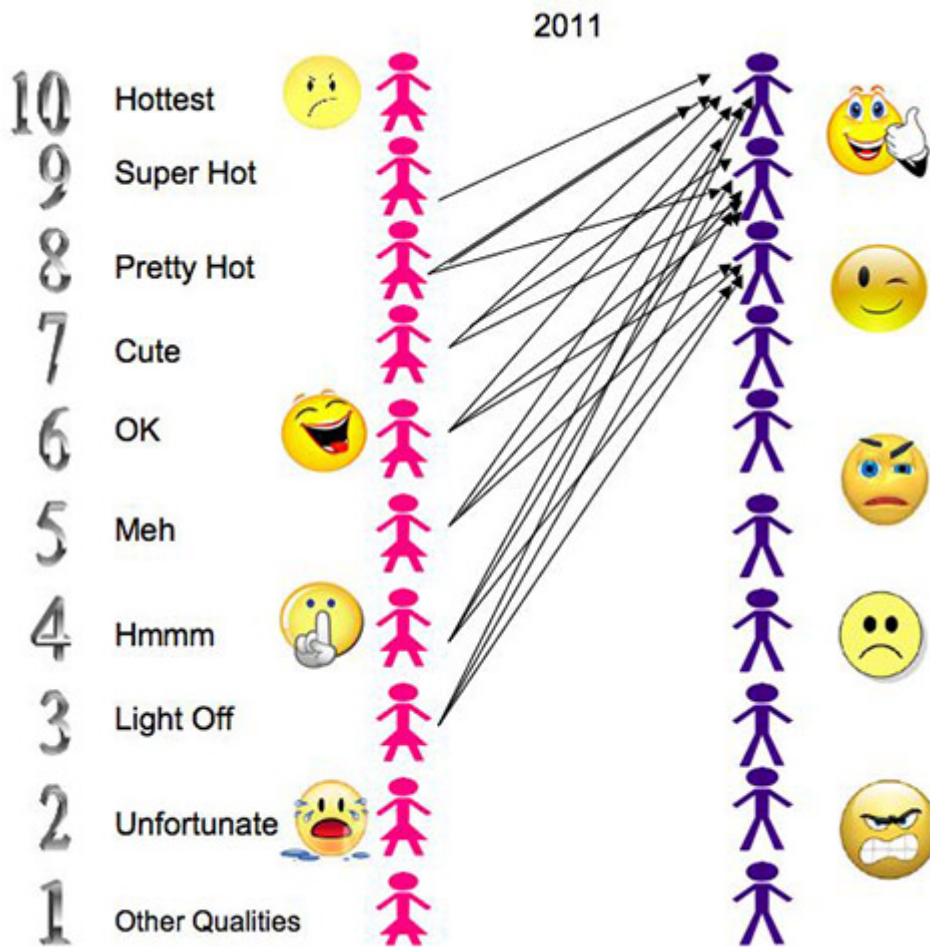
lion's share of women. Many a despondent Beta picks up on the principle and uses this to justify his failures to connect with women.

I'm of the opinion that the 80/20 rule is often abused to justify men's failures or successes with women (more often failure), however the fundamental notion is both observable and easily verifiable in-field as well as statistically. It is however important to keep in mind that the 80/20 rule as it applies to Hypergamy is often bastardized in its inverse. The presumption goes that if 80% of women want to have sex with the top 20% of men it should necessarily mean that the top 20% of men *are* fucking 80% of women. Many a despondent Beta picking up on this dynamic will use this assumption to disqualify himself from Game or give up in futility. More on this later.

As a point of reference, it's important to remember that Hypergamy doesn't seek its own level with regard to SMV comparisons. Rather, Hypergamy is always seeking a socio-sexual pairing that is a 'better than' exchange for a woman's own, realistically comparative, SMV. And as I've mentioned previously, Hypergamy is always pragmatic about establishing that 'better than' SMV exchange with men's.

While the Red Pill's expanded definition of Hypergamy encompasses far more than just 'marrying up', the 80/20 sexual selection process is simple enough that even Aunt Giggles in her heyday could illustrate it:





As you might guess the fundamentals of basic Hypergamy are easy to understand, so the tendency is to oversimplify the complexities that really define Hypergamy and how the 80/20 basics play out. And lastly, it's important to bear in mind the dual nature of women's Hypergamous filtering, impulses and attendant emotional investments – the 80/20 dynamic applies to both the Alpha Fucks *and* Beta Bucks aspects of Hypergamy, however the characteristics that would optimize the former tend to come at the expense of the latter (and vice versa).

All that said, the 80/20 principle is fairly simple; a majority of women across the broadest SMV spectrum (80%) will always want for a 'better than' pairing (both sexual and provisional) than their own comparative SMV.

If the underlying mechanics of Hypergamy-inspired desire were only about a 1 or 2 step difference in SMV the distribution ratio wouldn't be 80/20. As sophomoric as it is the above graph is relatively accurate: an SMV 3 woman is *desirous* of an SMV 8 or above man as representative of a Hypergamously optimal pairing (sex and/or provisioning).

For the 80/20 rule to hold true we're looking at a comparative difference of 5 steps in SMV. Now, granted, this is on the extreme end of the spectrum, and it should also be noted that SMV is also a question of context and based on a woman's 'filtering' perception of a man's SMV being legitimate. However, this doesn't alter the 'better than' merited pragmatism of Hypergamy.

Whether or not a woman is actually capable of this optimization isn't relative to understanding the principle. Indeed, with the expansion of instant communication, social emphasis of women's empowerment and esteem, and the influence social media exercises over the female ego, an SMV 3 woman of today might likely believe she is in fact deserving of a man 5 steps above her own (a good example). But for purposes of understanding how the Pareto principle applies to intersexual dynamics

we must focus on the latent purposes for it to exist.

Common Errors

The easiest (or most convenient) mistake to make about this dynamic is to presume that the consolidation of Hypergamy (locking down a man 5 to 1 steps higher in SMV in monogamy) defines the 80/20 rule. Remember, this principle is about *desire* and women's expected (entitled?) satisfaction of it, not the actual consolidation (LTR) of that Hypergamous ideal.

In the prior thread the conversation centered on the mistaken idea that the Pareto Principle is not universal or is only observed in some systems, but not in human sexuality. To which I'd argue that in no other system is this principle **more** evident than intersexual dynamics – and not just among humans but countless other species. It's unflattering to the disguise in which the Feminine Imperative would put it in, but, whether realizable or not, the 80/20 rule practically defines female desire.

The second mistake is to presume the inverse: that 20% of men actually *get* 80% of women. Usually this gets trotted out as an equal-for-equal argument that presumes, again, that desire should necessarily translate into consolidation. Betas and lower SMV men do get laid and pair off with women for any number of reasons, but the principle isn't about who's actually fucking who. Rather, it's about who has more access to sexually available women based on their SMV valuation. Nice Guys may finish last, but they do finish eventually – whether they finish 'well' is a thought for another post.

A third common mistake, made mostly by women, presumes the goal-state outcome of intersexual dynamics should be to arrive at a monogamous state. This is the consolidation of a female sexual strategy, and because we live in a feminine-primary social order, that committed, monogamous end to women's sexual strategy is perceived as the socially "correct" goal. At no point is men's imperative interests (sexual or life-rewarding) a priority, if it's considered at all, in the Hypergamous equation. In the absence (or disregard) of men's conflicting interests the Feminine Imperative substitutes what best fits its own interests as the socially 'appropriate' goals for men. Then it qualifies 'manhood' according to its proxy interests for men, so that any man not measuring up to them are not considered truly 'men' by its definition.

Women's innate Hypergamous nature ensures a distributive model for desire that aligns with the Pareto Principle – even if the overall result of women settling for less than optimal Hypergamy appears to contradict it. Again, it's important to remember that women's Hypergamous desires are often not reflected by the outcome of those desires.

Want is not have

The concept that a woman's Hypergamous imperative wouldn't be a mutual goal between the sexes is an alien thought to most women. Much in the same way that men idealistically want to believe women mutually share their concept of love for love's sake (and free from the conditions of their *Burden of Performance*), women are mistaken in believing men's sexual strategy is synonymous with the female strategy and shares a mutual end. By way of feminine solipsism and a social order that only considers women's imperatives as legitimate, collective feminine social consciousness rarely gives men's imperatives an afterthought – and then only when they become problematic to the Feminine Imperative.

Women subconsciously reinforce the feminine-correct goal state of LTR monogamy by a continuous, autonomous, expectation of its fulfillment – even when that fulfillment creates cognitive dissonance with their short term vs. long term sexual strategy. It's part of women's Hypergamous firmware to do

so because it ensures (or tries to) their subconscious need for parental investment and long term security / provisioning.

What women necessarily must disregard is that their own sexual strategy choices are determined by the *want* to pair with a mate who exceeds her own SMV. Thus, the Pareto principle applies.

In *Open Hypergamy* I made mention that there is a social transitioning taking place among women where revealing the uglier side of Hypergamy is becoming more acceptable. The degree of comfort with which women have in revealing the machinations of Hypergamy is proportional to their capacity to play the 80/20 game well enough to consolidate on a 20th percentile man (or his closest approximation). For women still uncomfortable with openly embracing the uglier side of Hypergamy concealing the truth about the 80/20 becomes a practical priority. You will find in the future that many of the conflicts you read between Strong Independent Women® of differing social or moral perspectives will be based in their degree of comfort in openly relating the machinations of Hypergamy.

Women for whom keeping the 80/20 rule concealed from men's popular consciousness (women with less capacity to compete intrasexually) can ill afford to have men aware of their own SMV and how it affects their long term sexual strategy. High value Red Pill aware men have the leisure to exploit Hypergamy and low value Red Pill men aware of their Hypergamous role risk denying women of the resources to provision them in the long term.

The Male Side of the Principle

Way back in the *Peak Hypergamy* post Hollenhund got me thinking about how the Hypergamous aspect of the Pareto Principle can become men's primary source of frustration and apathy:

I have to COMPLETELY OVERCOME all my handicaps to the point where I am BETTER than 80% of men at least.

I have to have my shit together better than the vast majority of men. I'm having a hard enough time just getting to be AVERAGE, but what I need to do in order to have any kind of sex life and get ANY of my sexual needs met AT ALL is be better than the vast majority of guys out there.

So, in other words, you'll end up killing yourself anyway, but you'll do it the slow way, by making sure you'll end up an exhausted wretch with an ulcer, high blood pressure and similar health problems? Because that's what you're basically saying there.

I tend to think of how men confront the challenge of their performance burden is a parallel to their understanding of the 80/20 rule. On some level of consciousness men either possess some evolved instinct for it, or they develop some learned understanding of their own role in relation to how the 80/20 dynamic applies to them.

I think much of what frustrates men about assessing their own SMV in a Blue Pill mindset comes from an instinctual understanding of the 80/20 rule and reconciling it with what they're being socialized to believe women *ought* to evaluate them for. Before any Game, before any Red Pill awareness, men's first deductive impression is to classify themselves into SMV respective "leagues", and women who would or wouldn't be sexually accessible according to those leagues.

Ironically, even men's Blue Pill league evaluations fail to account for women's 1-5 SMV step over evaluation of their own SMV. The equalist agenda teaches men that their leagues should be based on

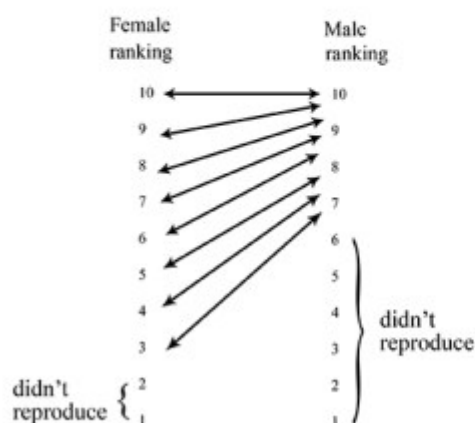
a like-for-like parallel, when Hypergamy really demands men's SMV be well above that of women. This of course gets distorted once men begin to become Red Pill aware and over-exaggerate the abstract concept of Alpha and how it applies to themselves. In a way they fall victim to believing they must become an Alpha parody in order to measure up to women's apex fallacy impression of a top 20% man.

Needless to say Red Pill awareness and applied Game will reveal the truth about the 80/20 rule. Initially it seems like a horribly unjust set of conditions for an 'average' man, but the rule is still based on the fundamental biological and psychological underpinnings of Hypergamy, and therefore open to exploits for a Red Pill aware man.

Quality Assurances

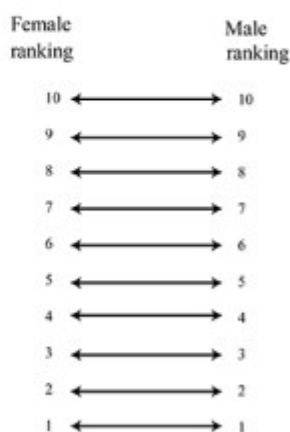
Sexual freedom

Case I: Without socially enforced long term monogamous bonds between men and women (Cad society)



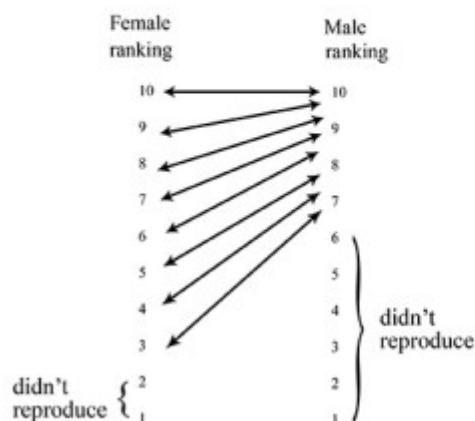
Regulated sexuality

Case II: Strict enforcement of life-long monogamous bonds between men and women (Perfect dad society)



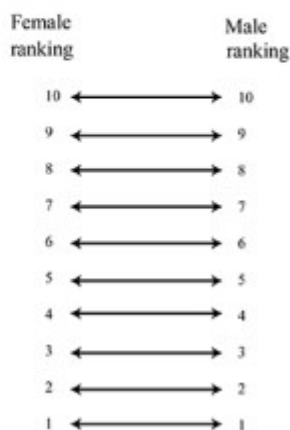
Sexual freedom

Case I: Without socially enforced long term monogamous bonds between men and women (Cad society)



Regulated sexuality

Case II: Strict enforcement of life-long monogamous bonds between men and women (Perfect dad society)



In the above example (h/t *Young Patriarch*) we can see the comparison between a naturalistic, Hypergamous socio-sexual order contrasted with an idealized socio-sexual structure. The Sexual

Freedom model mirrors the 80/20 rule, while the Regulated model is representative of an idealized structure designed with the intent to evenly justify pairings according to a distributive monogamy.

As I mentioned earlier, men have an instinctual understanding about how the 80/20 Pareto Principle applies to women's Hypergamy. And while Game is a modern contingency for it I would argue that the cross-culture concept of a monogamous marriage between men and women was a broader contingency designed not just to counter women's Pareto-centered sexual strategy, but to ensure a greater majority of (lesser SMV) men had the opportunity to pass on their genetic heritage.

I could point out that the Regulated model above is very representative of an egalitarian model for monogamy based again on the like-for-like presumption, but Hypergamy being what it naturally is will always confound that ideal. However, I have to also point out that the Regulated ideal has always been a convenient selling tool to keep both men and women ignorant of the uglier, visceral nature of the Hypergamous sexual marketplace.

Marriage as a social adaptation serves (or served) as a negotiated buffer against Hypergamy, but it also serves as a perceived buffer against men's Burden of Performance that would otherwise necessitate the constant super-achievement that Hollenhund describes above. As a social dynamic marriage was a Beta breeding insurance policy that conveniently enough took root about the time human beings began to adopt a largely agrarian lifestyle.

Today equalism and the fantasy of an idealized, mutually beneficial monogamy based on the *Old Set of Books* is little more than a contingent workaround for the 80/20 rule reality. As this idealism decays and is replaced by either Red Pill awareness or men learning the harsh realities of modern marriage liability the more we will see a shift away from the Regulated model in favor of a now openly Hypergamous model.

Recently NY Mag had yet another feminist triumphalism article in the same vein as the *Atlantic's* End of Men article (apparently 6 years is the period in which the femosphere believes popular awareness of its bullshit memes end). However there was this one salient point that illustrates this shift in monogamy:

In 2009, the proportion of American women who were married dropped below 50 percent. In other words, for the first time in American history, single women (including those who were never married, widowed, divorced, or separated) outnumbered married women. Perhaps even more strikingly, the number of adults younger than 34 who had never married was up to 46 percent, rising 12 percentage points in less than a decade. For women under 30, the likelihood of being married has become astonishingly small: Today, only around 20 percent of Americans are wed by age 29, compared to the nearly 60 percent in 1960.

In the old order of monogamy the mutually beneficial exchange centered on quality assurances, either via polygamy (sexual assurances) or monogamy (provisonal assurances) in a Beta context. These assurances, having been more or less compensated for by men's willing or unwilling assistance via social and legislative means, are no longer an incentive for women to marry *or* commit to a long term monogamy, and this is evidenced in almost a decade of statistics that show this decline.

A Wife for Every Beta

In *Christian Dread* I made mention of Nick Krausers' appearance on London Real. For a bit more elaboration on this principle cue the video to 5:00 and watch until about 8:33.

A wife for every Beta is the old order negotiated social contract function of committed monogamy. In

a state of nature where 80% of men can never be assured of a genetic legacy, most men have no incentive to participate in an organized society. What the Regulated model of sexuality does (albeit inefficiently) is gives Beta males the incentive to cooperate in larger society by establishing monogamy as the predominant social order. And then, as Krauser mentions these societies tend to outperform those based on a Hypergamous, naturalistic socio-sexual structure.

As mentioned this arrangement was based on an exchange of long term security for women for assurances of sexual access and ultimately a genetic legacy. Essentially it was a negotiated compromise of the desire for the Alpha Fucks aspect of Hypergamy for the assurances of a long term Beta Bucks aspect of Hypergamy. By today's socio-sexual standard this old order arrangement is supplanted with the relatively assured guarantee of satisfying both aspects of Hypergamy at different phases of a woman's maturity in life. Thus we see the Epiphany Phase, Alpha Widowhood and every variety of schema I outline in *Preventive Medicine*.

The new, post-sexual revolution order is a model ostensibly based on 'sexual freedom', but what this really represents is a return to that naturalistic sexual order based on pre-agrarian, evolutionarily incentivized Hypergamy. We revert back to an open acceptance of the 80/20 realities that, if we're honest, always informed even a Regulated socio-sexual model of monogamy.

In the new era of Open Hypergamy, women's only necessitated compromise of her sexual strategy depends on her exaggerated self-impression of her SMV measured against her capacity to lock down an optimal male. This also explains the endless push to create self-confident, self-important 'independent' women. Women's naturalistic predilection for the 80/20 Pareto Principle of sexual selection virtually assures their long term isolation – thus the need for a self-created impression of women's self-sufficiency.

Assurances

February 29, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In 2015 women were offered workplace benefits that would allow them to freeze their eggs in order

to grant them a promise of a future family irrespective of the personal or career choices they make in life. Granted, this benefit is only reserved for higher up positions in select tech firms that can afford to make a showing of concern for women's professional and family aspirations (as a PR effort), but the message of even having an option to reserve giving birth at a later phase in life is clear:

Women want an assurance of Hypergamous optimization.

Whether it's on the personal scale of socially engineering generations of men to accommodate this, or on the larger, more direct scale of legislating those assurances into common law, the underlying imperative is making that optimization as certain as possible for the largest number of women.

It's important to remember that Hypergamy is rooted in doubt; doubt that any one man might serve to optimally satisfy the dual nature of women's sexual strategy – optimal sexual agency for optimal genetic selection, and then optimal provisioning for optimal parental investment in offspring – Alpha Fucks / Beta Bucks. This doubt of optimization defines the subconscious hindbrain experience for women throughout all phases of their lives.

I covered these phases in *Preventive Medicine* the book, but to keep things brief, it's a necessary review when we consider how this doubt extrapolates from the biological level, to the neurological level, on to the personal experiential level, to the interpersonal/intersexual, and on to the great societal and political level. Ensuring Hypergamy is optimized for a majority of women, irrespective of their own suitability for a majority of men, (and at the complete abdication of men's sexual strategies) is at the root of all feminine empowerment, all socialization of feminine primacy, all cultural efforts to normalize it, and all legislation determined to enforce it.

The latent purpose of developing technology to freeze a woman's eggs, for instance, is to cheat (or give the impression of being able to cheat) the otherwise naturalistic process of fertility that women are beholden to.

The latent purpose of every pop-cultural trend that contributes to the perception that women can realistically exceed the window of their fertility is offered as an assurance that women have more time than would be naturalistically expected to optimize Hypergamy.

Ostensibly the message for women is the cliché of 'having it all' – reassuring women that they can have a rewarding career and make a significant difference in their lives and the lives of others as well as realistically having a meaningful family experience later in life. The unspoken hindbrain message is that a woman has more time to optimize Hypergamy.

If this doubt ensuring requires men's sacrifices or special dispensations in order to accommodate women's naturalistic realities or individual deficiencies, those requirements are simply means to an end.

Furthermore, the Feminine Imperative makes exhaustive effort in social, personal and political spheres to assure women that even when their Hypergamous choices prove debilitating or damaging that they have the prerogative to reset their chances at optimization proactively or retroactively.

Whether this is realistic or not is irrelevant to the messaging. This messaging is couched in the social expectation that men are required to afford women this forgiveness of past indiscretions (single motherhood, Alpha Widows, etc.), but again, the purpose of this reset is to provide women with the maximum amount of leeway in consolidating on an optimized Hypergamy.

In *Nursing Power* I outlined the power dynamic behind women's drive to maintain the primacy of a feminine defined social order, but it's too easy to simply think that women's ultimate end of attaining

power is for the sake of power alone. That want for power is driven by the obsessive hindbrain need to quell the doubt that Hypergamy instills in women. All we need do is look at the societal changes women will push to legislate for once they have even marginal degrees of power.

Margins of Power

Serendipitously commenter *Not Born This Morning* took me to task on this idea in the [last comment thread](#):

@ Rollo – “The new, post-sexual revolution order is a model ostensibly based on ‘sexual freedom’, but what this really represents is a return to that naturalistic sexual order based on pre-agrarian, evolutionarily incentivized hypergamy.”

This is not true.

The naturalistic sexual social order of pre-agrarian human existence expressed BOTH genders natural sexuality without preference of one over the other or the perversion of both that we see today. Today’s laws and social conventions prevent men from returning to THEIR natural sexuality. We are not returning to the naturalistic sexual social order and there is no indication that we will any time soon.

Many of today’s “betas” are restrained “alphas”. Law and social convention restrains them.

As a point of order here, I wasn’t suggesting that ‘*societally*’ western culture is returning to anything like a pre-agrarian sexual paradigm, but rather that pre-agrarian evolved paradigm of Hypergamy is informing the social narrative. Both pre and post agrarian, Hypergamy still influenced and determined our socio-sexual direction – men performed, women chose.

It is not idealism, intellectualism, mental masturbation or “cultural changes” that determine human behavior. We like to pretend that emotional idealism steers history but it never has and never will. We think women are “liberated” by laws and social conventions but they are not. The laws and social conventions that we think make it possible for women to “enjoy” new “freedom” are not the cause, they are only ideals and “paradigms” that result from the real cause.

These laws and social conventions are only thoughts, documents and behavioral practices that confirm what has already happened and been accepted. Women have been liberated from responsibilities and hardships they faced prior to agriculture.

Technology and industrialization were the real enablers of female “liberation” and “freedom”. Today, because of technology, we are relatively safe from predators, famine, disease, and tribes of other humans, etc. We are intellectually advanced (maybe) but definitely physically and mentally weaker. Today’s human female does not need the superior strength, tenacity, strategic intelligence and initiative possessed by surviving males in pre-agrarian tribal groups. Back then, she and her children could not have survived without it him. Today we breed mostly wanna be hyenas and betas and they are voting accordingly.

While we may have a greater mastery over our environment and women may not *need* strength, tenacity, etc. women’s sexual nature is still informed by an evolved Hypergamy that responds to, and is aroused by, these cues in men.

However, NBTM has a point. Perhaps I should revise that idea, but I will say that post-Sex Rev, the paradigm has favored women's sexual strategy as the one to define our predominant social order (i.e. unfettered Hypergamy).

Given that freedom and preferential deference to women's imperatives in a social context, women use both to optimize on a Hypergamy that evolved from pre-agrarian physical and social environments.

Thus, with all the Beta security/provisioning aspects of Hypergamy being met by men (either directly or indirectly) the Alpha sexuality/breeding aspect of Hypergamy is the only thing not directly or immediately available to women without their own qualification for it.

And even this is progressively being accounted for both socially and legislatively with regard to sexual consent law ambiguities, ubiquitous abortion, divorce concessions and curbing every trivial expression of male sexuality from men not 'worthy' of expressing it. In fact virtually every socially mandated convention that limits men's sexual expression or his most marginal want of qualification in women is really an effort in forcing men to comply with women's need for optimizing Hypergamy.

That's an important footnote in a social order that's primarily focused on women's Hypergamy as the predominant one, and then one that is primarily focused on men's Alpha side sexual suitability. Beta provisioning needs being relatively assured, women demand satisfaction, qualified and verified satisfaction, of men's suitability in an Alpha breeding context.

For example:

You'll have to forgive me for using this video of Gronk (the first has been making the rounds on Twitter), but his nature, attitude and behavior are illustrative of a Hypergamous social order that forgives the excesses of a confirmed Alpha.

I stated in a prior essay that women will break rules for Alphas, but create and impose more rules on Betas while expecting compliance from them. This can be extended to the greater whole of a society based on the Feminine Imperative; feminine social mores forgive the Alpha while punishing the impotent Beta for daring to qualify himself as an Alpha.

One reason women despise the undeniable efficacy of Game is because it devises to bypass women's innate, evolved filters for determining men's Alpha suitability. Game depends on triggering women's emotional states, bad or good, so in addition to intentionally working around her filters, Game also creates an emotional impact.

Bypassing women's filters, and misrepresenting (or impersonating) a genuine Alpha article is a capitol offense to Hypergamous doubt. So it should come as no surprise that the most egregious laws and social mandates with regards to men's "appropriate" sexual conduct center on women's qualifying men and verifying his value to her optimization.

Example: Assemblyman Troy Singleton wants to introduce a bill that would make misrepresenting oneself as a means to sex to be equatable to rape-by-fraud.

And thus we come to NBTM's assertion that,...

Today's laws and social conventions prevent men from returning to THEIR natural sexuality. We are not returning to the naturalistic sexual social order and there is no indication that we will any time soon.

Through cultural, religious or physical means Hypergamy has always had contingencies to keep it in

check. These contingencies (rape included unfortunately) are all efforts for men's assurances of paternity and fidelity in a long term mate, and ultimately (hopefully) constitute men's exercising an influence on the direction of his culture and species.

From Martie Hasslton on Sexual Pluralism and Mating Strategies:

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. **In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.**

I've emphasized the last bit here because it's important to consider that the reproductive efforts of lower SMV men necessitate the institution of social structures that also (potentially) ensure his narrowly invested efforts in fewer (or one) mate and his offspring. That man cannot afford to be caught on the losing end of polyandry or cuckoldry. Thus the 80% of men with the most investment and most to lose in the conflict of women's sexual strategy (Hypergammy) establish social conventions to develop assurances of their own.

Those social structures, religions doctrines and various cultural norms are contingent insurances against the results of a society based on unfettered Hypergammy. In essence those structures were established as buffers against the lack of influence men would have in a society that unilaterally empowers women's Hypergammy and removes any decision making influence.

Gamer Girls

March 4, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I got an interesting comment from regular reader Hollenhund about 2 weeks ago and rather than reheat that thread I thought it deserved a post. I'll get to that comment in a bit, but the original topic was how Red Pill awareness, or really the Red Pill Lens, applies in different social contexts. I think there's a misconception about how relevant a Red Pill understanding is in different social environments, ethnic cultures, religious cultures or even what might seem niche or "alternative" subcultures.

It's no secret I post on a few of the Christo-Manosphere blogs, but this is really just one social subset of the Red Pill. This is just one of a myriad of other social situations I put myself into with a Red Pill perspective. To be honest my natural default is to use a Red Pill lens in most social environments and I consistently use that awareness as a starting point for judging the character of new people I meet.

As a result of my career I'm often asked to organize or make an appearance at promos or product

launches in social settings that would likely never occur to me to be a part of. That isn't to say I don't enjoy them; I certainly love to do my 'observational studies' of intersexual interactions at, say, a martini fest in South Beach, but I don't think doing a promo at a Goth club around Halloween would occur to me if I weren't working the event.

However, I've found that in all of these very diverse social settings I consistently see the same Red Pill truths, behaviors and motivations predictably play out among the people I work and interact with despite their being bikini models in cocktail dresses or rednecks in wife-beaters and Daisy Dukes. It's very easy for guys new to Red Pill awareness and Game to think that because the more notable PUAs they see in videos at various clubs are where they're most successful that they too must emulate this by thrusting themselves into a social environment they're never going to feel comfortable in.

I've covered the topic of *domain dependence* before, and how it behooves a newly unplugged man to see what social context he finds himself in and understand the limitation of never breaking out of his comfort zone. It stifles a growth and maturity, but similarly I can't expect a guy to really cast off all his reservations and jump cold turkey into alien social environments in the fashion that my work places me in.

The good news is that you don't really have to begin in a foreign social environment, at least not at first. I know PUAs like YaReally will stress the importance of getting out in the field and practicing Game – and he's right, there is no substitute for the education you'll receive from experience (and failure). However, what that 'field' looks like to you can be a great variety of environments.

For example, I sincerely doubt that many religious men would feel comfortable hitting the clubs in Vegas or Miami to practice Game. In fact, Game to them would be limited by their religious convictions, but that Game is still informed by the same Red Pill truth and awareness that Tyler Durden is using in his Game. So what's to do?

Apply that Red Pill lens, awareness and truth to the social environment you already find yourself in. Game to me as a successful 47 year old creative professional isn't going to be the same Game or social context you as a 25 year old up and coming anti-millennial will apply. And this is a good thing. One aspect of the manosphere I enjoy is seeing the countless ways in which Red Pill men apply themselves in their various circumstances. It's very inspiring to see a high school kid and a 55 year old divorced man use the same Red Pill knowledge base to better their lives and achieve relatively predictable results because of it.

One subculture that I've been very familiar with for the better part of my life has been the 'gamer' subculture. Whether it's been via my own quirky hobbies or the artists and developers I've worked with for years, I've been intimately familiar with geek or nerd culture for a very long time. The best part of having had this experience is that I've been familiar with it when I was both in my Blue Pill plugged in days and in my Red Pill awakening, to say nothing of being one of the foremost writers in the 'sphere.

Niche SMPs

I started with all this because I believe it's relevant to the conversation that got started with Hollenhund's comment here:

It is rather important when you consider that the majority of the audience for films, video games etc. with the *warrior princess* trope are probably men. One male fantasy among many is the woman that is girly and feminine in appearance and body shape, but isn't

actually interested in girly stuff, and would rather discuss automatic weapons, martial arts, sports cars, military history etc. after draining your balls. She wears stylish clothes, but would rather go to the shooting range than the mall etc. Lara Croft is a typical example.

Definitely.

I've found this trope is most common among the gamer/nerd set. They tend to fetishize the non-conventionally hot "Gamer Girl" or "Geek Girl" who genuinely shares their love of war/video/roleplaying games, cosplay, Dr. Who, comics, anime, etc. It also has an interesting parallel for guys who are devout sports fans and foolishly build their ideals around a woman who can quote sports stats, loves his team(s) and also loves beer and hot wings as much as himself.

This is what I call a niche sexual marketplace (SMP). As I was saying earlier, just like there are various niche social environs in which to apply Game, there are also niche SMPs that develop within those social contexts. Whether it's sports, Goth, Christian, nerd, music, etc. or any other culture, the Red Pill truths remain a constant, but the context creates an SMP within it.

This Nerd niche SMP is readily exploited by girls who are otherwise outclassed in a larger SMP by girls who are far more sexy and attention holding. It's important to remember that Nerd-Space used to be a Male Space that was infiltrated and co-opted by the Feminine Imperative. This infiltration is really standard and formulaic when you consider how the Feminine Imperative has co-opted and assimilated social structures as large as contemporary church culture.

Nerd Space

However, Nerd Space has been even more reformed by the imperative than most other traditionally Male Spaces; so much so that the organic girl-world social dynamics have become an integral part of the male subculture within it. You will never find more hostile a Beta White Knight than in Geek Culture because this Warrior Princess mythology is something they've been conditioned to evangelize for for most of their lives.

Embracing and pedestalizing Warrior Princesses is a critical component to a geek guy's form of Beta Game. It's ALL about identifying with the feminine and celebrating the fantasy that men and women are not just functional equals, but women are unrealized, patriarchally repressed, Warrior Princesses who (through rampant male idealism) necessarily share a mutual concept of what women should love in men who respect that fantasy with them. The nerd's fantasy girl is one who finds him irresistible because he believes in women's unrecognized superiority to male-kind.

There's a very interesting microcosm within geek subculture that unsurprisingly mirrors virtually every intergender dynamic in larger society. As I was saying before this happens in every subculture – the basic, evolved, Red Pill social dynamics manifest themselves in any human collective – but what's interesting is that geek culture presupposes that the subculture is founded on principles that make it functionally immune to the larger mainstream culture it considers sexist, racist, xenophobic and cruel. If you look at the social utopia that a franchise like Star Trek hoped to promote you can begin to understand it as a fantasized antithesis to the mainstream collective society geeks consider themselves outcast from.

However, even within a geek culture that despises that mainstream cruelty, AF/BB Hypergamy is still the primary order, but the geek microcosm revolves around making women feel good about themselves to such an exaggerated degree that feminism and fempowerment becomes part of 'Gaming' women within that subset. It's Beta Game on steroids with a lot of ego-invested LARPing

(live action role-playing, google it) that's taken very seriously by the overwhelmingly Blue Pill guys who make up most of it.

Gamer Girl-World

It's really entertaining to see these guys try to outdo each other when a girl enters that nerd space with even the resemblance of an interest in something nerd related. That glimmer of interest is like throwing a starving man a cracker in the desert most times, and the more conventionally beautiful and sexy she is the greater the effort, or the greater the default despair is for them.

I've covered male *idealism* in a generic sense before, however that idealism (the unhealthy kind) when put in the context of a noble nerd's fantasy girl – who shares his passions, is considerate of his borderline autism and appreciates his non-patriarchal deference to her – she either becomes something he obsesses over (severe ONEits) or she represents the despair that only an unreachable dream can stir in a man.

That said, semi-attractive gamer girls do exist (nothing more than an HB 7.5 by my reckoning), but most fall into the demographic of ostracized weird girl or semi-goth, fuchsia-haired outcast who never clicked with the in-group girls in high school.

Nerd culture represents an environment where a girl's *otherness* makes them a prized commodity. Girls who find nerd/gamer culture either on their own or via their 'cool nerd' (see *Emo-Goth*) boyfriend soon discover a social subset whose males pedestalize to an even greater degree than the prissy in-group bitch girls who ostracized them enjoy from men. In fact that pedestalization, that identification, that default deference and autonomous sublimation to the feminine is integral to the nerd culture. So when you combine a gamer girl's nerd-niche SMP dominance with the overblown pedestalizing most nerds will elevate them to, it recreates gamer girls in the contextual likeness of the in-group girls they despised and never got along with.

Most top shelf gamer girls tend to hook up with the elite, usually Emo, guys in the subculture. The exact same intersexual dynamics remain, but the context changes. All of the fundamental aspects of Hypergamy and social ego inflation remain, but now within a domain dependent environment they can finally exercise their sexual strategies in ways they never could in the social set they've been cut away from.

Vox Day had an absolutely brilliant breakdown of female characters in fantasy settings, and what struck me the most was how these archetypes mirrored both the idealized and hated archetype women nerd culture caricatures:

There are three types of women in the world of the Gamma Protagonist: The Corrupted, The Damsel, and The Strong Independent Woman. Average women, in terms of appearance, ability, and moral character, simply won't exist outside of the occasional passing mention.

1. The Corrupted are the female villains of the story who were once good, but were corrupted by men and are therefore not entirely responsible for their evil actions.
 1. Type one are blonde and athletic who likes athletic, powerful men. They are beyond redemption, and are rude, aloof, and hateful to the GP for no reason.
 2. Type two are voluptuous, dark seductresses. One of the greatest feats in the story will be the GP's ability to resist the charms of the insatiable seductress. She will desire him to the point of absurd obsession for no discernible reason.
2. The Damsel is an incredibly attractive women who is generally clueless about how

attractive she is even though she is approached regularly by men. There will be half-hearted attempts by the author to include some traits of strength, but eventually she will need to be rescued by the GP. At which point, she will fall in love with him, of course.

3. The Strong Independent woman is strong and independent. She also finds the GP irresistible because he respects her.
 1. She is the equal or better of the GP in at least one traditionally masculine ability, usually in physical strength and battle prowess.
 2. The GP finds it endearing and attractive that she bosses him around regularly, and she loves the arrangement too.
 3. The love interest of the GP will have large breasts, usually has red hair, and is the one to initiate sex in nearly every instance. She will be perfectly loyal unless corrupted by some sort of magical force or technological device.

I'm dropping this here, because it's important to understand the Blue Pill analogous truths that manifest in these character types.

The Corrupted represents all the 'normal' women who've ever rejected or been casually indifferent to the male nerd. The Damsel is generally the foil for the Strong Independent Woman, whose use is only to serve to bolster the SIW's superiority. The Damsel is also representative of women ignorant of their role under some vaudevillian notion of patriarchy. And the SIW woman is representative of the sexualized ideal that's been approved for nerd guys to obsess over courtesy of the influences of the Feminine Imperative.

These are the archetypes for idealized (both positively and negatively) women in nerd space. Consequently, and unsurprisingly, these fantasy ideals are challenged by the real-life gamer girls who progressively begin to understand their own sexual market capital within this subculture's men and, most often, unwittingly feed that beast.

All that said, if this is in fact your cultural subset, and even if not, it's always important for you as a Red Pill aware man to bear in mind that the same articles of an intersexual marketplace are always present within any social context. Whether you're in church or the club or your local game/comic book store Hypergamy doesn't change, the game doesn't change, only its contextual parameters change. Roissy had a great quote in the 16 Commandments of Poon (emphasis mine):

XII. Maximize your strengths, minimize your weaknesses

In the betterment of ourselves as men we attract women into our orbit. To accomplish this gravitational pull as painlessly and efficiently as possible, you must identify your natural talents and shortcomings and parcel your efforts accordingly. If you are a gifted jokester, don't waste time and energy trying to raise your status in philosophical debate. If you write well but dance poorly, don't kill yourself trying to expand your manly influence on the dancefloor. Your goal should be to attract women effortlessly, so play to your strengths no matter what they are; **there is a groupie for every male endeavor**. Except World of Warcraft.

Gamer girls may not have been the type to pine for the high school quarterback, but they do pine for his functional equivalent in Nerd Space. Alpha Fucks and Beta Bucks are equally relevant and equally subject to a woman's capacity to optimize on them in Nerd Space. Her SMV may be

artificially inflated within that context, but the mechanics remain the same. Everything you learn here or on any other Red Pill blog or forum is universally applicable in any social context – it's up to you as a skilled and aware practitioner to observe the particulars of your environment, contrast it with Red Pill truths and apply Game accordingly.

For further reading see *The Contextual Alpha*.

Ghosting

March 8, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Lately I've been refocusing my take on the process of mens' unplugging and dealing with a new Red Pill informed way of living. The *Gamer Girls* post, while intentionally light reading (for TRM), was really a side of things I've wanted to explore for a bit now.

As most of my readers know I make efforts not to be prescriptive in what I write. I realize there's going to be bias involved in any observed process, but as I've stated on this blog and in my books, applying the Red Pill isn't one size fits all. While the truth of Red Pill awareness is universally understandable, the application of it needs an individualized approach.

I don't sell sunshine and rainbows here. You won't find deliberately inspirational reheated Zig Ziglar quotes you can frame in some motivational poster. Anyone doing so has a business based on it. What you will get here is unvarnished, un-sugar coated Red Pill awareness that *is* actionable in ways you choose to leverage it. My intent is not to make you a better man, but to have you make you a better man, and I trust you to be intelligent enough to make the best decisions for yourself based on your new awareness.

As I stated in *The Bitter Taste of the Red Pill*,...

The truth will set you free, but it doesn't make truth hurt any less, nor does it make truth any prettier, and it certainly doesn't absolve you of the responsibilities that truth requires. One of the biggest obstacles guys face in unplugging is accepting the hard truths that Game forces upon them. Among these is bearing the burden of realizing what you've been conditioned to believe for so long were comfortable ideals and loving expectations are really liabilities.

At it's most distilled, the Red Pill is a *Praxeology* (h/t SJF):

Praxeology is the study of those aspects of human action that can be grasped *a priori*; in other words, it is concerned with the conceptual analysis and logical implications of preference, choice, means-end schemes, and so forth.

Praxeology is the deductive study of human action based on the notion that humans engage in purposeful behavior, as opposed to reflexive behavior like sneezing and inanimate behavior. According to its theorists, with the action axiom as the starting point, it is possible to draw conclusions about human behavior that are both objective and universal. For example, the notion that humans engage in acts of choice implies that they have preferences, and this must be true for anyone who exhibits intentional behavior.

As such, and by the way I define it, the praxeology of the Red Pill is subject to the same capacity for revision and refinement as any other science. A lot of critics, including ones who've come to it after failing to re-plug themselves back into the Matrix, would like to believe that the foundations of Red Pill awareness are just overly complex opinions based on the anecdotal, negative, experiences of a handful of manosphere luminaries.

The truth is that as a praxeology Red Pill awareness is 'open source' and will necessarily evolve as our understanding of human nature advances. As new biological, psychological and sociological understanding expands so too will our understanding of Red Pill awareness, and consequently methodologies to operate on them will too.

However, in the now, we still must deal with the consequent painful disillusionments from being cut away from a formerly Blue Pill existence. As I illustrated in *The Bitter Taste of the Red Pill*, that freeing truth comes at a price, and sometimes that price manifests in ways you don't expect.

Many newly unplugged men make the connection that Red Pill awareness fundamentally alters the way they see the world and certainly the latent purpose of pop culture and media trends. That's the easy recognition, however, the *Red Pill Lens* reveals many more painful truths and a lot of them hit pretty close to home. Dealing with family, interacting with close personal friends still mired in a Blue Pill conditioned existence, is not only frustrating, but revealing your new awareness can sometimes draw hostility and abandonment from them.

I've personally known guys who've read my body of work, came to a Red Pill awareness, and then immediately wanted to explain it all to their friends only to find themselves ostracized from their regular social group because their sudden change diametrically conflicts with what they've been conditioned to expect from him. It's very frustrating for guys who want to excitedly, sometimes proudly, talk about the particulars of their new awareness and how it's changed them for the better.

I know better than most I think. I'm Rollo Tomassi and I can't exactly advertise it or even drop hints about the Red Pill in my daily life without some reservation. Mrs. Tomassi would like nothing better than to blather off about my two books to her family and friends, but I've dropped the hammer on

this since I started this blog. Obviously it behooves me to maintain at least a semi-anonymous profile to make sure my wife and daughter aren't the target of anyone's net hate retaliations, but I also know that most of my family and certainly all of hers will never be ready to accept Red Pill awareness. Never appeal to truth and reality unless you are prepared for the anger that comes for disenchantment.

Ghosting

PlansAndPlates from the Red Pill sub brought up an interesting topic recently.

People who knew you in your beta past will never respect you and you will never respect yourself if you choose to associate with them anymore.

I made a pretty brutal decision to ghost a lot of 'friends' from my past.

I decided if people treated me in a way they wouldn't treat someone of high regard/respect/authority (their boss, their parent, whoever they look up to) then I would next them. Boy, girl, plate, 'friend', family member, whoever.

If a person doesn't respect you, it could be your fault and it could be their fault – whoever enabled and created the relationship of disrespect is not actually important.

What's important is the result; you're associating with someone who treats you with disrespect, or lesser respect than those they actually respect, and there is no way a man can respect himself if he's choosing to spend time with people who don't respect him.

Note the word choose. Sometimes you have no choice, but when you have the option to say to yourself "You know what? Fuck this, I'm bailing" or "No fucking way am I going to see that guy" you must use it.

How can you respect yourself if you choose to associate with someone who doesn't respect you? How can you do anything in life worth a shit? You're going to spend all the time with them 'proving' to them you're worthy of respect? You're going to spite them until they respect you? Who gives a fuck what they think? Not only is it bad to give a fuck what someone thinks, they're likely never going to respect you. Never ever. Once you decide you don't respect somebody, how often do you change your mind? Do you erase your memories?

How can you believe in yourself if you don't respect yourself? How are you going to follow a plan out to get healthy, get wealthy, get smart, if you don't respect yourself?

For that reasons I ghosted a number of friendly acquaintances I considered friends, once I understood where I was in their hierarchy. Some I'd known for 10 years and had shared some good and bad memories with.

I do not regret it one bit.

People who don't respect you won't change how they perceive you once you better yourself, they'll see the old you and a new imposter.

I am a strong believer that first impressions last, forever, and that if you have made an impression on some people that you are a beta, they will never forget where they've pigeon holed you. They will never treat you like an alpha and defer to you, how could they? They don't respect you, they 'know' that you're just 'acting different'.

Compare that with new people. New people see what's in front of them and they take it at face value that you're a lean mean fucking machine who appears to have his shit in order

and probably always has. Don't tell them about your past when you didn't, they don't need the dream ruined. And if other people talk about your old ways, just agree and amplify and laugh about it – the new person wasn't there and it's just the other person's word against yours – and you're a likable alpha, so they'll think fuck it and believe you're an alpha and always were.

Lesson: You should consider making some hard decisions about ghosting some people in your life who have disrespected you and boxed you into a 'beta' category in their memory. You could turn from the guy from *Revenge of the Nerds* into Connor McGregor and they'd only tell people about how you were the guy from *Revenge of the Nerds*. New people will take your fucking greatness at face value and when they hear reports that you've upgraded and shit test you, defuse the shit test with great laughter.

His point is simple with regard to respect, but this need for *ghosting* is a pragmatic response most guys see coming when they shift into Red Pill awareness. They know well ahead of time that certain friends, particularly close friends whose lives are invested in the illusions of a Blue Pill contentedness, will neither accept this new awareness nor the genuineness of their change in perspective.

Law 10 Infection: Avoid the Unhappy and Unlucky

You can die from someone else's misery – emotional states are as infectious as disease. You may feel you are helping the drowning man but you are only precipitating your own disaster. The unfortunate sometimes draw misfortune on themselves; they will also draw it on you. Associate with the happy and fortunate instead.

Remember those Zig Ziglar optimistic 'mindset' peddlers I mentioned earlier? One tenet of that build-a-positive-fantasy-life mental model is the clichéd notion that you should surround yourself with winners and blow off the losers in your life. It's a simple aphorism that rolls off the tongue easy; associate with winners and that winning will rub off on you. What they don't tell you to do is how to cut out the unhappy and unlucky persons in your life who also happen to be your oldest friends or closest family members.

This is one of those painful truths that will set you free, but still stings like a bitch.

But eliminate them, or marginalize them you must. Most guys know this, or they come to know it as the first thing once they unplug. There's a cost to Red Pill awareness.

The Price of Truth

I only rarely make an active effort to help unplug men these days. Now, I get that my books and this blog are an effort as such, but I mean in the sense of reaching out personally to a guy whom I think may be ready to consider the Red Pill truths about men and women.

I did make one recently and I was reminded again about the part in the Matrix where Morpheus explains to Neo that he'd broken protocol to unplug him. They never tried to free a mind once it reached a certain age. The mind has difficulties in letting go of "truths" it's become dependent upon for its own survival.

That's a pretty accurate analogy for dealing with unplugging other men as well as revealing Red Pill awareness to people too invested in a Blue Pill existence to listen to, much less acknowledge the rationality of a truth that destroys their self-sustaining ego investments.

But attempt it I did. The guy was a fairly high profile, but minor local celebrity who at 48 years old had just had a painful split with his 30 year old girlfriend. He'd been married once before, divorced for all the Blue Pill misguided pandering you might expect, and now here he was 'blindsided' by a girlfriend well above 2 SMV steps to his own. Even a basic understanding of the intersexual dynamics that the Red Pill illustrates would've spared him a repeat of his Beta behavior and her consequent dumping of him.

But there he was, again, in the same familiar depression due to the same repeated behaviors stemming from the same misinformed Blue Pill conditioned mindset. So I made the effort. I liked the guy. In most other aspects of life he's very pragmatic, driven, focused and definitely Alpha. He's got social proof, a low grade of celebrity, he's affluent, and while somewhat arrogant at times very likable. However, he suffers from one fatal flaw – he is ego invested in a Blue Pill illusion of women so thoroughly that only a man who's lived it his entire 48 years can understand it.

So I made an effort to just get him to read my book, or at least the Best of Year One posts. He'd have none of it. The reflexive response to what he's been taught by the women in his life is misogyny short circuit for him. To be honest I was never really hopeful, but I made the effort from that base need to help another man avoid a painful fate – not unlike my *reasons for writing* at all.

I've got to ghost him now. Not because I'm an asshole or I've given up, but because it's just not pragmatic to apply that effort when others would benefit more from it. He's past that age Morpheus says the mind should never be freed and I've got to be OK with that.

That's just the price of truth.

Plan B

March 15, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Non-Exclusive Exclusives

I got a link back this week from another backwater blogger who was critical of my, or really a Red Pill, take on an [abundance vs. scarcity mentality](#). I haven't really felt a need to review Plate Theory for a while now, but ever since [Holistic Game's coffee house protests](#) went down it seems that picking and pulling various bits from my *Plate Theory series* is some novelty.

I've been writing in the manosphere for so long now that the same predictable straw men arguments and out of context quotes have become *de rigueur* now. Any objective observation of women's sexual strategy by a man is always synonymous with [misogyny](#).

What I've always found entertaining about Blue Pill critics of Plate Theory is that the concept of non-exclusivity always borders on the criminal when a man suggests men ought to pursue a non-exclusive

dating (and sex), yet we hold women up as empowered, prudent and/or exemplary of bucking the repression of an imaginary patriarchy when they suggest the same.

Of course the quick retort to this is that women are ‘slut shamed’ for being non-exclusive, but this is simply an old, convenient, sidestep to shame men while distracting from women’s practical sexual strategy.

As Open Hypergamy becomes more embraced among women the usefulness of drawing attention to ‘slut shaming’ actually becomes a hinderance to justifying women’s Hypergamous priorities (AFBB). When a high profile woman like Sheryl Sandberg suggests,...

“When looking for a life partner, my advice to women is date all of them: the bad boys, the cool boys, the commitment-phobic boys, the crazy boys. But do not marry them. The things that make the bad boys sexy do not make them good husbands. When it comes time to settle down, find someone who wants an equal partner. Someone who thinks women should be smart, opinionated and ambitious. Someone who values fairness and expects or, even better, wants to do his share in the home. These men exist and, trust me, over time, nothing is sexier.”

Sandberg’s epitaph here is every bit as “objectifying” as anything you’ll find in the ‘sphere, but the difference is we are expected to find her advice for assuming a state of sexual abundance practical as well as refreshingly progressive. I’ve stated this before, but it bears repeating that as women more proudly, openly, embrace the uglier aspects of Hypergamy it will be women who will prove the validity of Red Pill awareness far better than men could. Sample from the largest available pool of prospective sexual experience (Alpha Fucks) and presume that an ‘equal partner’ (Beta Bucks) provisioner will make himself readily available to you when can no longer reliably attract the men who represent your sexual priorities.

I covered this in *Plate Theory V: Lady’s Game*; the natural extension of women’s sexual strategy is, at least practically, best served from a presumption of abundance. And as such we also find that the vast majority of feminine-primary social conventions center on facilitating this presumption of abundance for women. Pop culture, social media and a feminine-primary social narrative fosters an over-inflated SMV and an exaggerated sense of self-worth for women, but functionally it convinces women that they can perpetuate a condition of abundance with regard to their sexual viability almost indefinitely.

Even in a condition of committed monogamy that background sense of sexual abundance simmers in women’s subconscious. We laud women with the guts to pursue that abundance after divorce or even reward them with popularity and movie opportunities when they write books about pursuing it while married. Either that or we pat them on the back for their ability to continually move the goalposts and convince themselves and others that spinsterhood is a goal state they sought to achieve their entire lives.

In all of these instances, whether legitimate or not, there is an impression that women can perpetuate a condition of abundance for themselves – and often far past their true sexual market viability. One reason I draw the ire of many a Blue Pill male and women is because my breakdown of the predictable schedule women follow throughout their lives with regards to their SMV and their dualistic sexual strategy is that it directly confronts the doubt that they can perpetuate a condition of abundance in spite of their personal choices in life.

And that's the crux of women's self-affirming social and psychological conventions; to avoid any accountability for the fallout that may be caused by the choices Hypergamy has led them to make. Roissy came up with the maxim that the end goal of feminism is to maximally enable women's sexuality while maximally restricting men's – and of course the consolidation of that enabling of women's sexual strategy must also account for absolving them of misgivings and mistakes made in enacting it.

Failsafes

In *Betas in Waiting* I explored how a majority of boys have, for several generations now, been conditioned to be serviceable providers for women once they enter a phase of life when they find themselves becoming less able to compete intrasexually. Anyone familiar with *Preventive Medicine* understands this (Epiphany Phase) period as the point during which a woman's Hypergamous priorities shift from short term Alpha Fucks to long term Beta Bucks.

I also outlined the underlying plan involved in ensuring this strategy in *This is now*.

That was then. Now at 30 and (hopefully) with a learned and earned degree of merit, success, developed judgement, character and a reasonably well kept physique, a man finds himself in a position like no other – his options and agency to enjoy the attentions of women seem to suddenly be at an apex.

The planning women had at 19 when they told him to “wait for me at 30” now becomes more urgent as she becomes more viscerally aware of the Wall.

She knew this day would come when she was just entering into her peak SMV years.

[...]

For men entertaining women embroiled in their Epiphany Phase inner conflicts, not only is this a very confusing phase for the uninitiated Beta, but it is also an equally precarious period with regard (once again) to the consequences of his life's decisions with her. Most men find themselves players in women's meta-sexual strategy at this time because they believe that their perseverance has finally paid off. All of that sacrifice and personal achievement has finally merited him the *genuine* interest of a “quality woman”.

For the men who never learn a Red Pill awareness what they fail to understand is that it's at this point they're expected to abandon their own sexual strategy in order to complete that of the (now Epiphany Phase) woman they're considering a pairing with. Whether they were literally asked to wait for a woman until she was 30, the effect is the same, they have waited their turn, they have waited to be of service, they have waited to fulfill a feminine primary sexual imperative.

Now I'll ask you to draw your attention to the statistics in the picture I've included as today's post image. These were sourced from this study. There are actually several more just like it, but what it illustrates is an example of how women's subconscious will prepare failsafes in the event that the Alpha lover they hope to convert to a Beta provider doesn't comply with her sexual strategy.

Whether he's the one that got away, the office husband, or a gym partner, chances are he is the “Plan B” man you fantasize about running away with. Like an insurance policy, this man is the handpicked boyfriend or husband replacement you have on standby once “plan A” starts to break down on you. According to a survey conducted by OnePoll.com, an

online market research company, half of women who are married or in relationships have a Plan B man on standby who is “ready and waiting” because of “unfinished business.”

It's important to pick this apart from the get go here because, like most female written articles that describe unflattering facts about female nature, the narrative must be shifted to be the burden of men. You'll notice the presumption here is that the 'Plan A' lover is always a woman's preferred choice – thus pre-confirming women's blamelessness from the outset – and that a 'Plan B' should only ever be considered if the 'Plan A' man somehow screws up in contenting a woman's sexual strategy.

The entire article is founded on the principle of Dread – remember, the sort that when men use it are considered evil manipulators? However it should be noted that dread is always an element of any relationship, it's just that since women's imperatives are the socially correct ones today, only women can be held blameless in instituting it.

When there's trouble in paradise, and eventually a break-up, women are left at the starting line again. This means there's more ladies' night, late-night rom-com marathons, and wine — lots of wine. However, to avoid playing the field and going through all the bases, women have taken a shortcut to get back to the finish line with a Plan B man. “The saying that ‘the grass isn't always greener’ clearly isn't deterring women of today. They understand that anything can happen and are ensuring they have a solid back-up plan should things go sour with their current man,” a spokesman for OnePoll.com told the *Daily Mail*.

As has been mentioned before the makings of an Alpha Widow generally begin in a woman's Party Years; during the period during which she is at her SMV peak. And as was mentioned before, Hypergamy is always pragmatic. This Plan B insurance policy strategy is only further evidence of Hypergamy, but it is also pragmatic. Women's hindbrains know that their SMV is a rapidly decaying asset, so yes that back up plan makes sense. What's not so obvious in this study is that women also cling to the hope that the Plan B man with whom they consolidated long term security with might someday be replaced by the fantasy of an Alpha she's widowed herself over.

I think the latter is not only a far more practical reasoning, but since it's unflattering and exposing of the machinations of Hypergamy, the far more likely use of a 'Plan B' alternate.

You can read the rest of the article and pick up on the blatantly entitled male-qualification perspective and a bit more “you better not fuck things up” dread signaling, however, I think the last three stats are the most salient here. At least half of the men involved *knew* of the Plan B man, 1 in 5 was a friend of his, and 1 in 10 of the Plan B's had already made an attempt to *jump ladders* to be intimate with her.

A couple of things make themselves apparent here: in a social order that is made of at least 80% Beta men women can get an ego boost in real time from the default dread they can inspire without really trying. And second, in generation Beta a default form of soft Beta cuckolding is not just known to them, but apparently it's become normalized for them.

All of this really comes back to, once again, quelling the constant state of internal doubt that Hypergamy instills in women. The Plan B dynamic, and the normalization of it in a feminine centric social order, is yet another play for *assurances* of security in both the sexual and provisioning aspects of Hypergamy.

Now, so as not to leave you hanging here, I have to end this essay with a bit of actionable advice. I get criticized for outlining the problems very well, but leaving out what a man ought to do with this

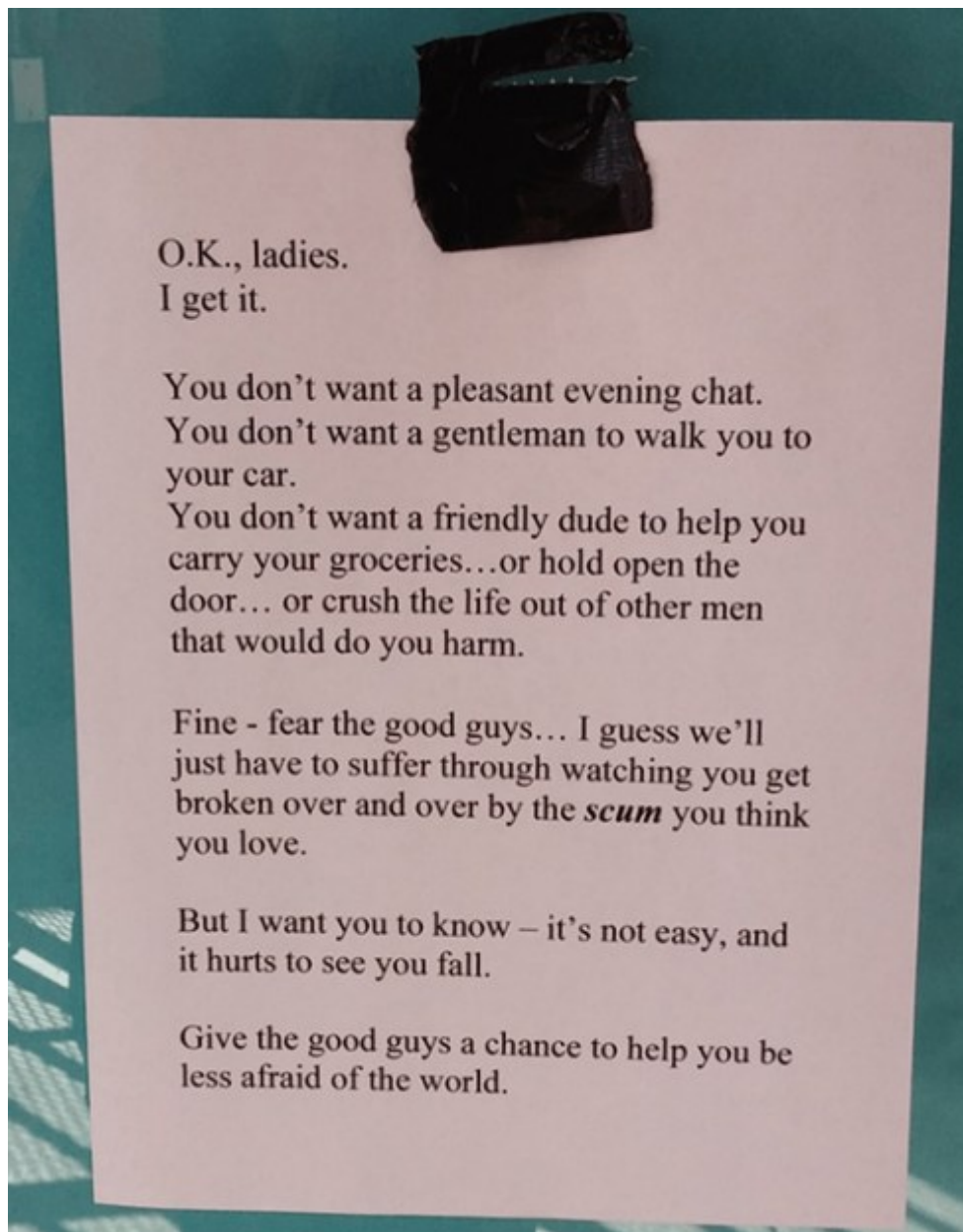
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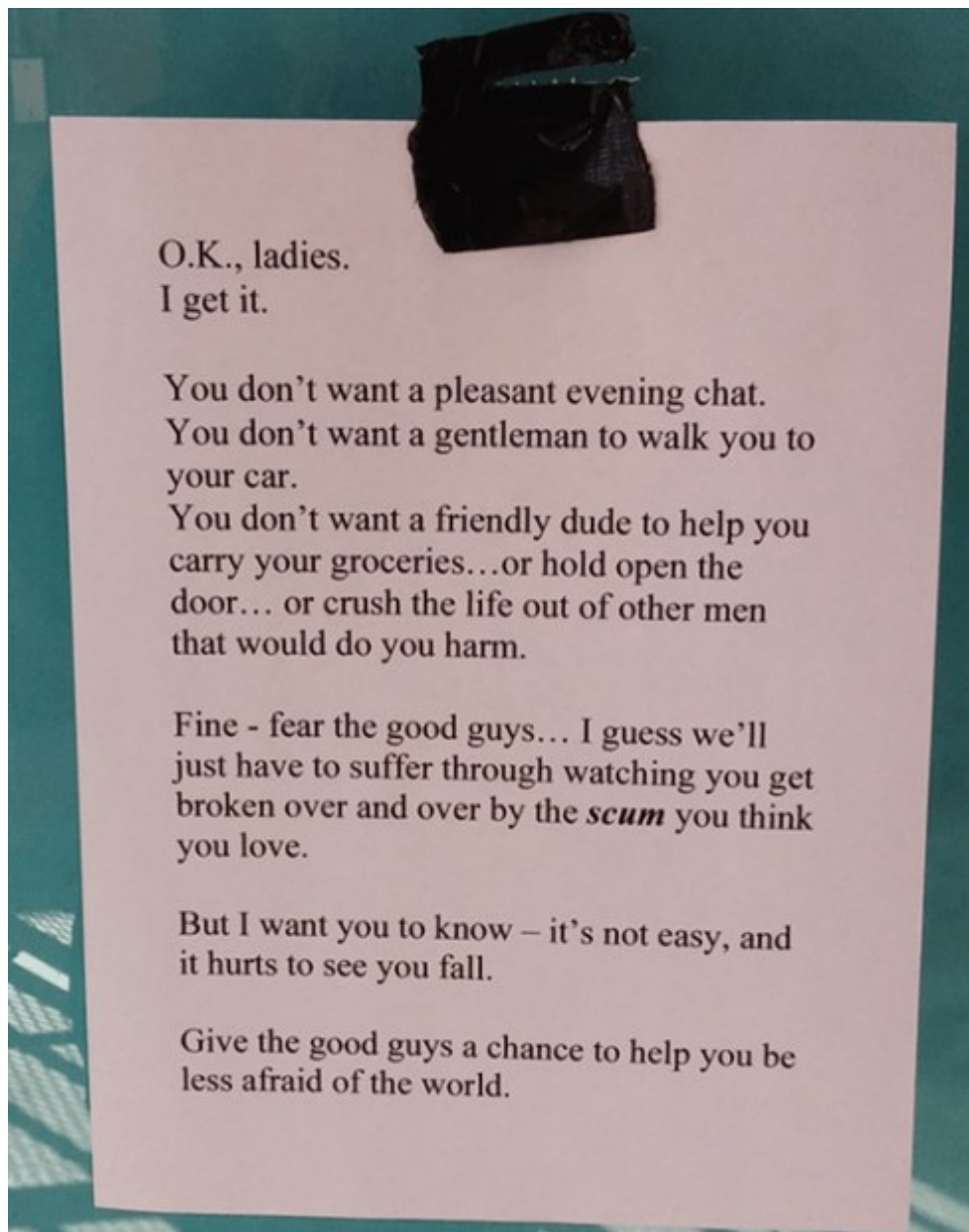
As always, your first order of business is to be aware that this dynamic is in play. Understand that this Plan B insurance tactic is not just reserved for married men with dead bedrooms. You will likely see variations of it in your dealings with women while you're single. Any man who's sexed a girl who depends on a bevy of male orbiters to bolster her self-esteem knows the utility of them. In the next post I'll be going into detail of how you can leverage the Betaness of most men to elevate your SMV. Finally, if you are a married man experiencing this Plan B dynamic, you need to do some serious reassessing of your relationship and the status your wife holds you in. Are you one of the 50% of men who know who their wife's Plan B is? Is he even a friend of yours?

What can you do to reinforce your Alpha dominance in this situation? Or maybe a better question is, is it worth your effort to do so? There will undoubtedly be the predictable comments about how marriage is *never* worth the effort, and I'll acknowledge that here first, but are you a victim of endlessly rooting through garbage to reestablish an Alpha impression for your wife that she's reserved for her Plan B alternate?

The Price of Nice

March 20, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





O.K., ladies.
I get it.

You don't want a pleasant evening chat.
You don't want a gentleman to walk you to
your car.
You don't want a friendly dude to help you
carry your groceries...or hold open the
door... or crush the life out of other men
that would do you harm.

Fine - fear the good guys... I guess we'll
just have to suffer through watching you get
broken over and over by the *scum* you think
you love.

But I want you to know – it's not easy, and
it hurts to see you fall.

Give the good guys a chance to help you be
less afraid of the world.

Well, dammit, here we go again. Just as I'm mid-way through another in-depth post I get stopped by something I can't ignore. The above 'post' has been making the rounds on Twitter and more than a few in the 'sphere have asked me for my take.

I probably would've just blown this off along with the few hundred other incidences of Beta guys (really Average Frustrated Chump in this instance) bemoaning the same lack of cooperation on the part of women to play along with their investment in the old set of books, that was however until I read through the predictable 'Nice Shaming' of [Mark Pygas here](#).

"Good guys" are the absolute worst. If you're going to go on an insane rant every time a woman tells you 'no,' you're not a good guy.

Tumblr user [Fenrufenrifenny](#) recently spotted a flyer posted all around town that shamed women for not giving the "good guys a chance" and choosing "scum" men. Just a brief warning, it will probably be the worst thing you've ever read.

Proxy male femsplainning aside, no Mark, this isn't worst thing I've ever read from a Nice Guy. In fact, just three years ago the '[Nice Guys of OK Cupid](#)' blog/hashtag made a point of running these [Good Guys](#) up the flagpole for the exact same frustrations of dealing with women in the most

deductive, old rules way they've been taught to deal with women by their own words and conditioning.

You aren't an original Mark, Hugo Schwyzer beat you to the Nice-Shaming-As-Beta-Game 4 years ago. And just like Hugo you make the same predictable assumptions about men expecting sex for niceties in an era where women exploit and advertise that *men doing more chores* and making women's lives easier will lead to sex.

You see shaming Nice Guys for playing by the rules every woman has told him he ought to play by – since his single-mother or feminized father mentioned he should respect women by default to him since 5 years old – is the height of Hypergamous hypocrisy. Every time a woman, or a *Vichy Male* femspainer, tells a guy “just be yourself” or “women love men who respect women” or in some other way convince him that women's intimacy is best achieved by being the sensitive, understanding and supportive Beta they'll need once they can no longer attract an Alpha asshole, all you do is reinforce the Nice Guy you now hate so much.

You see, you don't get it both ways. You can't shame and heap derision upon a Nice Guy for believing the same *Old Books* horse shit you've taught him will earn a woman's favor and love. You don't get to call him duplicitous when he believes all the “just be yourself” and “in the end women really want Nice men” tropes he's been fed by the media mouths of a society that's founded on women's Hypergamy.

You may think this is some new development, but *Nice Shaming* has been going on for at least the 4 and a half years I've been blogging:

When truly nice guys (80-90% of the masculine sphere) read a line like “Nice Guys are the real jerks” something snaps in their heads. Black is white, up is down and Nice Guys are Jerks. Most Nice Guys have been playing the self-internalized *Beta Game*, identification scenario out for so long that to read something like this is akin to blaspheme. “Great now all these women I've been trying to be so nice too (like they all say they want) really think I'm a jerk?” One would think this would be a moment of clarity for the Nice Guy and he'd realize the truth of what his ‘misogynist’ Game-aware friends had been trying to enlighten him about for so long.

It's almost like I have to revisit this *Nice Guy paradox* ever two years or so:

The only way to garner true appreciation, true valuation, truly inspired displays of affection, from women is to covertly imply the risk of losing a high-value Man. Whether the man is even truly of a higher value is irrelevant, only the perception needs to be reinforced for her. Risk of loss is all that factors. Risk of losing an investment in optimizing hypergamy is weighed against her own perceived sexual market value and the effort needed to reinvest in another, potentially higher SMV man. Risk of loss is why her imagination furiously spins the wheel in her head.

That sounds horrible, but the truth often is. Women's lack of appreciation for the more compassionate natures of men, and their consuming regard for rewarding men that appease their hypergamy is so well proven it's become predictable enough to develop techniques and behavioral modifications to exploit it (i.e. Game). Most guys would like nothing better than to honestly play the loving, white knight, romantic who women bemoan a lack of in the world. Yet for every sonnet composed, every provision met, every compliment delivered

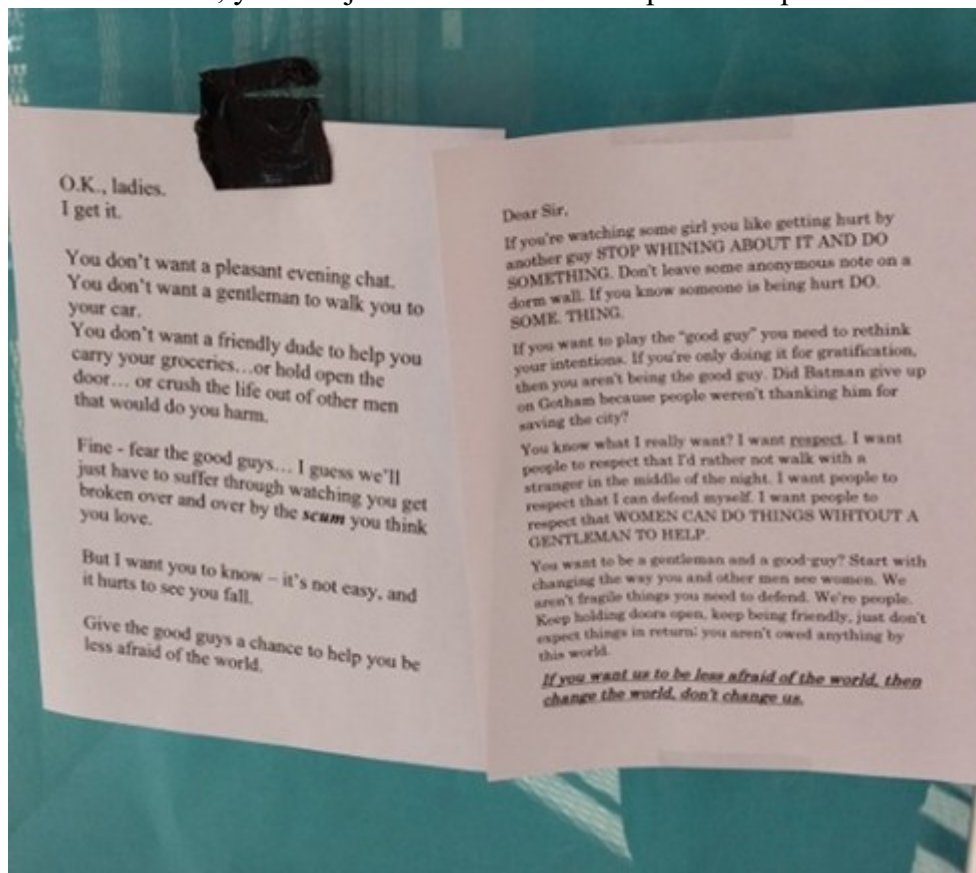
and every well planned candlelit dinner conversation, there's a woman feverishly fucking her Alpha bad boy in his low rent apartment for fear of losing him to the competition.

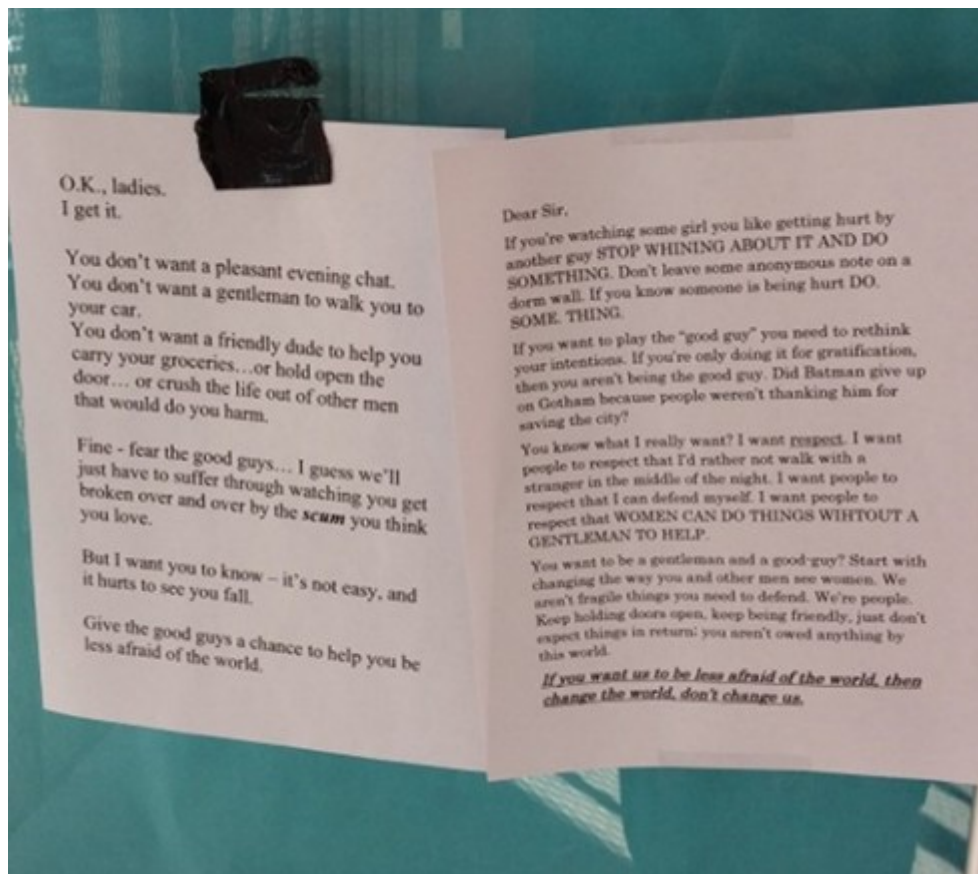
However, all that reviewed, it's good to return to the issues that never really die off, and particularly so in the case of Nice Shaming because as we progress further into a social order that's become increasingly more comfortable in openly, proudly, embracing Hypergamy the more poignant messages like the one in this posted letter are. Really it's nothing new for a guy steeped in Blue Pill conditioning to be frustrated with the new set of books on display right before his eyes, but as Open Hypergamy becomes more and more unignorable in real-space as well as in media and open expressions of it, the less men will vent these frustrations so publicly.

The time to worry won't be when guys post open letters like this in dorm hallways, the time to worry is when that ceases altogether.

Women's continued inability to really understand why a Nice Guy would ever be so frustrated as to post a notice like this only highlights an obliviousness that serves their Hypergamous imperatives. In other words it's not in women's Hypergamous interests *to* understand or sympathize with a guy who's brought their sexual strategy out into the open.

The reason Nice Shaming still persists after decades is that it actually serves the Feminine Imperative. If you read through the Twitter responses to this note they are all identical to, or variations of the response I've outlined in my previous 'Nice' guy posts for almost 5 years now. And if this doesn't convince you that women have a vested interest in not getting why a guy would post such frustration, you can just read the real-time posted response to it:





Dear Sir,

If you're watching some girl you like getting hurt by another guy STOP WHINING ABOUT IT AND DO SOMETHING. Don't leave some anonymous note on a dorm wall. If you know someone is being hurt DO. SOME. THING.

If you want to play the "good guy" you need to rethink your intentions. If you're only doing it for gratification, then you aren't being the good guy. Did Batman give up on Gotham because people weren't thanking him for saving the city?

You know what I really want? I want respect. I want people to respect that I'd rather not walk with a stranger in the middle of the night. I want people to respect that I can defend myself. I want people to respect that WOMEN CAN DO THINGS WITHOUT A GENTLEMAN TO HELP.

You want to be a gentlemen and a good guy? Start with changing the way you and other men see women. We aren't fragile things you need to defend. We're people. Keep holding doors open, keep being friendly, just don't expect things in return; you aren't owed anything by this world.

If you want us to be less afraid of the world, then change the world, don't change us.

The obliviousness to the original message might seem staggering until you consider that it was likely typed out by a woman with a self-impression of female empowerment. The idea she's addressing is that it's the Nice Guy's fault for not stepping in to "do something" while simultaneously claiming that "women can do things without a man's help". That alone would be enough to illustrate the mindset that would respond to a Nice Guy bemoaning women's duplicity about 'being Nice', but she continues to miss the point that the dutiful 'helping' he's offering isn't help at all, but his disillusionment with his Blue Pill conditioning.

It's likely he's oblivious to it, but he's publicly taken a step into Red Pill awareness and in doing so reveals women's Hypergamous duplicity. Now, that is what it is, but that step into Red Pill awareness is something that makes women very uncomfortable when *they* don't control the narrative about their own Hypergamy. It's one thing to make Hypergamy 'open' in a commercial or in a book by an empowered woman, but let a man reveal it in *his* perspective and he's "bitter" or it's an "insane rant" by a Nice Guy who's only Nice because he thinks it'll get him laid.

As I was saying, in the future I expect to see less Nice Shaming as the machinations of Hypergamy becomes part of men's popular consciousness. The result, like most others brought on by feminine social primacy, will be men taking women at their word – "women can do things without a man's help" and they "aren't fragile things you need to defend" – and they'll get the men they deserve; men who will understand that niceties aren't in fact exchangeable for appreciation, intimate or otherwise. Their attentions, courtesies and help will be reserved for the women who actually deserve and reciprocate it rather than due to it being some default chivalry that's expected of them. And they'll abandon the strong independent women (and even the ones who look like them) to their fates, while they cry about the lack of self-sacrificing 'real men' to love and help them when it's convenient for them.

It'll take a while. Obviously the same Nice Shaming from a decade ago still manifests like this occasionally, and the predictable "women don't owe you sex" indignation is still the reflexive response. But as the old exchanges of the old rules are cycled out for the cruel, but accepted, realities that the Red Pill outlines, women will get exactly the men they deserve. Men who will give them respect based on their *real* personal merits and only offer niceties to the ones who wont spit in their faces or accuse them of sexual harassment for doing so.

As it stands now, Nice Shaming serves as a filter for women's Hypergamy. The guys who Just Get It don't post notes like this. Guys who get it learn from that frustration, they adapt, they experiment, they adjust and they develop Game to exploit the real intersexual rules in play, and they don't make grandiose displays of the *real* game.

Children and Cornfields

March 25, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Does anyone remember the episode of the Twilight Zone called “[It’s a Good Life](#)”? I rewatched this for this article and I’ve got to say it still holds up and it’s just as creepy as when I watched it as a kid.

Six-year-old Anthony Fremont looks like any other little boy, but looks can be deceiving: he is a monster, a mutant with godlike mental powers, including mind-reading. Years before, he isolated his town of Peaksville, Ohio. Everybody is under his rule, even his parents. Since he’s begun isolating the town, supplies of common household items, such as bar soap, have been dwindling. He has blocked television signals, caused cars to not work, and, due to his controlling everything, he does not attend school.

The children and adults, including his own parents, tiptoe nervously around him, constantly telling him how everything he does is “good,” since displeasing him can get them wished away into a mystical “cornfield”, an unknown place, from which there is no return. At one point, a dog is heard barking angrily. Anthony thinks the dog is “bad” and doesn’t “like [him] at all,” and wishes it into the cornfield. His father and mother are horrified, but they dare not show it.

One night, due to the townsfolk having always done what he wants, he treats them to one hour of TV. Although they do not like what he shows, they tell Anthony that it was far better than what used to be on TV.

Finally, at Dan Hollins’ birthday party, he gets two presents from his wife: a bottle of brandy and a Perry Como record. As Dan is eager to listen to the record, he is reminded by everyone that Anthony does not like singing. Getting slightly drunk from the brandy, complaining about not listening to the record, and no one singing “Happy Birthday” to him, Dan cannot take the strain anymore and confronts Anthony, calling him a monster and a murderer. While Anthony’s anger grows, Dan yells for someone to attack Anthony from behind and end his reign of terror. Aunt Amy (who isn’t able to sing anymore because of Anthony) tentatively reaches for a fireplace poker, but no one has the courage to act. Anthony cries out to Dan, “You’re a bad man! You’re a very bad man! And you keep thinking bad thoughts about me!” Dan is transformed into a jack-in-the-box (ending his life), causing his wife to break down. The adults are horrified at what Anthony had done, and his father begs him to wish it into the cornfield, which he does.

Because of Amy’s earlier complaints about the heat, Anthony causes snow to begin falling outside. His father observes that the snow will kill off at least half the crops, and he is about to confront Anthony about this, but his wife and the other adults look on with worried smiles on their faces. The father then smiles and tells Anthony in a horror-tinged voice, “...But it’s good you’re making it snow. A real good thing. And tomorrow... tomorrow’s gonna be a... real ‘good’ day!”

I didn’t really understand the significance of this episode until recently. In a sense I guess I can attribute it to a more defined [Red Pill Lens](#) but the femosphere events and a few articles brought to my attention this last week reminded me of this Twilight Zone story. I’ll get to why in a bit.

The first event was the highly publicized not guilty verdict in the Jian Gomeishi rape (hoax) trial.

Mike Cernovich had a quick hit post about the details [*here*](#). I've written about the particulars of why women's insecurity about optimizing Hypergamy drives them to insane lengths to control for it before, but my focus this time with Gomeshi wasn't so much about the women's lying, or the ambiguity of what constitutes rape or sexual harassment. When the Rolling Stone/UVA fraternity rape hoax was finally revealed for what it was I wrote *Hysteria* :

Transferring information about a man's preselected approval amongst a collective of women is one such override. However, it's very important for men living in a feminine-primary social order to understand that social proof is not just limited to preselection of men as potential partners.

This social proof dynamic extends to the perceptions of women in a collective peer group, as well as men for whom they have no sexual interest in, but serve their material interests nonetheless.

The current cultural atmosphere of male suspicion and autonomous rape-threat assessment of men is another variation of this perceptual, hysterical, collective belief dynamic.

Women *want* to believe in the presumption that every man outside of their preselected, collective approved, hypergamous ideal is a potential rape threat. In other words, a man who might, by force or coercion, assume control of her hypergamous sexual selection.

The narrative, the perception, is all that matters.

[...]women become so ego-invested in the certainty of their collective perceptions that, even in light of contrary evidence, the only acknowledged verification of that perception is how it makes them *feel*.

This contradiction of a collective feminine hysteria is what many luminaries of the Feminine Imperative are now being forced to confront. It's important to remember during this UVa / Rolling Stone rape debacle that women, and more than a few enabling male sympathizers, *wanted* to believe this travesty was true in spite of the vaudevillian outlandishments and still refuse to accept that it isn't.





The overwhelming zeitgeist consensus in this case was that the women concerned in Gomeshi's rape trial were to be believed irrespective of facts that exonerated him. And so strong was this sentiment that suggesting the suspension of the most fundamental aspects of law was the first recourse to be considered – that consideration is to change the presumption of guilt where it affects the accusations of men by women.

Once again, just as in the UVA rape hoax, we see a feminine-primary collective social consciousness moved by a *need* to believe in order to maintain a collective ego-investment in that social order's correctness. And all of that in spite of all controverting, unignorable evidence. However, the feminine conditioned reflex for feminine defined 'justice' in this regard has been taken a step further – an accusation of rape or sexual assault is as good as a conviction.

I can't be too sympathetic for Gomeshi. He built his reputation on being a social justice warrior and a self-evincing 'male feminist, but just like another notable male feminist, *Hugo Schwyzer*, he's had to learn the hard way that feminist Game comes with a substantial risk.

However the salient point I took away from his trial wasn't that women are duplicitous or a feminized society being too ready to unquestioningly presume the veracity of another woman's rape claims. Neither was it unexpected that a *need* to believe that presumed guilt would come up. What struck me was the push for control, for absolute unilateral arbitative power to condemn a man for the accusation of sexual misconduct.

What struck me was that the Feminine Imperative should seek to nakedly place itself above a rule of

law that is otherwise founded on a logical, rational process of checks and balances (or at least intends to do so).

As the protests and debate swirled around Gomeshi I was also made aware of a review of a new book *Girls & Sex: Navigating the Complicated New Landscape*

An economics major taking a gender studies class is getting dressed in her college dorm room for a night out, cheerfully discussing sexual stereotyping in advertising with Orenstein — while at the same time grabbing a miniskirt and a bottle of vodka, the better to achieve her evening goal: to “get really drunk and make out with someone.” “You look hot,” her friend tells her — and the student, apparently registering the oddness of the scene, turns to Orenstein. “In my gender class I’m all, ‘That damned patriarchy,’” she says. “But . . . what’s the point of a night if you aren’t getting attention from guys?” Her ambition, she explains, “is to be just slutty enough, where you’re not a prude but you’re not a whore. . . . Finding that balance is every college girl’s dream, you know what I mean?”

Author Peggy Orenstien serves up the same reheated feminist alarmism for her young daughter that Hannah Rosin did 8 years ago. However, Orenstien escalates the narrative much in the same vein that the feminist reaction to Gomeshi has. She defines it for us:

For guys, she says, there is fun and pleasure; for girls (at least the straight ones), too little physical joy, too much regret and a general sense that the boys are in charge. Fully half the girls in Orenstein’s book say they’ve been coerced into sex, and many had been raped — among them, by the way, that econ major, who was so confused that when her **assailant** dropped her off the next morning, she told him, “Thanks, I had fun.” The sexual playing field Orenstein describes is so tilted no girl could win.

Orenstein presumes the control of a girl with a handle of vodka and dressed ‘just slutty enough’ rest entirely with the boys she’s making out with and more. They are ‘assailants’ by definition — a definition that depends on the Hypergamous whims of the woman involved.

I drew parallels between these stories because they are indicative of a trend I predicted a couple years ago — in a social order that prioritizes Hypergamy as the intersexual priority, men who won’t cooperate with it must be legislated into complying with it. But as it develops now this doesn’t go far enough; men must be preemptively convicted of the crime of sexual misconduct *before* they are ever judged worthy of a woman’s sexual interests. In other words, men are ‘assailants’ for the very attempt of presenting themselves for the intimate approval of women.

Monday’s *Price of Nice* post and the femosphere response to men’s want to be Nice in order to ingratiate themselves in the hopes that they might endear a woman to him highlights this even further. Men being ‘nice’ are by definition ‘assailants’.

But it’s not enough to discourage men’s niceties, they must be taught to fear the attempt of initiating anything looking like intimacy. They must fear being whisked away to the cornfield for not thinking the right way about the women they would hope to find favor with.

Commenter SJF had a poignant comment this week:

Infantile as they are, women are ill-equipped to handle power, and that which is born out of the insecurity that a man may do her wrong, turns into an exploitative, predatory misuse of power that fuels grandiose narcissism, and thus masculinizes her. The aforementioned

relationships between the different aspects of the female psyche do not explain it in its entirety, but nonetheless, should accurately depict its root and core.

Which brings us back to our six year old Anthony Fremont in the Twilight Zone episode. On a social scale we are rapidly approaching a time where coddling the childish impulsivity of women will dictate not just the rule of law for men, but will define the nature of men's dealing with women on a fear based level. In fact we're already beginning to see this in the workplace.

Taken to its intended and illogical extreme, given unilateral God-like arbitration of men in every aspect of society, politics, religion, academia, etc., women and their imperatives would define intersexual relations much in the same way as Anthony does with the 'adults' he controls.

Evolving Hypergamy

March 30, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Novaseeker had an excellent breakdown of how Hypergamy has developed and is radically altering a long established social order in favor of one centered on the female sexual strategy. This was timely for a post I was working on, so rather than allow it to be buried in the last thread I thought I'd riff on it a bit here:

So in my head, I tried to think of what the best response to hidden estrus would be from a male perspective, and the only thing I could think of was essentially hiding male horniness, I used the word stoicism. The only way to balance the effects of hidden estrus is for all men to simply appear to not want what a women are offering, to appear uninvested, uninterested, etc., because this again gives the perception of a lack of abundance to the women and re-balances things. Eventually such behavior would become selected for to some degree, and male

emotions would become less prominent.

I agree with what you are saying, although I think it's important to bear in mind that the expression of female sexuality historically was quite restricted, once we were at a level of more complex social organization beyond the rather small. Things did vary by community and culture somewhat, but once things reached that level of social advance, in most places a woman's family/kin had a huge control over the expression of her sexuality, with the parents (largely the father) and to a lesser extent her male brothers exerting substantial restrictive pressure on the expression of her sexuality.

I should note here that while there is a definite social structure built around various strategies of mate guarding, these social mores and familial repression of women's Hypergamous impulses does, in fact, stem from evolved, behavioral adaptations.

Kin Affiliation Across the Ovulatory Cycle : Females Avoid Fathers When Fertile Consider that girls will make subconscious efforts to avoid their fathers during the proliferative phase of their ovulatory cycle. Also, consider girls enter puberty at an earlier age when their fathers are not present in the family. Both of these are examples of phenomena that have a physical manifestation and a latent evolutionary purpose, but socially we build moral/social frameworks around buffering for (or sometimes accommodating) them.

Likewise, there are social controls that span all cultures that have the same purpose of buffering against the predations and mechanics of women's Hypergamous natures. The most stringent of these might be repressing of women's sexuality, but the latent purpose is still the same; controlling for paternity assurances.

There was, of course, cheating of the system that took place in terms of women bucking the system covertly, but most women were not sexual free agents in most places most of the time historically, and so were not acting on their estrus, concealed or otherwise at these later points in history. It does seem like something which likely occurred prior to the time we developed significant social organization (which is unclear when it precisely happened, but likely happened gradually quite some time before the development of large-scale agriculture), and is inherited from that earlier time, while the later social structures mostly, or at least in many cases, served to rather severely hem in the expression of female sexuality and free sexual choice to a large degree.

The Feminine Imperative that exists today still uses these historically extreme controls as a baseline for provoking an emotional response among women (and feminized men) today. In spite of the realities of *Open Hypergamy* and *Open Cuckoldry*, and paired with the fact that we live in the most sexually permissive society the world has largely known to this point, there is still a necessity to sell a narrative of sexual repression in order to perpetuate a social condition of 'victimization' among women and thus perpetuate a status of concern and primary importance.

So I guess my perspective is not that what you are suggesting is incorrect, in terms of the deeper evolutionary inheritance, but that the response of men to this eventually evolved, socially, into the use of social/legal/moral structures that acted as a counterweight to the inter-sexual issues raised by concealed estrus, and that, being social animals, this was itself also a powerfully selected thing (tribes that did not adopt similar restrictive measures did not generally survive except in relatively isolated areas where they were not exposed to the

same degree of competition with patriarchal tribes and their sexually restrictive cultures). I suspect it dawned on the males in some tribal groups that the gains to be had from a kind of system of “one girl for (almost) every guy (who isn’t killed in war, or banished or enslaved)” when it came to women, in terms of reducing sex-related conflict among men, became more important when the scale/size of social organization grew beyond the small and moved to a larger, more complex scale, where different structures were needed to ensure cooperation and alleviate conflict which could undermine that cooperation and the scale made possible by it. So in other words, the strategy that men adopted had to do with the needs of the social order and the need for greater cooperation and less conflict once the scale grew to the point where close kinship among the males could no longer feasibly serve as a conflict-reducer effectively.

This was done, of course, at the direct expense of the female sexual strategy, and females have been scratching and clawing against that result in various ways ever since that time, but really have only recently had the success of overturning pretty much all aspects of that restrictive system (while retaining selective elements of it in form, mostly, as it serves their own interests) with the collaboration of most men, by the way, in the process (for various reasons, many of which Rollo has detailed in various posts on this blog). The resulting system is therefore new, and requires men to adapt, which is what we are about doing here, of course. The idea is to have a system which is of a large scale and complexity, socially, and which requires high levels of cooperation in order to function, while at the same time removing the last vestiges of the “one girl for (almost) every guy” sexual system and replacing it with the freest, most open and adversarial system of sexual competition among males that our species has likely seen since long before the time we evolved into socially-based human groups.

I’ve covered most of the male adaptiveness that Nova mentions here in the *Adaptation* series of posts. For the short version, however, it’s important to note that even the sexual restrictiveness of women in prior eras were themselves adaptations meant to buffer against women’s conflicting sexual strategy. As I stated in the *Cardinal Rule of Sexual Strategies*, for one sex’s strategy to succeed the other must either be compromised or abandoned. Prior sexual restrictiveness was a repression meant to force women to abandon and later (in monogamy) compromise their own Hypergamy (Alpha Fucks/Beta Bucks).

It remains to be seen how feasible this is, longer term, because it is still so new. And the adaptation required by men is substantial, because the change is gargantuan from anything we have experienced in thousands upon thousands of years, in terms of sexual system and related mores. I think relatively few will adapt, and the majority of men will fail at the system, in terms of actually getting what they want. I don’t mean most guys will be incel all their lives, but that their relationships with women will be extremely skewed to the women’s terms, through a combination of outright duping, indoctrination into wishful thinking, and a steady move towards ever more libertine sexual morality for women as a part of the further expression of the Feminine Imperative.

And that comes back to the concealed estrus issue, because the social solution that men in certain groups came up with a long, long time ago (substantial restrictions on female sexual expression) is now pretty much completely removed in this culture, meaning that it is

playing a bigger role in human inter-sexual relations than it has been permitted to play in a long time. In fact, the development of reproductive technologies and the related legal regime supporting their free use has augmented the ability of women to utilize this aspect of themselves to tilt the field in their favor, well beyond what nature provided them, in terms of controlling who among the men gets to breed. Again, most men will not be able to adapt quickly enough and will be in lopsided relationships as a result. Other men, like us, are able to adapt and thrive under the new system as individuals, knowing full well we can't really overthrow something like the sea change in sexual system that we have seen occur, even if we thought that was wise, which it may very well not be. Every man, once he comes to this realization, therefore has a choice to make, really, and a fairly stark one. Most guys have no chance, however, because they are totally subsumed by the feminine primary and never come to a realization of things as they are, and just what the heck happened in the culture, sexually, over the last 100 years or so.

Although my last post may have been on the melodramatic side, the exaggeration is still founded on the same dynamic Nova is getting at here. Since the time of the sexual revolution there has been a complete social abdication on the part of men to have any say in exercising, much less advocating for, prioritizing their own interests in the sexual strategies equation.

It's gotten to the point that even men's initiating an approach at the most marginal form of intimacy runs the risk of not just rejection, but legal and social punishments for even taking it upon himself. The onus of sexual selection, as per every legal mandate, is unilaterally placed upon the part of women. The latent purpose of this is to prioritize women's sexuality and women's sexual strategy (Hypergamy) above men's – all while clinging to the pretense of the sexual repressions that they believe still characterize the condition of women.

If you ever wonder at the declining marriage rates, the delaying of marriage until well past women's prime fertility years, male suicide rates being four times that of women or the rise of men who've contented themselves in being single for their lives look no further than this reprioritization of women's Hypergamy as the socially predominant sexual strategy.

[...]

I would say that attempts at overt male control of covert female sexuality oftentimes amount to window dressing that only serve to help convince the men of their paternity, even when they've no reason to be assured of it. Only in cultures like those established by strict Islamic doctrine/Sharia Law can paternity be (mostly) assured by social forces. Outside of that, women can oftentimes have free reign at getting away with good old-fashioned cuckoldry.

In a social order founded on Hypergamy, that dynamic demands that men's utterly abdicate their sexual and biological imperatives to women. This means any paternity assurances, or even the idea that they should matter to a man, must be surrendered to the point that they are literally conditioned and bred out of the consciousnesses of men.

I'm hitting upon this in the hopes of prompting some discussion about the aspects of Hypergamy

Novaseeker mentions here, but also because I will be discussing much of this with Alan Roger Currie this coming Thursday night on his podcast.

We'll be talking at 10pm EST/7pm PST and this will be a live call-in format, so if you'd like to participate I'd encourage you to do so. While my appearance is not necessarily an endorsement of Mode One or anything else Currie is selling, I respect him as a thoughtful interviewer and he's been asking me to appear for some time now.

Damaged Goods

April 5, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As a part of my line of work doing liquor branding promos, I've frequently had to do spots with (terrestrial) radio talk shows for events and such. I've had to familiarize myself often with these personalities; some I became long time friends with, others kind of burned out or became victims of what they thought was a greater social proof than they actually had.

One thing I've noted in working with the men who host these shows is that more often than not they suffer from deeply invested Blue Pill mindsets with regard to women. Many of them eventually invited women into their male space as co-hosts to help with appealing to the female demographic, and like all other "female friendly" ventures, the character of the show shifts to promoting the same feminized boilerplate we see in Purple Pill forums and blogs that began with a more Red Pill tone.

Almost invariably there develops a segment or some call in bit where the host and hostess(es) attempt to suss out the romantic problems of a caller or emailer. If you listen to any semi-popular local morning commute show you'll get this segment at least once or twice a week. All of them follow the same format. All of them rattle off the same Blue Pill tropes even those without the aid of a Red Pill Lens are familiar with – open communication, keep it fresh, meeting (her) needs, be supportive, etc. and all the standards you can expect from a society that doesn't question the rote memorization of Oprah or Dr. Phil's idioms.

If you do have a reasonably attuned Red Pill Lens you'll just grind your teeth at all of it, but it confirms and highlights the Beta inside the host despite all his other blusterings on the show. It also serves to highlight the saturation of the Blue Pill's conditioning reach into society.

So it was on one of these shows I was listening to this week that the 'morning zoo' decided to take a

stab at one emailer's very common problem. It was the typical Dead Bedrooms problem you'll find in the subredd of the same name; "My wife is frigid, how do I get her to want to fuck me?" However, the story had a slight twist that nicely dovetails into a topic I've wanted to explore.

In this man's story, he'd married a woman for all the right Blue Pill reasons. He loved her, "connected" with her on what he imagines are deep emotional levels, was supportive, dedicated, but was only able to have sex with her in as limited and as lackluster a way as she felt 'comfortable' in having with him. After a year and a half of marriage, she'd completely "shut down" on him sexually. Anytime he initiated she would recoil from him and begin to cry.

There was no elaboration on her part as to why she was crying and up to the point of his seeking advice she'd offered no reason for her reluctance to fuck him. Fast forward to now and it's been almost a year for him without sex with his wife, no explanation, and his 'needs' are being unmet. He's emotionally invested in her in the way you'd expect a Blue Pill, dutiful Beta would be, so his inner turmoil is one of the Paradox of Commitment conflict with his 'need' and expectation of having sex with his wife.

As I said, this is standard Dead Bedrooms fare for the majority of men who married while fully immersed in a Blue Pill world. Unfortunately, we don't have much more to go on – there were no descriptions of background, histories, family particulars, etc. given, however, my guess would be his wife is experiencing the very common post-marriage Beta 'buyers remorse'. However, this is why I thought the analysis and advice on the part of the hosts (1 male host, 1 male, and 2 female co-hosts) were very telling about the state of the Blue Pill world.

Presuming Abuse

The first reflexive interpretation on the part of the women was that this wife had some form of sexual abuse in her personal history and the husband's initiating sex was triggering some unresolved sex issues she'd never dealt with and apparently never revealed to her husband when they were having sex in the years leading up to it. Again, there was no information about this from the emailer, but this was the first presumption the female co-hosts jumped to whenever a woman is described as crying about having sex.

We don't really know if this is the case, but I found it interesting how useful that presumption is for women. In almost every social infraction we are expected to presume a blameless state with women. Whether that stems from rape allegations, 'slut shaming', past sexual history, red-handed infidelity, or, in this case, the presumed *possibility* of sexual abuse in a woman's past, we are expected, on whole, as a society to presume that even the possibility is the actual fact.

Even when the actual fact is disproven, and the fault or choice blatantly falls upon the woman in question, the rationale and after-the-fact absolving of that woman of her own culpability is still expected to take precedence over the actual fault. For example, when I first detailed the situation of the woman and her husband in

For example, when I first detailed the situation of the woman and her husband in *Saving the Best* the reflex on the part of virtually all women responding to this story (as well as the relinks to it) and most Blue Pill men was to presume she had some damaged past where she was trying to find some emotional connection with the men she was having amateur porn orgies with in her college years. The acceptable, socially reflexive presumption was to give this woman a plausible reason – and one designed to evoke feminine victim sympathy – for her actions rather than consider that she was simply living in the moment and following her Hypergamous imperatives at the time.

Of course, the simple answer was that the husband was put into the same Dead Bedrooms scenario most men in his situation are placed in. He was the dutiful *Beta in Waiting* and “married a slut who fucks (him) like a prude”. There are over 30,000 subscribers on the dead bedrooms subreddit, this is not an uncommon occurrence, but just as common is the social convention of redirecting the fault on the part of the husband for his ‘selfish concerns’ for ever having been upset by this revelation about his wife. He was the bad guy for feeling ‘underserved’ with regards to his wife’s genuine, unobligated, sexual desire.

He’s the bad guy for not being understanding and supportive of the reflexive rationale that his wife must’ve been *damaged goods* (and damaged by other, equally horrible, men) before he decided to marry her. He’s responsible for coming to terms with it on his own. So it’s either face that or risk being perceived as the same kind of ‘typical’ asshole man who brought her to this by abandoning her in divorce.

‘Abuse’ as a Tool

‘Abuse’ is easily one of the most generic and utilitarian of catch terms and social conventions available to women living in a feminine-primary social order. It’s ambiguous, but also carries enough associative horror to get others to accept it at face value while killing any need for the uncomfortable explanations that would qualify it. A woman says “I was abused” and it ends the discussion regardless of any mitigating factors or particulars about it – and despite the particulars of what she claims ‘abuse’ to avoid. There simply is no qualifying it. If she feels abused it *is* abuse, and don’t worsen the situation by asking her to qualify it.

Claims of prior abuse are the perfect tool for women to explain past sexual indiscretions as well as to explain frigidity with a husband or a boyfriend, even those with whom she’d been sexual with before. Needless to say, this is a very useful tool for explaining and excusing women’s Hypergamous impulses and concurrent behaviors, however, I should note that the ‘abuse’ social convention will become less and less tenable as Open Hypergamy becomes more widespread and embraced.

For Beta men – Blue Pill men plugged into the narrative of unqualified female victimhood – there is a very real risk of becoming trapped in a cycle of White Knighting against the evils of ‘typically masculine’ men who would ‘abuse’ his princess while simultaneously reinforcing his Beta status in avoiding the perception of being an ‘abuser’ himself.

Knights Against Abuse

The men and boys I detail in *Promise Keepers* are prime examples of this looping presumption of abuse. For the most, these men had, or understood that they had, “abusive” fathers whom they swore never to emulate in their adult lives. While that abusiveness may or may not be factual the impression of it is what molds that man’s life, but at the same time predisposes him to the *Savior Schema* that only cements him into a personal life founded in Blue Pill White Knight heroics.

There develops an internal conflict for these *heroes of abuse* because their dedication to themselves as their own *Mental Point of Origin* will always be compromised by a Blue Pill conditioned responsibility of supportiveness for women. For the patient, waiting Beta, the man who’s played by what he believes are the rules for the better part of his teens and 20s, there is a unique anger he experiences when his ‘dream girl’ (or one that closely aligns with that ideal) isn’t sexual with him in the way he’s imagined women are with men during their 20s.

She’s come to him in her *Epiphany Phase* and after all the sexual indiscretions and self-discovery of her 20s, she finally wants to “do things right” by making him wait to have sex (so he won’t think

she's easy) and when they do it's inhibited or becomes so once he's locked into emotional or marital commitment with her. Now add to this the presumption of, or stated account of, 'abuse' she's experienced in the past with the 'typical' men she was discovering herself sexually with.

You might even add the child of one of her former 'abusers' into the mix with whom he's expected to form a paternal bond with. That Beta now hates those 'abusers' with more passion than when he was brooding about them banging the girls he wanted to fuck in his 20s because they ruin women in both the short and long term to him. They've ruined his girl for him now that she's come to her senses and chosen him to pair with "forever".

Now she's a mess, a mess he's expected to untangle and heal and reconstruct into something resembling the sexual dream girl he's convinced she used to be, and all because of that "Bro", the abuser, they guy(s) she had to discover for herself she 'really didn't need in her life'.

She's damaged goods, but to that Beta, she's blameless in her having been "abused" because she didn't know any better that 'typical' men, the ones she chose, would abuse her. Now their abuses are his problems and he's reminded of that every time she cries when he initiates sex with her.

The Utility of Damaged Goods

In this context, the social convention that is "abuse" becomes another form of insurance of Hypergamy for women. That presumption of blameless abuse locks Beta providers into a *Dream Killers* schema to the point that they will prioritize the healing of their 'abused' princess, the one who would otherwise be his dream girl, above his own imperatives, aspiration and goals in order to prove his quality as a supporter of women.

For women, the assurances that the social convention of 'abuse' represents also comes with a measure of internal conflict. From the Alpha Fucks side of Hypergamy, her subconscious hates the idea of being obligated to fuck her Beta Bucks provider, but again, subconsciously, she needs (or feels she needs) his support, provisioning, and emotional availability. However, for all of his self-evincing support, comfort and emotional investment in being a "better man" than the nebulous 'abusers' of her past, those anti-seductive aspects only serve to remind and confirm to her that he *doesn't get it* and she's obligated to be intimate and affectionate in a seemingly genuine way if she's to maintain the provisional relationship.

The default presumption of 'abuse' fills the need for a buffer between reconciling the Hypergamous want of an Alpha lover and the provisional, emotional need for a Beta's resources and comforts. The DeadBedrooms and MarriedRedPill subredds (not to mention the MMSL forums) are littered with the stories of men who discovered (sometimes secretly) how sexual their 'abused' wives were in their Party Years or what their wives' real sexual appetites were for other men after their divorce.

Now, as I close here, let me state that I'm not discounting the real possibilities of actual cases of abuse among women. I have no doubt I'll generate a slew of disgruntled comments from women relating their personal tragedies in today's comment thread, but my point in this essay isn't to question women's legitimate claims of abuse. Rather it is to lay bare the utility invested in presuming the legitimacy of abuse whenever a woman even hints at the possibility of it by crying before sex or any number of other behaviors or mental states that would be affirmed or excused by just the claim.

Children of Men

April 10, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In last week's comment thread, we were linked to a [study that purported cuckoldry is far rarer than previously suspected](#). While I and many others are skeptical of the methodology of the findings I think it's far more telling about the state of the Feminine Imperative that such a "study" (really meta-study) would be so triumphantly emphasized in the femosphere, thus highlighting the latent purpose for such a study to begin with.

Culum Straun links it for us:

New research suggests that the percentage of men (unknowingly) raising children who aren't their own is only around 1-2%, as opposed to the 10-30% figure previously accepted over decades.

Reasons are unclear – the first hypothesis was that birth control may have reduced the *pregnancy* rates of women but not the infidelity rate – but apparently the 1-2% figure holds steady going back centuries, so that can't be it.

The study authors conclude that in all probability the benefits of “superior genes” are outweighed by the risks of being caught and the social stigma etc.

I'd be really interested in seeing what you guys think – is this information that needs to be used to revise our view of the world around us, or is there some flaw in the reasoning/logic leading to 1-2%? The most obvious thing I can see is that we don't know the methodologies of the underlying studies which were combined to find the meta survey..

I found it interesting that the first reflexive from the femosphere was to wave this in the air as if it were some kind of vindication or a refutation of Hypergamy. “See guys? We don't actually lie about paternity; if we marry and fuck you we statistically have *your* kids.”

It's important to remember that the definition they are exploring here is one where men are “unknowingly” raising the progeny of another man. From the article:

This challenges evolutionary psychologists who have suggested that human women “routinely ‘shop around’ for good genes by engaging in extra-pair copulation to obtain genetic benefits.”

They conveniently ignore the genomic evidence that shows roughly 80% of women bred with 20% of men in our evolutionary past (including Neanderthals), but the basis of the study is flawed because they ask the wrong question. Whether or not the women in our evolutionary past were pair-bonded in whatever social arrangement that passed for institutional monogamy at the time is functionally irrelevant to the latent purpose of cuckoldry.

It does, however, expose the mental point of origin of author Annalee Newitz. If she had cited the source for her quote I'd be less skeptical because no evo-psych researcher worth their salt would presume that women *exclusively* seek better genetic stock while within a pair-bonded relationship. It's an indictment of the openness with which women embrace Hypergamy that they'd still need a janitor to sweep its ugliness back under the rug occasionally.

For the greater part of evo-psych research, the emphasis of study has centered on biological and evolutionary motivators (Estrus) that prompt women to Hypergamous predispositions and the end-purpose implied in women fulfilling their sexual strategy.

The Ends of Cuckoldry

The term “cuckoldry” isn't strictly confined to duplicitous women duping husbands/boyfriends into believing the kid is theirs when it's some other guy's. Consider the marked increase in single motherhood since the Sexual Revolution; the statistic for abortion, the declining marriage rate and the fact that now, in westernized society, and the majority of births (close to 60%) are born to unwed mothers.

Now consider the social imperatives and zeitgeist of the past 70 years that promote women's Hypergamous choices to the point that every woman's sexual strategy and breeding choices are

legislatively mandated to be supported. Men are mandated to support women's breeding imperatives both directly and indirectly. Is that not the end purpose of cuckoldry?

Cuckoldry is implicative of far more than this woman's narrow definition. And it's narrow because women like Newitz are selling a salve to misdirect men in a larger society from considering that their cuckolding is really by and of their own volition. This is because men have been conditioned over the course of successive generations to think they are some kind of hero for 'saving' a woman from her own breeding decisions by directly or indirectly forgiving indiscretions and supporting and raising a child he didn't father.

Just because a man *knows* the child isn't his own doesn't make it any less cuckoldry.

The question that needs to be asked, and is conveniently avoided in the article, is "what is the latent, evolutionarily motivated purpose of cuckoldry that would best serve women's dualistic sexual strategy?" This is the uncomfortable question those nefarious evo-psych researchers really ask.

In the past, duplicitous, concealed, cuckoldry was a very risky prospect from a social perspective. It could mean family/tribal ostracism or even being stoned to death. So the larger, most deductively efficient way to achieve the same Hypergamous ends of cuckoldry is to reengineer a society where men are either ignorant of their own role in that cuckoldry or provided social rewards for their knowing participation in a socially acceptable form of cuckoldry. The latter is where we've progressed since the Sexual Revolution.

The ends remain the same, but it is cuckoldry by a different name. When we can restructure a social order that accepts and excuses both proactive and retroactive cuckoldry *before* the fact, we normalize it and defuse the consequences for women, while holding men accountable for its consequences or their unwillingness to participate in it. And even when a woman aborts a child – the ultimate confirmation of Hypergamous disapproval – that social order pre-approves her choice, pre-approves holding her unaccountable for it and concurrently makes the men who would find fault in it villains for judging her pre-approved act.

Sons of Cuckolds

Reader Petherton linked me to a fascinating article which not only illustrates that Hypergamy was an issue for the *Greatest Generation*, but also details the wages of 'secret' cuckoldry. Apparently the Archbishop of Canterbury has discovered he is the illegitimate son of Sir Winston Churchill's last private secretary after taking a DNA test to prove his paternity.

Petherton:

This is a perfect example of women's hypergamous nature. She rides the cock carousel and gets impregnated by an Alpha who's already taken. She quickly marries a Beta who is hovering in the background and cuckolds him. He never unplugs, she loses respect for him (if there ever was any in the 1st place) and he drinks himself to an early death.

Eventually the truth comes out. Instead of taking responsibility for her actions, she paints herself as a victim. The pregnancy is blamed on alcohol, and she successfully generates pity from everyone. In fact she generates admiration from everyone for her brave and successful fight against alcoholism, and for putting up with an alcoholic husband.

No one anywhere suggests the truth: that she had a strategy (whether conscious or subconscious) to find the best genes for her offspring, while fooling another man into providing for that offspring. When she gets busted, she successfully paints herself as the

victim. You couldn't make it up!

Needless to say, I found this article and the blatantly revealed cuckoldry oddly karmic in its timing coinciding with the "cuckoldry" study's release. However, we should now consider the Arch Bishop's response to his mother's proveable cuckoldry of his "father".

"His deepest identity isn't about which man was his father, but who his heavenly Father is."

This is exactly the diplomatic response I'd expect from men (albeit a religious one in this instance) steeped in a feminine-primary social order and conditioned from birth to affirm his Blue Pill existence. While egalitarianism is ostensibly about baseline equalism and "it's what's on the inside that counts", on the outside, there is no better social mandate that serves the evolutionary ends of Hypergamy. The Arch Bishop's response to his mother's cuckoldry is a textbook example of how the Feminine Imperative conditions men to excuse, affirm and perpetuate its ends.

He said the *right* thing.

From *Schedules of Mating*:

Cheating

For this dynamic, and the practicality of enjoying the best of both genetic worlds, women find it necessary to 'cheat'. This cheating can be done proactively or reactively.

In the reactive model, a woman who has already paired with her long term partner choice, engages in a extramarital or extra-pairing, sexual intercourse with a short term partner (i.e. the cheating wife or girlfriend). That's not to say this short term opportunity cannot develop into a 2nd, long term mate, but the action of infidelity itself is a method for securing better genetic stock than the committed male provider is (or was) capable of supplying.

Proactive cheating is the single Mommy dilemma. This form of 'cheating' relies on the woman breeding with a Good Genes male, bearing his children and then abandoning him, or having him abandon her, (again through invented social conventions) in order to find a Good Dad male to provide for her and the children of her Good Genes partner to ensure their security.

I want to stress again that (most) women do not have some consciously constructed and recognized master plan to enact this cycle and deliberately trap men into it. Rather, the motivations for this behavior and the accompanying social rationales invented to justify it are an unconscious process. For the most part, women are unaware of this dynamic, but are nonetheless subject to its influence. *For a female of any species to facilitate a methodology for breeding with the best genetic partner she's able to attract AND to ensure her own and her offspring's survival with the best provisioning partner; this is an evolutionary jackpot.*

The Cuckold

On some level of consciousness, men innately sense something is wrong with this situation, though they may not be able to place why they feel it or misunderstand it in the confusion of women's justifications for it. Or, they become frustrated by the social pressures to 'do the right thing', are shamed into martyrdom/savior-hood and committed to a feigned responsibility to these conventions. Nevertheless, some see it well enough to steer clear of single mothers, either by prior experience or observing other male cuckolds saddled with

the responsibility of raising and providing for – no matter how involved or uninvolved – another man’s successful reproduction efforts with this woman.

Men often fall into the role of the proactive or reactive Cuckold. He will never enjoy the same benefits as his mates short term partner(s) to the same degree, in the way of sexual desire or immediacy of it, while at the same time enduring the social pressures of having to provide for this Good Genes father’s progeny. It could be argued that he may contribute minimally to their welfare, but on some level, whether emotional, physical, financial or educational he will contribute some effort for another man’s genetic stock in exchange for a limited form of sexuality/intimacy from the mother. To some degree, (even if only by his presence) he is sharing the parental investment that should be borne by the short term partner. If nothing else, he contributes the time and effort to her he could be better invested in finding a sexual partner with which he could pursue his own genetic imperative by his own methodology.

However, needless to say, there is no shortage of men sexually deprived enough to ‘see past’ the long term disadvantages, and not only rewarding, but reinforcing a single mother’s bad decisions (bad from his own interest’s POV) with regard to her breeding selections and schedules in exchange for short term sexual gratification. Furthermore, by reinforcing her behavior thusly, he reinforces the social convention for both men and women. It’s important to bear in mind that in this age women are ultimately, solely responsible for the men they choose to mate with (barring rape of course) AND giving birth to their children. Men do bear responsibility for their actions no doubt, but it is ultimately the decision of the female and her judgement that decides her and her children’s fate

Who’s the Daddy?

Finally, we complete the cuckoldry trifecta with the *Spectator* article, *Who’s the Daddy*. Again, serendipitously, the rationale of this article exposes (perhaps obviously) the social underpinnings of the Feminine Imperative’s motives in getting men to accept women’s Hypergamous choices as the preeminent social norm.

Many men have, of course, ended up raising children who were not genetically their own, but really, does it matter? You can feel quite as much tenderness for a child you mistakenly think to be yours as for one who is.

[...]Uncertainty allows mothers to select for their children the father who would be best for them.

If the definition of cuckoldry ought to be confined to deceptive duplicity, as AnnaleeNewitz suggests in her article, why then should we need a push to legally mandate men to being accountable fathers by default when they proveably are not?

Children Born During a Marriage

The husband is presumed to be the father of a child born during or after his marriage to the mother. In some states, there is an irrefutable presumption of paternity. This means that if a child is born during the marriage, you will be deemed the father, even if a DNA later says otherwise. Other states do allow you to rebut, or challenge, paternity if you comply within strict time limits to challenge paternity. If you consent to your divorce being finalized without contesting paternity, you will forever be deemed the father. This presumption cannot be rebutted, even if you didn't have reason to believe the child was not yours. Once a judgment or order decrees that you are the father of a child, challenging the judgment with an appeal or motion, even on grounds like fraud, is very time sensitive and difficult.

Children Born Before Marriage

Some states impose a presumption of paternity on putative fathers. This applies when a child is born before marriage. After birth, you agree either to have your name on the birth certificate, to support the child, or you welcome the child into your home and openly tell people the child is your own. Essentially, if you tell everyone you are the father, then the courts will agree. Some states do allow you to contest, or challenge, this presumption as well. However, the time window in which you must challenge the presumption is usually very strict

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Ironically, the very same DNA swab test that betrayed the Arch Bishop's mother's cuckoldry is the test Melanie McDonagh proposes we make illegal or irrelevant in a court of law. And unironically, the Arch Bishop parrots back the mantra of the Feminine Imperative to excuse his own mother's birth-fraud.

But in making paternity conditional on a test **rather than the say-so of the mother**, it has removed from women a powerful instrument of choice. I'm not sure that many people are much happier for it.

Novaseeker had an excellent comment on this:

From the time paternity tests became more available and reliable, and men started using them to avoid paternity claims, the same argument has been made: it's bad for the kids. Who cares if he isn't the bio-dad, fatherhood isn't about biology, it's about a parental relationship. We should trust women who determine who the father is, so that she can choose the best man she thinks to be the father, etc., etc. The same arguments have been made for some time. In fact, medical ethicists also make the same arguments, to a large degree, in support of not disclosing non-paternity when it comes up in tests that were not specifically undergone to determine paternity — in other words, if your kid is getting tested for inherited disease, and the hospital finds out that it isn't your bio kid, they don't tell you that, for all the reasons stated in the article.

This really is a visceral issue for women. Paternity tests strike at something fundamental in women, even if the actual cuckolding rate remains low: the possibility to cuck, if needed. It's a visceral issue for women, at a very deep and basic hindbrain level, for fairly clear reasons. If paternity tests were ever to become standard/mandatory at birth, the cucking strategy, even if it is a rather uncommon one, would become completely unavailable, and almost every single woman finds that to be a problem based on her hindbrain (and regardless of how her forebrain will formulate that deep, basic discomfort).

I've stated it in the past, but as the Feminine Imperative becomes more comfortable with Open Hypergamy and Open Cuckoldry more men will find its machinations unignorable. Thus, as increasingly more men refuse to participate in the game of their gender's debasement the imperative must pursue legal mandates and fluid social restructuring to force men to comply with it.

Novaseeker again:

An amazing thing is how easy it is for women to dismiss the significance of biological fatherhood. It's almost as if it simply doesn't matter to them.

If that's not an obvious flag of the FI, and the attendant idea that one sex's sexual strategy must always impinge on the other sex's sexual strategy, I don't know what is. It places zero, zilch, nada importance on the male interest in having genetic progeny — again, it's as if that interest simply doesn't exist, and is illegitimate to even take into consideration.

There was a time when I had difficulty explaining the difference between men's idealistic concept of love and women's opportunistic concept of love. I've recently come to see that the best explanations and contrasts come from the openly embraced examples set by women that can't be ignored.

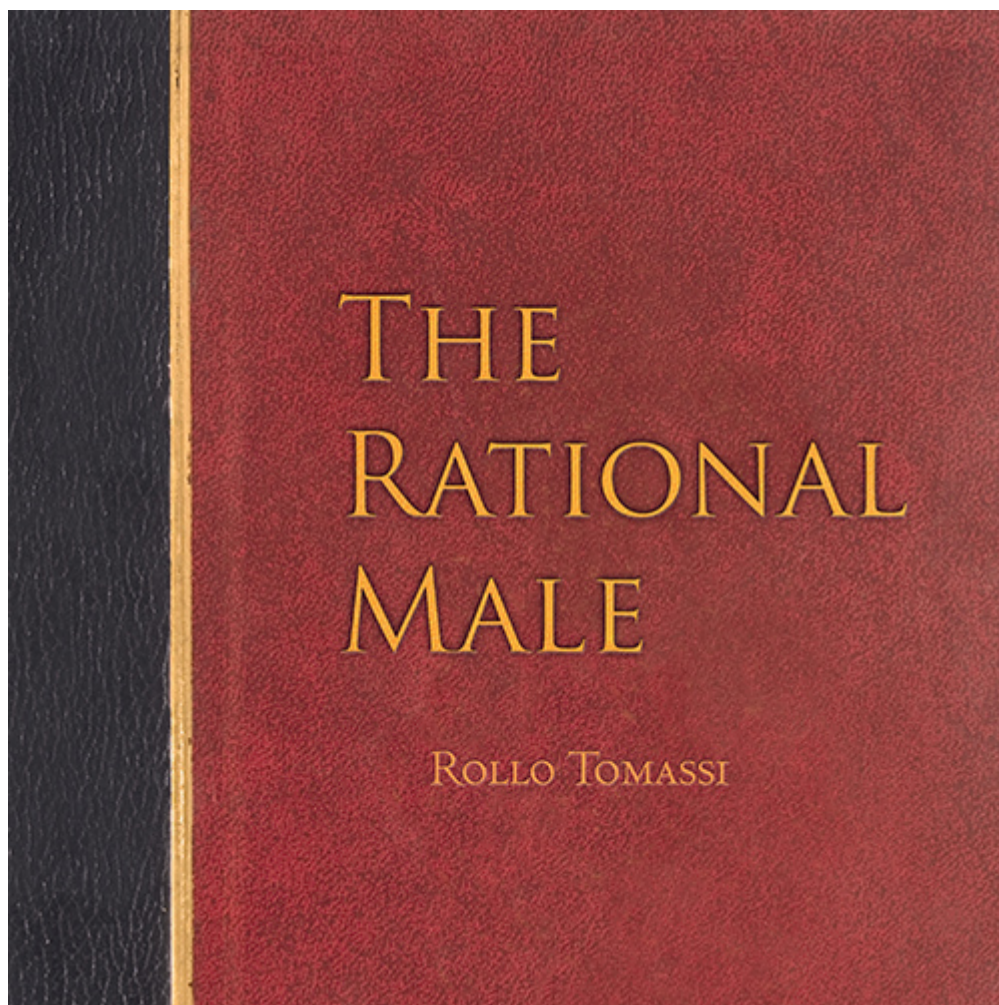
There is no better example of women's opportunistic love, indeed, women's innate solipsistic nature, than the phrase "it shouldn't matter to the man who the biological father of the child really is – he just

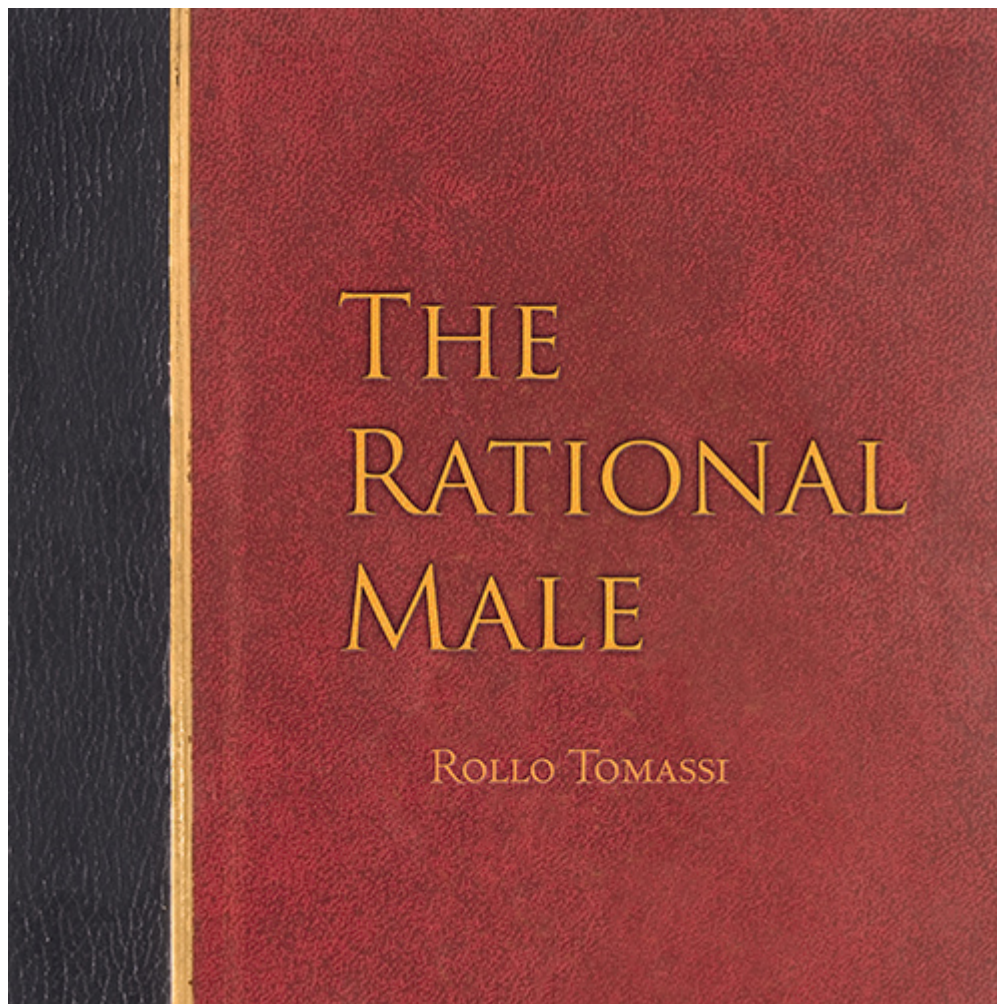
needs to accept it and support it.”

And there is no greater evidence of the Feminine Imperative’s purpose than a society structured to ensure that men and women believe this, as well as perpetuate it.

The Rational Male Audio Book

April 15, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Well, it's been a long time coming, but I'm proud to announce that the audio version of my first book *The Rational Male* is now available on [Audible](#), [Amazon](#), and iTunes.

As I mentioned in November, the book was narrated by professional voice talent Sam Botta. Sam has been my shadow for about as long as I've had the blog up and has made a great many personal investments on his own to see this book through. In November, I also mentioned Sam's medical issues and I'm happy to say that I've worked out a beneficial royalties arrangement to help him with his exorbitant medical bills. So when you buy the over 14-hour long audio version of *The Rational Male* you're also helping Sam.

A lot of readers have asked me why I didn't have an audio version available from the get go, or why it's been about two and a half years since I published the first book that I'm now releasing the audio. I had actually considered an audio version when I published in 2013, but I had little idea of how influential and well received the book would be then so I figured I'd give the book a year to allow it to mature.

I'm glad I did now because there's a lot to digest in *The Rational Male*, to say the least. I've mentioned it before, but I didn't think I'd be publishing any other book after TRM so I wanted to make it as comprehensive as possible. I'm not an author by trade, but I do enjoy writing both on this blog, essays and now two books.

Exploring Red Pill awareness and spreading the collective experiences of men from all over the world has always been the point of both books – and soon, the third book. So I view this audio version as another means to accessing Red Pill awareness. I was a bit hesitant to do an audio version because I've always intended my work to be referenceable and relative to my other essays or stories I

use to bolster my points. It's kind of difficult to deliver the same message, one that's meant to be well considered, while it's being read to you and then

I was a bit hesitant to do an audio version because I've always intended my work to be referenceable and relative to my other essays or stories I use to bolster my points. And that's to say nothing about the involved discussion of my commenters on each post. It's kind of difficult to deliver the same message, one that's meant to be well considered, while it's being read to you and then moving on to the next topic of thought.

So it was for that reason I initially delayed the first book's audio, however, I do feel the book has made a significant impact in Red Pill awareness and the manosphere to the point where I think its accessibility makes it useful.

The other reason was that I was determined to have Sam Botta do the reading after his having done so much for the reach of my work. I won't belabor his hit-and-run accident – I hope Sam will explain how he's doing in the comments here – but, suffice to say he was involved in an accident that meant he basically had to relearn how to speak, walk, sleep and do many other things we regularly take for granted.

I wanted him to do the read and his work on the audiobook, he says, was instrumental in his year-long recovery.

So there you have it. I'm glad it's finally been released into the wild and I'm already getting positive feedback on it. I would hope you'd buy this version of the book with the same intent you bought the physical copy; to share it and discuss the essays with other men (and women) who aren't (or as) Red Pill aware. Obviously, I'd like others to buy the book as well, but more importantly, I'd like it to be shared and explored, so with that in mind, please, loan it or listen to it with other men you think will benefit from it.

And, just at the end here, yes I do plan to release an audio version of *Preventive Medicine* soon, but it also suffers from a need for visual aids from the book so I'm brainstorming ways to do this. Also, yes, I am in the beginning stages of compiling and writing the third Rational Male series book, and if you have any thoughts on it, please let me know in the comments.

Thanks all.

Cheaters

April 20, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I was picking through *The Private Man's* blog a few months back and I came across this gem from about 3 years ago. It's a pretty quick read if you want to click over and come back. PM recounts an all too common scenario from a Red Pill perspective – casually explaining what the Red Pill is to a guy who's been immersed in a Blue Pill conditioning and experience for most of his life.

“What’s your blog about?”

“I help men be more attractive to women so they can reach their relationship goals.” It’s my standard go-to response when questioned about my blog.

“I don’t understand.”

“Men can learn how to be more attractive to women and I help them with that.”

James looked shocked and then quickly got angry.

“That’s cheating!” He was emphatic. He was pissed off. He was not attacking me, just my message. Again, the guy code applied.

This reaction did not surprise me. James is of the “be yourself and the right woman will magically appear” school of thought. I know where this comes from. For years I held the same point of view. I didn’t back down.

“A man can learn new things to make himself more attractive to women so he can meet his relationship goals.”

James was stubborn.

“I want a woman to love me for exactly who I am.”

That’s a noble sentiment based on an idealized view of attraction, dating, and relationships. It’s the standard response borne of shitty social expectations. But as I deal in the sometimes difficult realities of the situation, I had to be honest with James.

In this instance, James’ anger was the reflexive response I expect from ‘plugged in’ men when they first come into contact with a Red Pill aware man. It’s interesting when you consider this interaction with a *Red Pill Lens*. You begin to see just how saturated Blue Pill conditioning is for the average guy in real time. It’s one thing to see its influence in popular media, read a blog or book, see a movie or hear a song on the radio, but it’s quite another to experience it first hand with a guy maybe you know, or maybe you don’t.

Private Man doesn’t elaborate on it in his post, but this exchange is illustrative of how a Blue Pill mindset conditions an almost hostile defensiveness in men. Before I started the blog, and before I had a book out, I encountered this fairly often when I thought a certain man might benefit from my own awareness. It took some time for me to see the wisdom in the fourth law of power – always say less than is necessary.

Blue Pill men’s investment in the “truth” that their conditioning leads them to necessitates a constant confirmation of it from others, from his surroundings and from popular culture blanketing his awareness of it. When a Red Pill aware man verbalizes *his* truths, his observations, and his perspectives it’s often an affront to that Blue Pill guy’s ego-investments. And these are investments that he’s likely unaware he even holds, and he presumes everyone else holds too.

Think as you like...

There’s a comfort in presuming others believe as we do. It’s an interesting contrast when you think about it in terms of your political or religious views and then apply it to how we differ in respect to our respective Game with women. Most guys understand that other people have differing political leanings and religious dispositions, and it makes sense that they won’t see eye to eye with them. And from a cultural perspective – at least from a progressively western one – we are more or less socially expected to respect those differences in the name of mutual cooperation and mutually beneficial tolerance.

How that actually flies in the real world is a topic I’ll let other blogs explore, but when we consider how the Blue Pill and the Feminine Imperative conditions men across various cultural, political and religious spectrums we see a decided *intolerance* for even a casual, passing disagreement about how men ought to regard, respect and interact with women.

I won't rehash the influence feminist ideology and the Feminine Imperative play in that conditions (I have plenty of essays addressing that), but what I want to draw attention to here is the reflexive response James had with Private Man, and how it finds its root in a subconscious conditioning that was only mildly challenged by PM.

James first presumption was that what PM was teaching men was in some way 'cheating'. What PM was advising was against a predefined rule set that *every* man ought to be abiding by. This was a Blue Pill reaction to even the premise of a Red Pill truth – that men **can** and should learn to interact with women in order to come to a more satisfying relationship with them; one defined by that man's desires.

This actually offends two rules presuppositions: the first, that men would ever presume to 'know' women well enough to outdo other men (women as universal choosers) and second to put his imperatives above a woman's.

When I interviewed with Alan Roger Currie recently I was asked to give my take on what exactly constituted Red Pill / Blue Pill status, and what my definitions were for the abstract terms of Alpha and Beta. It's exceedingly difficult to apply concrete definitions in a quick hit info-bite, but with respect to the Blue Pill, Blue Pill conditioning is foundationally about a presumption that all men *ought* to mutually follow and be accountable to an expected rule set; a rule set that now openly serves feminine-primacy.

I developed this idea in *The Second Set of Books* post, but with regard to men's dealing with other men and the implied social contract, there is a definite conflict between men invested in the old set of rules and Red Pill aware men who acknowledge, use and endorse a new set of rules. Thus, using Game or making personal choices based on Red Pill aware wisdom seems like the man applying them is in fact "cheating".

He's cheating on the first set of rules that the 'plugged in' man expects him to adhere to, and adhere to even when those rules make little realistic sense or have scant appreciable reward for. In other words, a martyr for the concept of honor.

Blue Pill ideology is something learned and internalized over the course of a man's boyhood into his adult life. When you consider a guy's upbringing and the extent that the Feminine Imperative conditions and reinforces his investments socially, culturally, religiously, etc., it's easy to see how '*natural*' and unlearned it seems to the guy who's centered his identity on it.

To the greater whole of Blue Pill conditioned men the Red Pill is foreign and an affront to that conditioning. In fact, part of his feminine-primary conditioning focuses on the hope that some man will express some 'sexist' remark, or express some unapproved thought about women in the hopes that he can rebuke and correct that man. It's part of Beta Game to look for opportunities to do just this in the hopes that some woman will witness it and find his gender-heroism attractive:

Every random chump within earshot of your conversation about Game, about your 'changed' way of seeing inter-gender relations, about your most objective critical observations of how women 'are', etc. – understand, that chump waits everyday for an opportunity to "correct" you in as public a way as he's able to muster. That AFC who's been fed on a steady diet of noble intent, with ambitions of endearing a woman's intimacy through his unique form of chivalry; that guy, he's aching for an opportunity to prove his quality by publicly redressing a "villain" like you for your chauvinism. Even under the conditions of relative anonymity (like the internet), he'll still cling to that want of proving

his uniqueness just on the off chance that a woman might read his rebuff and be fatefully attracted to him.

This is the bread and butter of the White Knight beta. It's best to assume that most guys who pick up on just your Game vibe, to say nothing of overtly talking about it, are going to side with the feminine imperative by default. For practitioners of Beta Game (which is to say the better part of 90% of guys) this is an organic opportunity to identify with women and engage in the same shaming conventions women use without the fear of having it seem contrived.

...but do as others do

That said, this dynamic is not always so dramatic. There was a time when I lived in Florida before I had started the blog, but well after my time at SoSuave, where I had a get together with some friends at my place for some beer and bullshit time. We'd gotten to talking about 'how our wives were' and as you might expect there was all of the "she's the boss" preprogrammed rhetoric being laughed about until I mentioned that my wife was definitely *not* the boss.

At that point, beer or no beer, it became apparent that the proverbial crab was about to crawl out of the barrel, so then comes the predictable ridicule about how I'm fulla' shit, I must domineer her, or how I'm being cocky but my wife really owns me like them – because wives have the pussy so wives make the rules. Real, masterful, masculinity was a joke to these men because they were invested in the idea that they were fortunate to have any woman fuck them, and the one who did was not to be disrespected even in her absence. They wanted confirmation of their investment in the ideology that brought them to their indentured existences.

To the Blue Pill conditioned, wives run the show; to think otherwise is a delusion of masculine power for the Blue Pill man, and all men *should* acknowledge this.

As I mentioned a few posts ago, Hypergamy needs security. Alpha Fucks and Beta Bucks seeks to set up social conditions and to socially engineer men who will at least attempt to provide women with some semblance of Hypergamous assurance. It may not seem it, but the social convention that men ought to Just Be Themselves is an effort to confirm this Hypergamous certainty about a man. Men are honor bound (through notions of whatever chivalry might mean) to be who they are, do what they say and say what they mean – and any man who changes that for whatever reason must necessarily be "cheating".

This trope has the latent purpose of aiding in women's Hypergamous filtering process. The old set of books, the rules a Blue Pill man expects all other men to play by, find its roots in a man's worth being the truthful representation of what he *really* is. This is not so for women. Women's self-representation is founded in socially acceptable misdirections that serve her Hypergamous interests (makeup to appear young, hair, nails, cosmetic surgery, etc.)

Popular culture ridicules men who falsely "wear masks of masculinity" in a social order that deliberately obfuscates his understanding of what it means, and all while reinforcing female deception of who men *really* are.

When men aren't "just being themselves" it's '*cheating*'. What it's cheating is Hypergamy. It is cheating the ignorant Blue Pill ego-invested men whose identities are dependent upon men abiding by a rule set that no longer serves their best interests.

The Red Pill Monthly

April 21, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Just a quick heads up, I'll be doing another Livecast installment of The Red Pill Monthly with Niko Choski tomorrow morning about 10:20 am PST. We'll be talking about 'Runaway Hypergamy' as the main topic, but I imagine that will veer off into discussions of the social and personal impacts of *Open Hypergamy*, maybe the growing acceptance of open cuckoldry.

I'll also be giving away some freebies on the show – I've got four free codes for the new [Audible](#) version of *The Rational Male* as well as five login passes for Nick Krauser's new Game intensives, *Womanizers Bible*.

As always, we'll be taking questions or looking at comments in the Livecast stream, but if there's something on your mind you'd like us to discuss please leave a comment here.

Fempowerment

April 24, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I'm often asked by 'fempowered' women critics whether I 'believe' in some of the more socially acceptable tenets of feminism in some sort defense to the affront of my Red Pill lens being cast their way. It's usually something to do with, "Do you or do you not think women ought to have the right to vote?" or the ever-reliable "Shouldn't women have the right to do with their bodies what they choose?" These questions are always binary ("yes or no will do") and usually couched in a context that implies that if you even slightly disagree or have a marginal caveat to answering 'appropriately' you'll be dismissed with a name tag that has "misogynist" printed on it. Say no and you're a despicable misogynist. Say yes and you're tar-pitted in "yes, but" caveats – mansplaining – that are disqualified because you're a man.

Say no and you're a despicable misogynist. Say yes and you're tar-pitted in "yes, but" caveats – mansplaining – that are disqualified because you're a man. Up until recently, it's been a very effective means of silencing uncomfortable truths about the Feminine Imperative.

I've always found it ironic that a movement (feminism) that predicates itself on the ostensibly egalitarian notion that rational, reasonable considerations of issues *should* lead us to ideals of equality is the first to reduce itself to unquestioned, blind faith binaries at the first sign of rational reasonable

truth being unflattering to women. If you want to know who holds power over you, look at whom you aren't allowed to criticise – or even hint at criticism.

My position on these and many other questions of the sort is usually met with simple observational analysis (as you'd probably expect). I don't necessarily have a problem with women voting or even having access to legal (relatively safe) abortions. What I have a problem with is the latent purpose behind the reasons that led to women's decisions to vote a particular way or the latent purposes that brought them to having that abortion. For the greater part, any dubious 'right' women feel they were somehow denied in the past usually comes at the expense of men being liable for decisions they had nothing to do with.

What I have a problem with is an expectation of lowering the standards of the game, thus fundamentally altering the game, to better accommodate the variable strengths and weaknesses of women – up to, and including, changing the very nature of women's environmental realities that would endanger the wellbeing of both sexes. What I take issue with is the expectation of making men liable for the decisions and consequences of the rights and freedom of choices we've reserved for only women to make (almost unilaterally Hypergamic choices) that are not in men's best interests.

I mentioned in *Our Sister's Keeper* that men today find themselves in a very precarious position with regard to entertaining women's perceived wrongs of the past. Men are expected, by default, to be held accountable, for no other reason than they were born men, for past injuries to the ever-changing Feminine Imperative. Your existence as a man today, your failed understanding to accommodate women's social primacy, your lack of catering to the ambiguous nature of what conveniently passes for masculinity, is a constant stinking affront and obstacle to the "advancement" of women. The Feminine Imperative has known how to manipulate men's *Burden of Performance* for millennia, and at not other time in history has it had the unfettered leisure to do so than now.

So, we get socially acceptable default presumptions of 'male privilege' without qualifying what it even means, or we get catchy jingoisms like 'mansplaining' to give a name to women's need for silencing men's inconvenient observations of women's 'correct' perceptions, decisions and the reasons they came to them. We get default presumptions of male guilt for sexual assault and sexual consent as fluidly defined in as convenient a way that serves women's imperatives. As I've mentioned before, the true intent of feminism has never been about establishing a mutually agreed 'equality', rather it's always been about retribution and restitution for perceived past wrongs to the sisterhood.

There has always been a subtext, a cover story, of equality mentioned in the same breath as feminism. Only the most antagonistic asshole, only the most anti-social prick, would be against "equality between the sexes". Thus, to be against feminism is to be against a simplistic concept of baseline equality. However, taken out of the propagandizing efforts to shame and 'correct' men's imperatives, it's easy to demonstrate that the true intent of feminism is female 'fempowerment' in the dressing of an equality that no man (or woman) wants to appear to be against.

Yellowed Pearls

I found an interesting example of this Catch 22 in the *Economist* recently. *Pick and choose: Why women's rights in China are regressing.*

In 2007 China's official Xinhua news agency published a commentary about women who were still unmarried at the age of 27 under the title, "Eight Simple Moves to Escape the Leftover Woman Trap". The Communist Party had concluded that young Chinese women

were becoming too picky and were over-focused on attaining the “three highs”: high education, professional status and income. Newspapers have since reprinted similar editorials. In 2011 one said: “The tragedy is they don’t realise that as women age they are worth less and less, so by the time they get their MA or PhD, they are already old, like yellowed pearls.”

In the last *Red Pill Monthly* discussion, I mentioned the expansion that the Feminine Imperative has taken on a global scale. One of the old missives of the manosphere has always been about how American women are too far gone to be worth ever entertaining beyond a pump-and-dump consideration. They are too damaged and self-absorbed beyond all redemption, and men ought to expatriate to another country where women are more feminine or at least necessitous enough to appreciate a conventionally masculine man.

I get that. I understand the want for a Poosy Paradise or some promised land where women are still raised to respect and love men by being conventionally feminine. I also get that there exist certain cultures where this is still true, but for all of that, I think it’s important to recognize the social undercurrent that the Feminine Imperative exercises in these cultures. A popular meme on Twitter is ‘Feminism is Cancer’, but there’s a kernel of truth to the humor of this. The spread of the westernizing social primacy of the Feminine Imperative is spreading, not unlike cancer, into what we would otherwise believe were societies and cultures still oppressed by the mythical Patriarchy – a belief necessary to perpetuate the narrative of default female victimhood.

It may not be now, but at some stage, the Feminine Imperative will exercise its presumptive control over even the societies we think ought to be immune from that cancer. As I mention on *The Red Pill Monthly*, even in underdeveloped countries where we would expect to find the horrible oppression of girls and women, we make a triumphant example of the incidents of where girls (not boys) are taught to read and “think for themselves”. Westernized culture, founded on the Feminine Imperative, celebrates every time a woman in Saudi Arabia is allowed to drive a car, much less run a business on her own as if it were some blow against the tyranny of men.

Little by little, or in leaps and bounds, your second or third world Poosy Paradise will eventually be assimilated by the Feminine Imperative.

I bring this up because, as you’ll read in the linked article, China is also experiencing the long-term results of having adopted feminine social primacy in its own culture. From women’s popular consciousness, we’re still, to this day, told of how horrible “communist” China has been in mandating its one-child policy and how its draconian ‘sons live, daughters die’ social structure has been the result. However, once we reasonably investigate it, we find that China now has a problem with “Yellowed Pearls” as a result of a cultural shift that placed women’s interests as preeminent in that culture. And it should be noted that this shift came about as the direct result of the men who adopted and accommodated the Feminine Imperative as their own.

Now the problem for women in China is not unlike the plight of American women bemoaning the lack of men with “equal” marriageability as themselves. And likewise, the self-same social authorities responsible for institutionalizing the fempowerment of women are now the horrible misogynist villains for suggesting that women ought to lower their unrealistic standards.

The tone of these articles is surprising, given the Communist Party’s past support for women’s advancement. Mao Zedong destroyed China, but he succeeded in raising the status of women. Almost the first legislation enacted by the Communist Party in 1950 was the

Marriage Law under which women were given many new rights, including the right to divorce and the right to own property.

Sounds a far cry different from the pictures women, even women in this century, have painted of China's institutionalized, one-child sexism doesn't it? Remember, this advancement in women's rights took place *before* the Cultural Revolution in China.

Though collectivisation made the latter largely irrelevant, women played an active role in Mao's China, and still do today. By 2010 26% of urban women had university degrees, double the proportion ten years earlier. Women now regularly outperform men at Chinese universities, which has led to gender-based quotas favouring men in some entrance exams. However, many of the earlier advances have been eroded in recent years by the gradual re-emergence of traditional patriarchal attitudes.

Consider this part in contrast to other industrialized nations and how women have increased their socio-political standing as the result of having the Feminine Imperative adopted as the primary social order of those cultures. Even in cultures that are still popularly deemed "repressive" to women we see educational and socioeconomic parallels to western(ized) cultures. We also see the same resulting consequences and the shifting of blame for them to men. The downside of Yellowed Pearls is placed at the feet of men for not living up to the convenient, feminine-primary definition of what their *Burden of Performance* ought to mean in promoting and forgiving women's decisions.

The party has joined an alliance of property companies and dating websites to confront the issue. Government surveys on marriage and property are often sponsored by matchmaking agencies, and perpetuate the perception that being "leftover" is the worst thing that can happen to a woman. They also promote other myths, such as the idea that a man must have a house before he can marry.

As you may expect, the tone of the article is written to emphasize an egalitarian perspective that conflicts with a reality that the Feminine Imperative would have men change or be responsible for not having changed. It's men's fault that women might feel bad for not having married by a post-wall age. It's men's fault for promoting myths that women would expect that a man must be successfully established in his life and career before any considerations of marriage occur to him. It's also a man's fault for clinging to the "myth" that women don't want him to be established.

The law is reflecting the shift away from women's empowerment too. An interpretation by the Supreme Court in 2011 of the 1950 Marriage Law stated that, when a couple divorces, property should not be shared equally, but each side should keep what is in his or her own name. This ruling, says Ms Fincher, has serious implications. In the big cities a third of marriages now end in divorce but, based on hundreds of interviews, she finds that only about 30% of married women have their name on the deeds of the marital flat. Women believe the party hype about becoming a "leftover" woman so strongly, she says, that many rush into unhappy marriages with unsuitable men, made on condition that the brides agree not to put their name on the property deeds.

Feminism Would be a Success if Men Would Only Cooperate More

Several years ago Dalrock had a post detailing the sentiment of feminists that feminism would be a success if only men would cooperate with the ideology by abandoning their own interests and

sublimating their own biological impulses. The fact remains that feminism and egalitarianism are failed ideologies because at the root level those ideologies ask men to participate in their own extinction. Not only this, but they ask men to raise successive generations to accommodate and participate in their own degradation.

The narrative expects Yellowed Pearls to be prized by men, or respected as *Spinsters*, or pandered to as ‘Cougars’ while still maintaining men sublimate their own imperatives by willfully ignoring the fact that their own sexual strategy is what is being asked of them to abandon. As I stated in the *Cardinal Rule of Sexual Strategies*, for one sex’s strategy to succeed the other must either be compromised or abandoned – what better way is there to assure this for women than to socially mandate through shame, persecution or financial liabilities that men abandon their own strategy in favor of women?

For some time now, I’ve detailed how for the past 4 or 5 generations, there has been a popular social re-engineering effort to raise and condition boys to become the ‘*better betas*’ – boys designed to become the supportive male-reinforcers of empowering women’s interests and imperatives.

For a greater part this effort has been primarily focused on boys and men in western society, and while it’s still open for debate, I’d say that westernizing cultures are really the only cultural environments that can *afford* to entertain this ‘fempowerment’. This is changing radically now if it was ever really the case to begin with.

In the manosphere we like to highlight the ‘pussification’ of modern men through various efforts on the part of a nebulous ‘socitey’ aligned against masculinity. However, the flip side to this is the fempowerment agenda; an feminine-primary social structure that disallows any criticism of inherently female nature while promoting the empowerment of women on every level of social strata. We coddle and cater to the feminine in every aspect of social interaction, every aspect of academic achievement, every socioeconomic advantage inventable, every story we tell in every form of media and we do so under the threat of not being supportive or misogynistic for suggesting anything marginally pro-masculine. This is the other side of the demasculinization imperative of boys & men – the total consolidation of handicapping men and empowering women into unrealistic effigies of feminine triumphalism.

How do you counter this?

I’m always lauded for describing these social dynamics, but I’m run up the flagpole for not offering concrete ways of dealing with and pushing back on these imperatives. Many a MGTOW will simply suggest men no longer play the Game, that isolationism is the way to go, but this only serves to eventually concede power to the Feminine Imperative. You don’t get to check out of the Game even if you refuse to play it. For all the guys who left for parts unknown to find their demi-utopia of feminine women in a foreign country, even they will explain that the tide of feminism is changing those seemingly idyllic places. And for every guy to voluntarilly go celebrate and “refuse to deal with women” I’ll show you a man whose tax dollars go to fund the consequences of women’s legislated rights to Hypergamous choice.

Sooner or later Men will have to confront and push back against both men and women who are convinced of their purpose in idealizing the dictates of the Feminine Imperative. A lot of men in the ‘sphere believe their being clever when they refer to people with this worldview as ‘SJWs’, but for every hair dyed, gender-confused man-woman you see on Twitter there are hundreds of ‘normal’ people who all share similar perspectives – some simply subconscious generalization they’re

oblivious to – sitting next to you at church, or working in the cubicle next to you.

As I've mentioned countless times, the change needs to take place by appealing to the hearts and minds of Men by making them Red Pill aware from the bottom up, but moreover, we need to live out that awareness in our own lives and lead by Red Pill example. Our decisions in life, our aspiration in parenting, family and career, in our business dealings, in the women we Game and the people we hire, all of these aspects need to take on the perspective of how they fit into pushing back against a feminine-primary world that demands we surrender any thought of individuated male power.

As Men, we need to unapologetically exercise what little power we're left with to inform this and successive generation of Red Pill truths tactfully, but with strength of conviction in the face of a feminine-primary society bent on our surrender. Life finds a way. Feminism and the consolidation of the Feminine Imperative have failed because Men were not evolved to acquiesce their dominant spirit. On the same evolutionary level women also evolved into requiring that conventionally masculine dominance. This is why feminism and egalitarianism will ultimately fail – nature simply will not cooperate with its own stagnation. As men, we can use this truth to our Red Pill aware advantage.

Ghosts in the Machine

May 2, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Hollenhund had an [interesting response](#) to a question posed in last week's post that I thought I might come back to here:

1) Why is there "yourbrainonporn" for men, and not "yourbrainonyourdildocollection" for women? "yourbrainoneroticnovels" "yourbrainon50shadesofgray" "yourbrainonTwilight" "yourbrainonhavingtoomanyorbiters" "yourbrainongettingtoomanymessagesinyourinboxonokcupid"? MEN are the ones that it's a "problem" if they want variety. MEN are the ones that have to change. MEN are the ones that have to fight their biology. hmmm...I wonder why THAT is. Maybe to help create more Softeks, where the girl can cheat on her boyfriend with him and then shame him for looking at another girl

I doubt their goal is that specific. This new narrative about porn addiction being a public health problem is obviously seen by its supporters as yet further ground for political consensus between feminists and social conservatives. It's not that feminists want to turn

the porn industry, or what remains of it, into a political target again, it's that they need a narrative that is aligned with the Feminine Imperative and moves public discourse about the mating market away from subjects they, and women in general, are very uncomfortable with.

As long as the mainstream media pushes this narrative about young men getting addicted to online porn and thus opting out of the mating market, it will largely stifle any public discourse about the popularity of female emotional porn (romantic literature), and also the real potential causes of widespread porn use, like the drop in average female quality on the mating market and unrestrained hypergamy. Social conservatives, feminists, and the majority of common folk will, of course, be happy to put all blame on men for any social problem, real or not. And it's very obvious that porn addiction isn't a problem they want to actually do anything about, it's more like an excuse for women to whine and moan. Frankly I'm very skeptical about the whole issue of porn addiction, because if something just happens to perfectly fit into the Feminine Imperative, it's probably no accident. And one wonders how much scientific evidence there actually is for it.

I've addressed the physiological and social associations of male masturbation in the past in *The Pheromonal Beta*, as well as *Pathologizing the Male Sexual Response*. The "lively" discussion about male masturbation in this week's comments notwithstanding, the topic *du jour* in the Twittershpere also seemed to coincide with this topic.

Personally, I think the 'moral' dictates about jerking off follows evolutionarily pragmatic reasons for male shame in masturbation while female masturbation is an arousal cue and seen as a positive. Female masturbation is a cue for sexual availability while male masturbation is essentially a *Beta Tell*.

That's the nuts and bolts of it from the bio-evolutionary perspective, but as with all other inherently male thumbscrews, the Feminine Imperative has long exploited the sociological implications of men's need for sex. One thing that slips by relatively unnoticed with social conventions that serve the Feminine Imperative is that the same presumptions that would serve a masculine (in this case sexual) imperative are always shamed or stereotyped – that is until they come into a context that *is* useful to the feminine.

Sex Sells What?

"Sex sells" is a cliché that can be used in the positive for women, but it is always a negative for men. For women, *sold* sex in advertising, romantic literature, the meteoric popularity of 'divorce porn' for married women, or really any media that stimulates women's sexual interests is always seen as positive, empowering and exceptional. Even if what their being sold is seedy or can have a potentially negative consequence, in a feminine-primary social order women 'own' sex from today's social perspective. In other words, society at large is expected to defer to women on issues of sex and, by association, romance, love, etc.

Women can still be *sold* something or induced to buy a product or to adopt a mindset, but that article or the message that's meant to be internalized is associated with the 'positive' of a sexual inference with women.

For men, male sexuality is always a negative association unless that sexuality is expressed in a way that complements women's sexual strategy. Something being sold via sex to men is either seen as preying upon an inherent weakness (or dependency) for sex or it's paired with ridicule for men being

typical ‘pigs’ and they’re unable to dissociate sex from the objectification of women. So ingrained is this shame-association that men have adapted sexual competition strategies around it in order to identify better with women in the hopes they will be perceived as “not like other, typical, sex hungry men” and that their intimate interests are motivated by something more ephemeral than sex.

The social utility of this shame-association, of course, parallels the utility of *Male Catch 22* for the Feminine Imperative, but there’s a useful duplicity for women in this *inescapable* shame of male sexuality. For instance, when women seek to convince both themselves and men that fat-acceptance and “changing the standards of beauty” should be men’s metric for wanting to fuck and pair with less desirable women, we see the usefulness of that duplicity. Men are useful in the perception that they’re sexually uncontrollable pigs for being so gullible as to allow “society” and advertising agency to define what they think is arousing. However, the Feminine Imperative will readily use (or attempt to use) that same *weakness* to exploit men into acting against their own, evolved, sexual best interests by selling them the ideal of accepting fat women as a new standard of beauty.

There are no feminine parallels for the pathologizing of the female sex response because those would simply be hindrances to women optimizing their Hypergamous imperatives. Why are there no “yourbrainonporn” sites for women? Why are there no *XXXChurch* equivalents for the ladies? Why are there no support groups for women ‘addicted’ to romance novels or divorce porn movies? Because that exclusively male pathologizing is only beneficial to the female sexual strategy.

This is the depth of control that the female-primary imperative seeks over men – that our most base biological, existential need should be distorted and psychologically molded by shame to the point of instilling lifelong neurosis and conditioning fear-based gender self-loathing to effect women’s sexual strategy above all other considerations.

I’ll quote the *Cardinal Rule of Sexual Strategies* once more here: for one sex’s strategy to succeed the other’s must either be compromised or abandoned. Whether subtly instilled or publicly shame-conditioned, associating men’s sexuality with sickness or perversion, weakness, and disability, the underlying purpose is an effort in convincing men to abandon any claim to their own sexual imperative in favor of that of women’s.

Slut Shaming

If this seems like a sea change from the old order days when women were shamed for even the hint of promiscuity while men were lauded for their own sexual exploits, what you’re seeing is the societal shift to feminine social primacy. There was a time when sexual indiscretion was something that shamed women. Today, it’s almost laughable that there should be a need for a social convention like “slut shaming”. There is no such social referencing, but if men on whole can be put to shame for the belief that other men might still cling to older order reservations about women’s sexual exploits it serves to place women’s sexual strategy above that of men’s.

There is always the old standby – the horrible “*double standard*” about men banging a lot of women being heroes while women who bang a lot of men are sluts (“it sooooo unfair!”). This is a laughable, antique social convention in an era of slut walks and female-centric birth control, but it’s still the reflexive go-to trope when the mechanics of pathologizing men’s sexuality comes to light.

Sex-positive feminism has always been a two-edged sword for women. That positivity ‘fempowers’ women so long as they cling to the old order missives about the Patriarchy repressing that sexuality while it simultaneously disqualifies their complaints of it as Hypergamy becomes more and more openly embraced.

Ghosts in the Machine

Hollenhund continues for us:

YaReally and hoellenhund, you're talking about all this VR porn stuff but isn't this basically the same dynamic as prostitution? Same kind of alternative sexual relief (that is not your wife) and same reason why the FI shames prostitutes and men who use prostitutes etc..because they lower the "price" of sexual release..?

YeReally has already answered your question well, I'd say. He brought VR porn up, I didn't, because I was observing the current situation, not something that only exists today as a potential future development.

I'd add that the dynamic is somewhat different. Apparently the state is willing to penalize prostitution, at least to a degree that makes it sufficiently risky and expensive for many men to avoid it, and the majority of women and their male bootlickers are willing to support political efforts to suppress it. Neither of that applies to pornography of any sort. Women will complain about it, they will support a narrative that portrays it specifically as a problem caused by men, but it's not like anyone actually wants to make an effort to do something about it. Do you think any woman wants to date, or have sex with, a reformed porn addict? Do you think women want porn addicts to get out of the basement, get their shit together, and hit on women in order to get real-life sex?

For the record, I'm not going to deny that excessive masturbation is unhealthy, or that excessive porn use can elicit unrealistic expectations of sex in a mind of an inexperienced man. Anything should be done in moderation, that goes without saying. But the current public discourse on porn and its effects is complete BS.

I've forgotten where I saw the quote posted, so I'll paraphrase it a bit (I think it may have been Illimitable Man), but there's a new concept I read about how human beings' experience of consciousness is now assuming a new, third, aspect – the immediate, the internal and now, the virtual. The immediate experience is one in which you directly relate with people in real time. It's you physically and vocally interacting with others. The internal is the conversations you have with yourself and both your conscious and subconscious interpretation of what you're experiencing, learning, behaving, etc. (i.e. what you're thinking).

However, the virtual (or digital) aspect of consciousness is something humans have only recently developed and are now on the cutting edge of really understanding. The virtual experience is what I'm doing now as I type this post. I'm relating to you what's going on in my thought process (to the degree of which I'm aware of it) in a virtual medium. Virtual porn, virtual games, virtual shopping, etc., really anything you do in a digital realm is part of this new form of 'being'.

Humans in 2016 experience things in ways that our forebearers could scarcely dream of. Our immediate and internal experiences are now being informed by our virtual experiences – in accelerated ways that I don't think most people really appreciate. The Feminine Imperative is now fighting to establish a foothold in this virtual experience. Thus, we see efforts like GamerGate meant to lock down a control over how men will be allowed to experience this virtual reality. We also see the preliminary efforts to both socially and legislatively institute feminine-primary controls over yet to be developed possibilities of virtual experiences.

Jerking off to ubiquitous, free, online porn is one such experience that the Feminine Imperative has had to play catch-up to with regard to restricting men's access to it. And thus, we get contingent social controls from the imperative to counter this lack. It's not enough that men be shamed for their sexual response to online porn. The accessibility makes this impractical, but there's really no 'sales' transaction for which men would feel their sexual "weakness" being exploited.

However, the counter to this then becomes making men's sexuality itself a disease. "Porn Addiction", sex addiction, in a religious context even 'impure thoughts' become a disease not to be cured, but to be managed by women – women's definitions, women's approvals and disapprovals, women's sexual strategy interests.

And porn is just the tip of the iceberg with regard to the Feminine Imperative's controls of men's virtual experiences with women.

Good Girls, Bad Girls

May 6, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Culum Struan requoted a really great thought from an old commenter, *AnonymousBosch*, on Heartiste's blog from about a year ago and I thought it might make for some good weekend discussions:

All I'm getting at is that every woman has an almost psychopathic longing to destroy any perception of being 'the good girl'. It's the most common complaint you'll hear from women:

"It's so hard being good."

Women long to indulge their emotions enough to risk being swept away by them, and it's this self-indulgence that makes them at risk of being self-destructive: they reach a point where they just want to tear everything down, including the Good Girl, and, most commonly, their beauty. An example is hacking off their hair when they have a breakup.

It's in their songs, it's in their literature, it's in their movies. The social pressure to 'behave'

drives them to distraction, even as they conform to it, meaning they're internalizing this constant battle to be both good and bad: wanting the social approval, rewards and status for being good but desperately-craving social stigmatization to the degree of martyrdom for being bad.

Feminism, at it's core, is basically: "Fuck you society, I won't be the good girl you want me to be!"

This is why it's beloved of ugly chicks who can't sexually compete, and those with obvious Daddy Issues.

I see my role, as a man, is to recognize their capacity for depravity, both sexual and emotional, and to offer the dominance and guidance to reign them in. Women, even as they get outraged at the very notion, simply want a man they respect to tell them 'No', and offer them structure and guidance. One good way I've heard this described on here was "She is the ocean, and you are the rock, and the furies of her storms have no impact on you. You are unyielding."

If you're stoic, she gets to indulge her emotions with a safety net that stops her from self-destructing, and she will adore you for it. This is the masculine – feminine relationship. She gets to be weak, knowing you're her rock. She doesn't want to lash out at stone that crumbles, whilst simultaneously wanting strong shelter to hide against.

Sexual degradation is part of the risk, and you temper this by always being in control of the situation. Never let her think she's leading: or her desperation to prove her devotion to you will take her into weird, disgusting places that destroy her.

If you've got your player on, I guarantee you will hear some variation of this: "I'd never do this with any other guy, but you make me want to do this and I'm not sure why."

This is their sexuality out of control by their furious emotional desire to be owned by you – they are swept away – and this is where you need to reign them in with a strong hand and be 'Daddy'. Otherwise she'll get stupid notions in her head that by being sexually-outlandish, she'll be the whore women believe all guys want their wives to be, not realizing that we don't want to think of the mother of our children blowing dogs and wearing our shit, (unless that's really your thing).

This is what destroys women and makes the light go out in their eyes: when they degrade themselves for a man they value highly-enough in the hopes of locking him down enough only to eventually disgust him.

Sometimes, the degradation is a sex thing, where she blurts out that she'd blow a horse for you.

Sometimes, it's physical: she wants you to see her with running mascara and her hair hacked off so you can see how 'wounded' and 'vulnerable' you've made her.

Sometimes it's emotional: stories of 'being raped' or being abused by Exes, designed to fire you up with masculine protective instinct, but instead make you see her as damaged goods. She thinks she is showing you how much she longs for you with these socially-transgressive displays – because Social Status is female currency and power – so deliberately lowering herself in a man's eyes is the ultimate submission for her – but all she is doing is pushing you away.

During sex: always lead, always control, always structure what is happening. She wants to serve a strong man: show her how to so she doesn't go off on self-destructive tangents. As McQueen used to say, don't call her 'a' whore, call her 'your' whore. Your eyes are your strength here: if she's sucking your dick, tell her to look at you, so she has nowhere to hide. Call her your 'good girl' as she does it.

Basically, structure a performance of faux-degradation and sexual submissiveness she can enact it that makes her feel she's served a strong man, that stops her crossing into actual degradation, where it starts emotionally-messing her up and leaving scars.

That being said, Millennial Girls seem to possess a capacity for self-loathing and self-destruction I've never seen in previous generations.

So, take what is happening in this thread: the transfer of money for sexual degradation. It's the same core process: she's telling herself it's about the money, but it's about submission before the masculine: the trappings of supreme social and financial power. It's about thinking she's high value enough to be submitting to Princes and Kings, so the leap to being crapped on or blowing a dog to prove she is 'a worthy consort' is a small one for them.

Obviously, it makes no sense to us, but women seem to be clueless as to what behaviour actually makes them attractive, and not repulsive, to men."

I think one of the reasons AnonymousBosch finds Millennial girls to be more debased is that these girls are the first generation to be counted among the sum result of a preceding 4 generations of feminist ideologies. Likewise, Millennial men are the products of that same 4-5 generations of emasculation, feminization and the deliberate obfuscation of what masculinity "really is" for them. This deserves some explanation.

I've gone into the timelines and the evolution of how Hypergamy has been released from social restraints, wholesale, on western society in my [Adaptations](#) series of posts, but it's a good review to understand what AnonymousBosch is relating here; We keep returning to Hypergamy and its regulation as a basis for an expanded vision of social structure, but it's important to remember the behavioral prompts that women's biology predisposes them to in that respect. Since the time of the Sexual Revolution we've had a systematic conditioning for, and institutionalization of, a social order that prioritizes women's Hypergamy as the predominant one.

Unilaterally female-controlled hormonal birth control was certainly a catalyst for this social shift, but it's important to remember that for the past 4 generations women have been raised and acculturated in a social environment not only rooted in the [fempowerment](#) narrative, but also one that encourages the excesses of the 'bad girl' side of Hypergamy that AnonymousBosch describes here. And as I mention in that post, the social engineering that's led to feminine-primacy (as well as erasing the inconvenient aspects of conventional masculinity) all centers on optimizing women's Hypergamy.

So we experience 2-3 generations of women who are conflicted between what that Fempowerment narrative has taught them they *should* value and the conventional, evolved biological impulses that predispose them to appreciating, enjoying and submitting to sexy male dominance. Instead of being confused and agonizing over the traditional (old order) 'Good Girl' social restrictions that buffered the more damaging consequences of Hypergamy, now women agonize over the conflict between what Fempowerment has conditioned them to believe they should be attracted to in an "*equal*

partner” (Beta Bucks) and their visceral sexual drive for ‘bad’ Alpha dominance in a man they *want* to lose themselves with.

They’ll still lay claim to the ‘Good Girl’ social convention when it suits their purpose (i.e. during the Epiphany Phase) to affirm their decisions to prioritize a need for long term security – or to excuse past Alpha Fucks sexual needs – but the primary conflict is still the same, an internal war between the contradicting aspects of her sexual strategies and how they influence her life’s decisions and different phases of her maturity.

In her SMV Peak years, “Fuck you society, I won’t be the good girl you want me to be!” is the message she adopts insofar as it serves her sexual strategy’s immediate interests. The conflict comes when she needs to temper this sentiment with a need to settle into a motherhood role and compromise it just enough to present the appearance of being a prudent choice for long term commitment.

I see my role, as a man, is to recognize their capacity for depravity, both sexual and emotional, and to offer the dominance and guidance to reign them in. Women, even as they get outraged at the very notion, simply want a man they respect to tell them ‘No’, and offer them structure and guidance. One good way I’ve heard this described on here was “She is the ocean, and you are the rock, and the furies of her storms have no impact on you. You are unyielding.”

When men first come to Red Pill awareness about the motivations of women’s sexual strategy it’s very easy to see their behaviors as being intentional or their after-the-fact rationalizations for them as being convenient and expedient in excusing them. There is a definite design to the psychological and social schema women will use to explain their actions, particularly when they’re anti-social, sexist and/or damaging to the men who bear the worst of them.

Not to say men should tolerate this, but it’s important for men to understand the underlying psychology and motivators for women’s behaviors. It would seem AnonymousBosch has embraced this understanding. Again, it’s easy to think you’ll just put your foot down and not tolerate women’s bad behaviors, but this ignores those same female-motivators, sacrifices a real understanding of them and attempts to replace learning to maneuver them with the misguided hope that women will be rational agents and change their behaviors because we say so.

Men of this mindset believe the same ‘equalist’ hope that women will cease to be the “most mature teenager in the house” because they rationally explained to them that they *should* ignore their base motivators (Hypergamy) and act reasonably. This doesn’t work for women, nor does it work for men when women attempt to convince men to adopt a feminist mindset based on exactly the same appeal to reason. The boner doesn’t lie, and neither does women’s sexually strategic behavior.

In an age of unfettered, socially and legally affirmed Hypergamy it’s counterproductive to expect any woman to self-police her own sexual strategies by appealing to her reason.

The good news, as outlined by AnonymousBosch, is that Red Pill awareness and internalized Game are the same buffering contingencies for Hypergamy as they’ve always been. The trick for men now is to reestablish and embrace a connection to the conventional masculinity that’s been systematically conditioned out of men for 2-3 generations. In fact, there’s no better evidence of this Blue Pill conditioning than the common sense of counterintuitive-ness of embracing a masculinity that puts a man into a position of exercising the dominance women need.

Tribes

May 15, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I received this email some time ago, but I felt it needed some serious consideration to give the concept the justice it deserved.

Rollo — You’ve been a major help to my understanding the underlying dynamics between men and women. I’ve observed them in bits and pieces over the years but never really understood the whys behind them or how to turn them in our favor.

It seems like one mid-term focus you have is on male-male dynamics, specifically fathers and sons. But I also wonder whether you’d consider writing more about bonding and support between men and how those relationships can anchor men’s lives at a time when

male relationships are regarded with skepticism by larger society. Lately it's struck me that men tend to innately trust the men they know and distrust those they don't (and that it's often the reverse for women). This inclines us to believe women when they decry the "assholes" who have mistreated them in the past while women are empathetic and credulous toward women whose character they don't know and whom they've never met.

Many of us out here are lacking strong male relationships, and our small social circles translate to fewer men we innately trust and more men we innately don't. Women seem to regard male friendships as a luxury at best—we should be focusing on career, family, and her needs—while women's friendships are seen as a lifeline in their crazy, have-it-all world. Indeed, a man discouraging his SO's friendships is widely seen as a sign of emotional abuse, whereas the reverse is "working on the relationship."

This strikes me as a deep but largely untapped Red Pill well and could provide essential guidance for men looking to live a proud, constructive Red Pill life however women and children might fit into it. I'd definitely welcome your insights in future entries.

Look forward to every post!

Back in February Roosh proposed (and attempted to initiate) a worldwide event that would be a sort of 'gathering of the tribes' with the intent of having men get together in small local gatherings to "just have a beer and talk amongst like-minded men." My impression of the real intent of in putting this together notwithstanding, I didn't think it was a bad idea. However, the problem this kind of 'tribes meeting' suffers from is that it's entirely contrived to put unfamiliar men together for no other purpose than to "have a beer and talk." The problem with unfamiliar men coming together simply to meet and relate is a noble goal, however, the fundamental ways men communicate naturally makes the function of this gathering seem strange to men.

Women talk, men Do.

The best male friends I have share one or more common interests with me – a sport, a hobby, music, art, fishing, lifting, golf, etc. – and the best conversations I can remember with these friends occurred while we were engaged in some particular activity or event. Even just moving a friend into his new house; it's about accomplishing something together and in that time relating about shit. When I lived in Florida some of the best conversations I had with my studio guys were during some project we had to collaborate on for a week or two.

Women, make time with the express purpose of talking between friends. Over coffee perhaps, but the act of communication is more important than the event or activity. Even a 'stitch-and-bitch' is simply an organized excuse to get together and relate. For women, communication is about *context*. They are rewarded by how that communication makes them feel. For Men communication is about *content* and they are rewarded by the interchange of information and ideas.

[...]From an evolutionary perspective, it's likely that our hunter-gatherer tribal roles had a hand in men and women's communication differences. Men went to hunt together and practiced the coordinated actions for a cooperative goal. Bringing down a prey animal would have been a very information-crucial effort; in fact the earliest cave paintings were essentially records of a successful hunt and instructions on how to do it. Early men's

communication would necessarily have been a content driven discourse or the tribe didn't eat.

Similarly women's communications would've been during gathering efforts and childcare. It would stand to reason that due to women's more collectivist roles they would evolve to be more intuitive, and context oriented, rather than objective oriented. A common recognition in the manosphere is women's predisposition toward collectivism and/or a more socialist bent to thinking about resource distribution. Whereas men tend to distribute rewards and resources primarily on merit, women have a tendency to spread resources collectively irrespective of merit. Again this predisposition is likely due to how women's 'hard-wiring' evolved as part of the circumstances of their tribal roles.

From this perspective it's a fairly easy follow to see how the tendency of men to distrust unfamiliar (out-group) men might be a response to a survival threat whereas women's implicit trust of any member of the 'sisterhood' would be a species-survival benefit to the sex that requires the most parental investment and mutual support.

Divide & Conquer

In our post-masculine, feminine-primary social order it doesn't take a Red Pill Lens to observe the many examples of how the Feminine Imperative goes to great lengths to destroy the intrasexual 'tribalism' of men. Since the time of the Sexual Revolution the social press of equalism has attempted to force a commonly accepted unisex expectation upon men to socialize and interact among themselves as women do.

The duplicity in this striving towards "equality" is, of course, the same we find in all of the socialization efforts of egalitarian equalism; demasculinizing men in the name of equality. A recent, rather glaring, example of this social push can be found (where else?) at Harvard University where more than 200 female students demonstrated against a new policy to discourage participation in single-gender clubs at the school. You see, women were very supportive of the breaking of gender barriers when it meant that men could no longer discriminate in male-exclusive (typically male-space) organizations, but when that same equalist metric was applied to women's exclusive organizations, then the cries were accusations of insensitivity and the banners read "Women's Groups Keep Women Safe."

That's a pretty fresh incident that outlines the dynamic, but it's important to understand the underlying intent of the "fine for me, but not for thee" duplicity here. That intent is to divide and control men's communication by expecting them to communicate as women do, and ideally to do so on their own accord by conditioning them to accept women's communication means as the normatively *correct* way to communicate. As I've mentioned before, the most effective social conventions are the ones in which the participants willingly take part in and willingly encourage others to believe is correct.

Tribes vs. The Sisterhood

Because men have such varied interests, passions and endeavors based on them it's easy to see how men compartmentalize themselves into various sub-tribes. Whether it's team sports (almost always a male-oriented endeavor), cooperative enterprises, cooperative forms of art (rock bands have almost always been male space) or just hobbies men share, it is a natural progression for men to form sub-tribes within the larger whole of conventional masculinity.

Because of men's outward reaching approach to interacting with the world around him, there's really no unitary male tribe in the same fashion that the collective 'Sisterhood' of women represents. One of the primary strengths of the Feminine Imperative has been its unitary tribalism among women. We can see this evidenced in how saturated the Feminine Imperative has become into mainstream society and how it's embedded itself into what would otherwise be diametrically opposed factions among women. Political, socioeconomic and religious affiliations of women (various sub-tribes) all become secondary to the interests of 'womankind' when embracing the collective benefits of being women and leveraging both their victim and protected statuses.

Thus, we see no cognitive dissonance when women simultaneously embrace a hostile opposition to one faction while still retaining the benefits that faction might offer to the larger whole of the Sisterhood. The Sisterhood is unitary first and *then* it is broken down into sub-tribes. Family, work, interests, political / religious compartmentalizations become sublimated to fostering the collective benefits of womankind.

While I can speculatively understand the socio-evolutionary underpinnings of how this psychological dynamic came to be, I'd be remiss if I didn't point out just how effective this unitary collectiveness has been in shaping society towards a social ideal that supports an unfettered drive towards women's gender-coded need to optimize Hypergamy. This unitary, gender-primary tribalism has been (and is) the key to women's unilateral social power – and even in social environments where women still suffer oppression, the Sisterhood will exercise this gender-tribalism.

Threat Assessments

Asserting any semblance of a unitary male tribalism is a direct threat to the Feminine Imperative. In *The Threat* I began the essay with this summation:

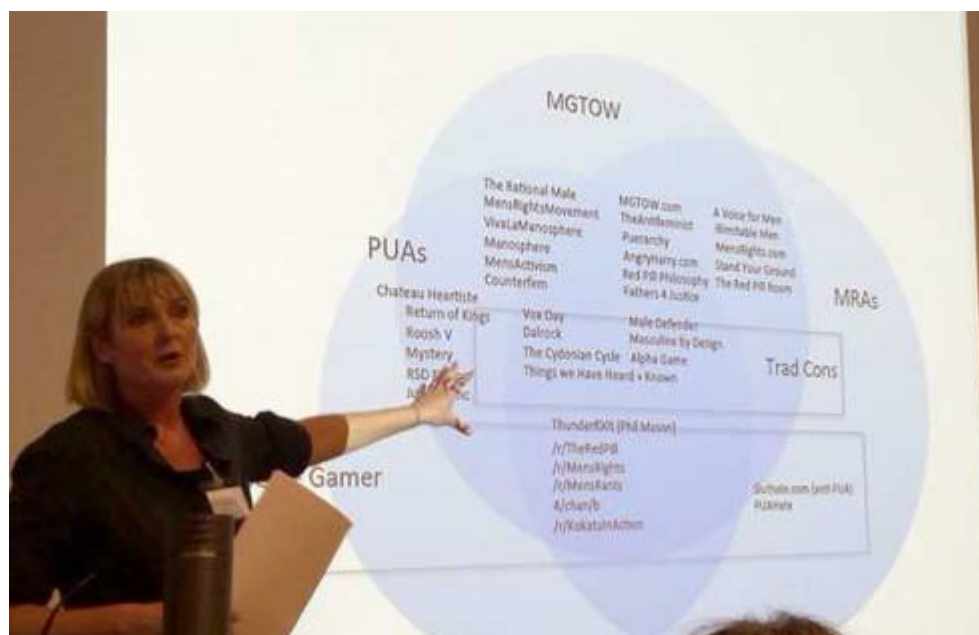
Nothing is more threatening yet simultaneously attractive to a woman than a man who is aware of his own value to women.

When I wrote this essay I did so from the perspective of women feeling vulnerable about interacting intimately with men who understood their own value to women and also understood how to leverage it. One of the reasons Game is so vilified, ridiculed and disqualified by the Sisterhood is because it puts this understanding into practice with women and, in theory, removes women from the optimization of Hypergamy. Red Pill awareness and Game lessens women's control in that equation, which is sexy from the standpoint of dealing with a self-aware high SMV man, but also threatening from the perspective that her security depends on him acquiescing to her Frame and control.

Up to this point, Game has represented an individualized threat to women's Hypergamous control, but there has always been a larger majority of men (Betas) who've been easily kept ignorant of their true potential for control. However, on a larger social landscape, the Feminine Imperative understands the risks involved in men forming a unitary tribe – a Brotherhood – based solely on benefitting and empowering men. The manosphere, while still effectively a collection of sub-tribes, represents a threat to the imperative because its base purpose is making men aware of their true state in a feminine-centric social order.

As such, any attempt to create male-specific, male-empowering organizations is made socially synonymous with either misogyny (hate) or homosexuality (shame). Ironically, the shame associated with homosexuality that a fem-centric society would otherwise rail against becomes an effective form of intra-gender shame when it's applied to heterosexual collectives of men. Even suggestions of

male-centered tribalism are attached with homosexual suspicions, and these come from within the collectives of men themselves.



The above picture is from an “academic” conference (class?) *Mediated Feminisms: Activism and Resistance to Gender and Sexual Violence in the Digital Age* held at UCL in London. There’s quite a bit more to this than just collecting and codifying the sub-tribes of the manosphere, more can be found [here](#).

Now, granted, this conference is replete with all of the uninformed (not to mention willful ignorance) concern to be expected of contemporary feminists, but this does serve as a current example of how men organizing for the exclusive benefit of men is not just equated with misogyny, but potential violence. As a unitary collective of men, the manosphere terrifies the Feminine Imperative. That fear, however, doesn’t stem from any real prospective violence, but the potential for a larger ‘awareness’ in men of their own conditions and the roles they are expected to play to perpetuate a feminine-centric social order. They fear to lose the control that the ‘socially responsible’ ignorance of men provides them with.

Men’s predisposition to form sub-tribes and intrasexual competition (“lets you and him fight”) has

always been a means of covert control by women, but even still the Feminine Imperative must insert its influence and oversight into those male spaces to make use of them. Thus, by assuring that feminine primacy is equated with the idea of inclusive equalism, all Male Space is effectively required to be “unisex space” while all-female sub-tribes must remain exclusively female. For an easy example of this, compare and contrast the reactions to Harvard’s unisex institution of campus club equalism to the worldwide reactions to, and preemption of, the “Tribe” meetings only attempted to be organized by Return of Kings in February.

Making Men

By controlling men’s intrasex communications with each other the Feminine Imperative can limit men’s unified, collective, understanding of masculinity and male experiences. Feminine-primary society hates and is terrified of men defining and asserting masculinity for themselves (to the point of typifying it as potentially violent), but as connectivity progresses we will see a more concentrated effort to lock down the narrative and the means of men communicating male experiences.

I’ve detailed in many prior posts how the imperative has deliberately misdirected and confused men about a unified definition of masculinity. That confusion is designed to keep men guessing and doubting about their “security in their manhood” while asserting that the feminine-correct definition is the only legitimate definition of healthy, ‘non-toxic’, masculinity. This deliberate obfuscation and ambiguity about what amounts to ‘authentic masculinity’ is another means of controlling men’s awareness of their true masculine potential and value – a potential that they rightly fear will mean acquiescing to men’s power over their Hypergamous social and personal control. Anything less than a definition of masculinity that fosters female primacy and fempowerment is labeled “toxic masculinity” – literally and figuratively poisonous.

This is the real, operative reason behind the obsessive, often self-contradicting, need for control of male space by the Feminine Imperative. Oversight and infiltration of male sub-tribes and instituting a culture of self-policing of the narrative within those sub-tribes maintains a feminine-primary social order.

Building Better Betas

Since the time in which western(izing) societies shifted to unfettering Hypergamy on a social scale there has been various efforts to demasculinize – if not outright feminize – the larger majority of men. Today we’re seeing the results of, and still persistent efforts of this in much starker contrast as transgenderism and the social embrace of foisting gender-loathing on boys becomes institutionalized. A deliberate promotion of a social constructivist narrative about gender identity and the very early age at which children can “choose” a gender for themselves is beginning to be more and more reinforced in our present feminine-primary social order.

As a result of this, and likely into our near future, today’s men are conditioned to feel uncomfortable being “men”. That discomfort is a direct result of the ambiguity and misguidance about conventional masculinity the imperative has fostered in men when they were boys. This feminization creates a gender loathing, but that loathing comes as the result of an internal conflict between the feminine-correct “non-toxic” understanding of what masculinity ought to be and the conventional aspects of masculinity that men need to express as a result of their biology and birthright.

Effectively, this confusion has the purpose of creating discomfort in men among all-male sub-tribes. These masculine-confused men have difficulty with intersocial communication within the sub-tribes they’re *supposed* to have some sort of kin or in-group affiliation with. Even the concept of “male

bonding” has become a point of ridicule (something typical of male buffoons) or suspiciously homosexual, so, combined with the *feminine identification* most of these men default to, today’s “mangina” typically has more female friends and feels more comfortable communicating as women communicate. These men have been effectively conditioned to believe or feel that male interaction or organization is inherently wrong, uncomfortable or contrived, possibly even threatening if the organizing requires physical effort. Consequently, interacting *as* a male becomes ridiculous or superficial.

Pushing Back

What then is to be done about this conditioning? For all the efforts to destroy or regulate male tribalism, the Feminine Imperative still runs up against men’s evolved predispositions to interact with the outside world instead of fixating on the inside world of women. Below I’ve pieced together some actionable ideas that might help men come to a better, unitary way of fostering the male tribalism the Feminine Imperative would see destroyed or used as a tool of socio-sexual control:

- While it is vitally important to maintain a male-specific mental point of origin, together men need a center point of action. Women talk, men do. Men need a common purpose in which the tribe can focus its efforts on. Men need to build, coordinate, win, compete and problem solve amongst themselves. The ‘purpose’ of a tribe can’t simply be one of getting together as like-minded men; in fact, groups with such a declared purpose are often designed to be the most conciliatory and accommodating of the Feminine Imperative. Men require a common, passionate purpose to unite for.
- Understand and accept that men will naturally form male hierarchies in virtually every context if that tribe is truly male-exclusive. There will be a reflexive resistance to this, but understand that the discomfort in acknowledging male hierarchies stems from the Feminine Imperative’s want to make any male authority a toxic form of masculinity. Contrary to feminine conditioning male hierarchies are not necessarily based on Dark Triad manipulations. That is the ‘fem-think’ – any male created hierarchy of authority is by definition evil Patriarchy.
- Recognize existing male sub-tribes for what they are, but do so without labeling them as such. Don’t talk about Fight Club, *do* Fight Club. As with most other aspects of Red Pill aware Game, it is always better to demonstrate rather than explicate. There will always be an *observer effect* in place when you call a male group a “male group”. That tribe must exist for a passionate reason other than the express idea that it exists to be about men meeting up. Every sub-tribe I belong to, every collective interest I share with other men, even the instantly forming ones that arise from an immediate common need or function, all exist apart from “being” about men coming together. Worldwide “tribe” day failed much for the same reasons an organization like the *Good Men Project* fails – they are publicized as a gathering of men just “being” men.

- Push back on the invasion of male space by being uncompromising in what you do and organize with passion. Make no concessions for women in any all-male space you create or join. There will always be a want to accommodate women and/or the fears of not being accommodating of feminine-primary mindsets within that all-male purview. Often this will come in subtle forms of anonymous White Knighting or reservations about a particular passion due to other men's Blue Pill conditioning to *always* consider the feminine before considerations of themselves or the tribe. It is vitally important to the tribe to quash those sympathies and compromising attitudes as these are exactly the designs of the Feminine Imperative to destroy a tribe from within. Make no concessions for competency of women within the tribe if you find yourself in a unisex tribal situation. Even the U.S. military is guilty of reducing combat service requirements for women as recently as this month. If you are a father or you find yourself in a role of mentoring boys or young men it is imperative that you instill this no-compromise attitude in them and the organizations that they create themselves.
- The primary Red Pill / Game tenets that you've learned with respect to women are entirely applicable in a larger scope when it comes to resisting the influences of the Feminine Imperative. Frame and a return to a collectively male-exclusive Mental Point of Origin are two of the primary tenets to apply to non-intimate applications of resistance in terms of aspects of society. Observations and the Red Pill Lens should inform your interactions with women and men on a social scale.

Finally, I want to close by restating that my approach to resisting the influences of the Feminine Imperative on a meta-social scale is the same bottom-up approach I used with unplugging men from their Blue Pill doldrums. Once men have taken the first steps in Red Pill awareness this new perspective has a tendency to expound into greater social understandings and a want for applications beyond hooking up with desirable women. That Red Pill awareness becomes a way of life, but moreover, it should inform us as men, as tribes, about how best to maintain ourselves as masculine-primary individuals and organizations.

Two Guitars

May 25, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Recently, I've been very busy with more than a few business projects. 'Success Coaches' always tell you to develop passive forms of income in addition to whatever it is you consider your vocation, but I have an odd habit of turning my past "vocations" into passive forms of income as I move on to my next project.

Then I've had the audiobook of *The Rational Male* as a front-burner project for my leisure time along with doing re-edits of the first printed book (new, better-edited, bigger font edition coming soon) and then there's the first draft of the third book I'm picking away at.

In between all of that I've been doing my best to stay on top of the comment threads for the essays I'm writing. Among these, for the past 6 or 7 months has been the saga of a commenter who goes by Softek. While I haven't been able to keep abreast of all his comments and the exceptional advice of fellow Rational readers, I'm going to take a moment now to address his situation because it serves as an example, and perhaps a warning, to Red Pill aware men who come into a new *awakened* understanding of intergender dynamics and fall prey to some of the pitfalls inherent in unplugging themselves from their prior illusions.

I've followed Softek's unplugging and his increased confidence from a thoroughly Blue Pill

conditioned guy to something approaching Alpha confidence. Whether this is beginning to stick and becoming an internalized part of who Softek is as a man, I'll let him say, but recently he's been dealing with some of the fallout that comes from being caught up in what I went through in *Dream Girls and Children with Dynamite*.

Another very common occurrence is the "reformed" AFC who makes progress toward becoming more Game savvy, and as a result gets his "dream girl", only to lose her after reverting back into an AFC frame once he's in an LTR with her. I'm not a big Ross Jefferies fan, but he did say something very profound once, he said "teaching PUA skills to these chumps is like giving dynamite to children." This is probably truer than he realized, because the potential for disaster is much higher. Most guys want that silver bullet, the magic formula that will get them the girl, but it does nothing to prepare them for the idyllic LTR their beta nature has fantasized about for so very long. They don't become Men, they become children with dynamite. So are we really surprised when the guy who finally gets his Dream Girl as a result of learning Game becomes despondent and suicidal when he loses the "best thing he'll ever have" when she leaves him? Are we shocked when his ONEitis turns out to be a BPD girl and his life's ambitions fall into a death-spiral because he was unprepared to deal with a post-Game LTR?

Now, I'm not suggesting that Softek is despondent or suicidal in his present position. In fact, likely not because he's got a base of support on this blog and in the manosphere at large to coach him through it. I'll let him outline his situation in the comment thread for this post, however, Softek's situation of getting wrapped up in a yo-yo clingy BPD relationship reminded me of a story I'm not very proud to relate, but in the interests of other guys in a similar situation I'll explain it.

The Price of a BPD

Towards the end of my relationship with my own BPD there came a point when I attempted to make it work with her as a long distance relationship (LDR). This was really the last nail in the coffin for us. I knew damn well she was 'cheating' on me while I blithely convinced myself I would eventually get her to move another state away to join me so I could continue wallowing in her neurotic psychological abuse of me.

I'm happy to say that never happened, but it came at a cost. At one point during the LDR I had to make a decision in order to find a way to drive over a state to see her college graduation. I'd already had my (correct) suspicions she was fucking a guy from one of her classes, but I wasn't entirely sure. You've got to understand that as a BPD she'd already had me 'converted' to accept her frame as the dominant one. And as pathetic as it'll sound, I was still her thrall and blamed myself for her neurosis even as I lived 800 miles away.

People love to cast me as some life-long Alpha, but I've been Beta, a natural Alpha, and during this period of my life I was approaching Omega (by Vox's definitions). If there's a bright side, it was that the bit I'm about to relate to you was the catalyst in my turning my life around to be a 'lesser Alpha' in a permanent way.

I had already been brought low. In her neurotic jealousy, she insisted that I toss out a photo album of all the times I'd been on stage in my Hollywood days and essentially destroy the memories of friends and events I had archived of that time. It was like losing part of my soul, but I did so because I thought she was right; I was convinced anything that came before her that I'd done was the source of

her distempers.

You might think that was bad, but in order for me to go to her graduation – the time she intentionally had me discover her fucking this guy – I had to pay for that horrible experience by selling off two very expensive guitars. I won't tell you the brand, but they were a 12 and a 6 string acoustic that was priceless to me. Even the guy I sold them to asked me if I was sure I wanted to part with them, he could tell I didn't.

But I did sell them, for \$800. Now they'd be worth around \$4,000, but it's not the dollar value I regret the most, it was voluntarily cutting off a limb from myself for the privilege of learning exactly how fucked up this person was. The only time I've ever snapped with Mrs. Tomassi was her casually suggesting I might sell off a guitar from my present collection. She knew there was something more to it and I've never silenced her with more seriousness.

I have one post outlining Borderline Personality Disorder and I feel like it's all I really needed to post about it. There was a time in my life when I was completely in the dark about anything like it, so when I first discovered it in the DSM while studying psych it literally sent chills down my spine.

After this traumatic experience, I came to realize that while all the women I'd been convinced and conditioned to believe were my duty to be supportive of were banging other men and earning degrees, my life was paralyzed. Now, in hindsight, I can see that my beating myself up over being stalled in life because of my Blue Pill conditioning was misplaced. ONEitis will do that to you, but when you combine it with a BPD it takes a trauma to wake you up – either that or you swallow a bullet or put a rope around your neck.

On the BPD comment thread, there's a sobering account of another man's experience with a BPD woman. I'll quote it here, but virtually every experience I've had men relate to me about a BPD is a frighteningly similar story.

From Hugh:

So, to start, I discovered that my ex was having an affair, revolving around a "church based canoe group". Initially, I began questioning and blaming myself, telling her that we needed to work it out. I spoke to a professional seeking support and answers, who somehow got her in to see him.

He reported to me that he diagnosed her with Borderline Personality Disorder, and that I had some major choices to make, as she rejected his diagnosis and any thought of treatment. He advised that she would never change without help, and that what she did had little to do with me or the children – it was all about her.

I initially failed to understand, and tried to reconcile. Over the next few months she promised to try, and even started going to church.

But, little-by-little she revealed how this had begun, first with lesbian affairs with coworkers, then eventually, when I bought her a new car, but declined to take a car maintenance class with her – she slept with the mechanic giving the class. I learned of more in rapid succession, of affairs, one night stands, and worse over a 7 year period. She was in the medical field and used the cover of being on call, being in surgery, working extra for a dentist, going to medical conferences, etc, etc. (I could comment on my opinion of medical morals, but 'nuff said) I recalled an occasion when I got overwhelmingly sleepy after consuming a soft drink at a movie with the ex. I realize now that she drugged me. She also

infected me twice with STDs, telling me she had a yeast infection. She put antibiotic in my food unknown to me. My children later reported to me, when asked, that whoever I was out of town, the ex was “always” gone to the hospital at night “on call”.

The gross details aren’t necessary, but the revelations shook me back to reality. (disgusting, degrading, and sick are better terms even than gross)

She began trying to convince me to sell our house and move. Now awake, I realized that she wanted her share and would dump the children on the street and force a move to a new neighborhood. I had recently pulled her off the chest of our 11 year old son when she tried to strangle him for begging her not to leave him – so I wasn’t exactly fooled by her house sale drive. I resolved that my children needed to have the support of friends and family, and not be moved out of their home and away from friends. How I would do this came to me eventually – wait long enough and she would find another prince, but couldn’t hide it easily, and would have to leave.

I had been contacted by the wife of her latest affair, a physician whom she had recommended me to for minor surgery.(Roll that around for a second). She and I had quite a conversation, during which I learned that he had “done this before with his office nurse, and she had attempted suicide when he dumped her – possibly for my wife”. I advised her to seek professional medical and legal council, but also delivered an explicit warning concerning what I would do if I ever saw her husband in public.

The next day the ex came home late from work, crying and just glaring at me (a Thursday BTW – a favorite day for medical professionals at some hospitals to play, as it offers the cover for some surgeons who “have surgery that day”.) The next day, after meeting with her surgeon friend again, she proceeded to drive her car right in front of an oncoming truck, suffering broken ribs. I rushed to the hospital, told she was being X-rayed and that I should go to the room she was assigned. I did so and in rearranging the pillows on the bed, found a hand written note from a “friend” indicating they would be by later. I didn’t stay long after she got to the room.

Well, we bought her a new truck, and about 3 weeks later, she called to inform me that she was taking our motor home on a canoe trip that afternoon, and when she returned, she was “leaving the family”. She asked our teenaged daughter to drop her off, and my daughter called me, appalled, that the canoe trip was my ex and 4 men. My daughter said she threw gravel “all over them” with her rapid departure.

She never said anything to the children, but shortly after informed me that she was leaving that afternoon. She got friends to help her move and was gone when my dad and I returned from picking up the kids at school golf team practice.

The judge at the divorce hearing classified her as having abandoned the family and offered to impose child support payments on her – which I declined, in an attempt to cut all ties.

That was 31 years ago, and we had absolutely no contact with her until Dec 24, when a scribbled note, from some tiny town in East Texas arrived, stating that she had breast cancer, and I should take “appropriate measures concerning the children”.

I can’t imagine that she thinks any of us care!

So, that’s my early life’s scary story – though I left the horror story parts out!

Be safe, there are really monsters in the world!

Hugh

P S – My 2 older children are college educated, very successful professional people with families and children. I remarried a spectacular woman a few years after, the true savior of our lives, and have a third child, who is a Nurse Practitioner, and who also has 2 children. (I have advised her about morals in the medical field particularly).

Softek, the reason I'm dedicating an entire post (and hopefully an on-topic comment thread) about this is because, in my estimate, you're in both a more precarious, yet potentially more hopeful, position than guys who've dealt with what you are now. My concern is that your Red Pill awareness and basic Game skills have brought you a dangerous woman. It's the *kids with dynamite* dynamic I'm seeing unfold.

The good news is you have a solid community of men ready to help you with this, most of whom have some experience with toxic women. I've seen too many men learn Game or adopt an abundance frame, but still cling to the hope that they can fulfill a Blue Pill ideal with their Red Pill awareness. Women like the one you're involved with will believe your Alpha frame, but when you shift or backslide into Blue Pill idealism they're either disgusted with a man, or they see him as potential prey – and often are oblivious to their own interpretations of why they do.

I'd like to open up the commentary here for men to relate their experiences of dealing with BPD women and/or offer something for Softek. I realize there are a lot of well-meaning guys who think that BPD is overestimated in the 'sphere, and while I can appreciate that, I think it speaks volumes that women can so regularly be confused with the signs of BPD today as to make that estimate. For my outline have a read of *Borderline Personality Disorder* first.

Mansplaining

June 1, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

About three years ago I published a post called *Remove the Man*. That essay was prompted by Washington state Governor Jay Inslee signing on the final installment of a six-year effort to make language in the state's copious laws gender-neutral.

“It brings us to modern times, to contemporary times, why should we have in statute anything that could be viewed as biased or stereotypical or reflecting any discrimination?”

That was 2013. I'd encourage readers to go over this article again as a frame of reference, but the gist of the idea then was revealing the efforts being made by the Feminine Imperative to *remove* men (literally and figuratively) not only from the common language but to remove men from defining masculinity altogether. I touched on this as well in *Vulnerability*. In seizing a monopoly on our very language women are free to redefine not just words but the ideas that those words connote.

“But if thought corrupts language, language can also corrupt thought.” – George Orwell, 1984

It's an easy jump to associate this word-thought monopolization with political and social justice agendas, and I'm sure there are many examples of it in practice. And while I'll leave that discussion to other blogs, I do think it's important in the scope of this blog's mandate to address how maleness is (and has been) decoupled from masculinity – certainly conventional masculinity – and the redefinition of the concept of masculinity has been surrendered to the feminine in a similar fashion that Hypergamy has been given free reign in society.

In other words, in a feminine-centric social order, men, by and large, have willingly acquiesced the defining power of how they will communicate to the sensibilities of women.

From *Remove the Man*:

Volumes have been written in the manosphere about how feminine-primary government assumes the masculine providership role in modern relationships, thus freeing an already unhindered hypergamy even more so, but the effort to remove the Man goes far beyond this obvious institution. The fundamental restructuring of gender reference in our very language – as illustrated by the Washington state legislature – attempts to, literally, remove the Man from the equation.

[...]the same social tool has been used by the Feminine Imperative for the past 60 years; inspire self-doubt in male-specific masculinity. By making compliance with the Feminine Imperative a qualification of masculinity, men assign the power to define masculinity to the Feminine Imperative.

[...]For the Feminine Imperative to sustain itself men can never be trusted with masculinity, solution: remove men from being the definers of masculinity and apportion them only enough authority of it that would benefit the Feminine Imperative as necessary.

Control the language and you control the concept. Control the concept, and what is acceptable and what is not about it, and you control the thought before it forms. As I've argued in the past, the end state of the Feminine Imperative's consolidation of social control isn't the complete elimination of

masculinity, but rather that it conveniently conforms to the needs of the imperative as best suits it. 'Masculinity' when shame for a lack of performance in desired acts, protection and provisioning are necessary, 'Misogyny' when the threat of feminine-primary control is implied in men's self-esteem, affirmation or reward are attributed to maleness.

From *Vulnerability*:

For the greater part of men's upbringing and socialization they are taught that a conventional masculine identity *is* in fact a fundamentally male weakness that only women have a unique 'cure' for. It's a widely accepted manosphere fact that over the past 60 or so years, conventional masculinity has become a point of ridicule, an anachronism, and every media form from then to now has made a concerted effort to parody and disqualify that masculinity. Men are portrayed as buffoons for attempting to accomplish female-specific roles, but also as "ridiculous *men*" for playing the conventional 'macho' role of masculinity. In both instances, the problems their inadequate maleness creates are only solved by the application of uniquely female talents and intuition.

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that's already been predetermined by his feminine-primary upbringing.

Women who lack any living experience of the male condition have the calculated temerity to define for men what they *should* consider manhood – from a feminine-primary context. This is why men's preconception of vulnerability being a sign of strength is fundamentally flawed. Their concept of vulnerability stems from a feminine pretext.

I'm beginning with this today because it's necessary to underline the latent purposes behind the cutesy jingoisms the Feminine Imperative likes to use when it finds it necessary to reign in the 'word-thought' of men. One of these is the term "Mansplaining."

I led off with the video of Senator Gallagher being called to the carpet for using 'Mansplaining' as her go-to rationale because it illustrates how the jingoism of the imperative is expected to work with men already cowed by a Blue Pill conditioning. She literally expects everyone present to understand what Mansplaining is.

Side note: I also find it ironic that the word "Mansplaining" is not flagged with a red underline by autocorrect as I type this. Womansplaining however, is. It's kind of spooky how readily the language monopoly of the Feminine Imperative is integrated into our popular consciousness via communications technologies and social media. How quick? Have a look at [how 'Mansplaining' trends on Google](#).

Even more ironic is the fact that the common definition of what constitutes 'mansplaining' is still up for grabs. According to Wikipedia:

Mansplaining covers a heterogeneous mix of mannerisms in which a speaker's reduced respect for the stance of a listener, or a person being discussed, appears to have little reason behind it other than the speaker's assumption that the listener or subject, being female, does not have the same capacity to understand as a man. It also covers situations in which it appears a person is using a conversation primarily for the purpose of self-aggrandizement — holding forth to a female listener, presumed to be less capable, in order to appear

knowledgeable by comparison.

Solnit's original essay went further, discussing the consequences of this gendered behavior and drawing attention to its effect in creating a conspiracy of silence and disempowerment. Solnit later published *Men Explain Things To Me*, a collection of seven essays on similar themes. Women, including professionals and experts, are routinely seen or treated as less credible than men, she wrote in the title essay, and their insights or even legal testimony are dismissed unless validated by a man. She argued that this was one symptom of a widespread phenomenon that "keeps women from speaking up and from being heard when they dare; that crushes young women into silence by indicating, the way harassment on the street does, that this is not their world. It trains us in self-doubt and self-limitation just as it exercises men's unsupported overconfidence."

Mansplaining differs somewhat from other forms of condescension in that it is specifically gender-related, rooted in a sexist assumption that a man will normally be more knowledgeable, or more capable of understanding, than a woman.

Google cuts to the meat of it for simplicity:

man·splain

/manˈsplān/

verb informal

gerund or present participle: mansplaining

(of a man) explain (something) to someone, typically a woman, in a manner regarded as condescending or patronizing.

"I'm listening to a guy mansplain economics to his wife"

man·splain

/manˈsplān/

verb informal

gerund or present participle: mansplaining

(of a man) explain (something) to someone, typically a woman, in a manner regarded as condescending or patronizing.

"I'm listening to a guy mansplain economics to his wife"

Others argue that *any* information a man relates in a male way of explaining it (i.e. a longwinded description of informational content). Julia Baird's offering is particularly egregious, citing the amount of lines women get in proportion to those of men in the movies:

The problem is global and endemic across all media. Female characters speak less in Disney films today than they used to — even princesses get a minority of the speaking lines in films in which they're the principal: In the 2013 animated movie "Frozen," for example, male characters get 59 percent of the lines. A quick search for best monologues in film or movies reveals that they are almost all male. If you took Princess Leia out of "Star Wars," the total speaking time for female characters is 63 seconds out of the original trilogy's 386 minutes.

This, of course, is in stark contrast to the studies that show women spend more time on their cell phones and text more often than men. Women also use emoticons more often than men, yet men have more variety in emoticon usage. That may seem trivial, but it's an important aspect to consider in

comparing men and women's preferred intents of communication. Then there are the studies that show women actually do talk more than men – 13,000 words a day.

It's also important to consider that women dominate the vast majority of social media, unless that social media happens to be something work related like LinkedIn. This is an important distinction to make when we consider how men and women prefer to communicate.

From *The Medium is the Message*:

We get frustrated because women communicate differently than we do. Women communicate covertly, men communicate overtly. Men convey information, women convey feeling. Men prioritize content, women prioritize context. One of the great obfuscations fostered by feminization in the last quarter-century is this expectation that women are every bit as rational and inclined to analytical problem solving as men. It's result of an equalist mentality that misguides men into believing that women communicate no differently than men. That's not to discount women as problem solvers in their own right, but it flies in the face how women set about a specifically feminine form of communication. Scientific study after study illustrating the natural capacity women have for exceptionally complex forms of communication (to the point of proving their neural pathways are wired differently) are proudly waved in by a feminized media as proof of women's innate merits, yet as men, we're expected to accept that she "means what she says, and she says what she means." While more than a few women like to wear this as a badge of some kind of superiority, it doesn't necessarily mean that what they communicate is more important, or how they communicate it is more efficient, just that they have a greater capacity to understand nuances of communication better than do men. One of the easiest illustrations of this generational gender switch is to observe the communication methods of the "strong" women the media portray in popular fiction today. How do we know she's a strong woman? The first cue is she communicates in an overt, information centered, masculine manner.

It should come as no surprise to most men in the manosphere that men and women have different means and different priorities in communications. I published that post almost five years ago, but even then I knew that a social order founded on feminine primacy was going to standardize its own way of communicating as the *correct* way. The ostensible reasoning is that, from a desire for gender parity in society, men must abandon their blunt, artless and simplistic, yet overbearing and egotistic way of communication and adopt women's more *meaningful*, emotive and insightful covert way.

Of course, it's men who see this ruse for what it is and either refuse to capitulate or simply don't realize they're supposed to talk like women who set themselves apart from the throngs of Blue Pill men conditioned to identify with the female experience (as a means to become intimate with them). I forget where I read it, but some one said a PUA is a man who pretends he has what a woman pretends she does not want. I may not agree with that in whole, but it certainly describes the social condition that's been established by the Feminine Imperative over the course of four generations.

When we're presented with easily digestible terms like Mansplaining, no matter how loosely defined, and it filters into the popular consciousness and lexicon so rapidly, what we're witnessing is the ease with which the Feminine Imperative expects men to cede to it.

When a woman attempts to cow a man by saying he's Mansplaining something to her she's reached a point at which she prefers that man, any man, speak to her as a woman would. In base terms, she shames him for not opting to communicate as a woman would from the outset. He should know

better.

The fem-splaining cover story is that men feel some ego-centric need to over-explain something to a woman. For a Blue Pill conditioned man this may even be accurate in that they hope so doing will endear himself to a “rational reasonable” woman by helping her understand a concept he’s educated on. What we’re really looking at is a struggle to control which gender-communication will take precedence. In a feminine primary social order, men’s means of communicating is offensive to women by default. The presumption is that men are being condescending to women by expecting them to communicate as men do, and especially within the political and working spheres.

As women push their way into *male spaces*, part of assimilating those spaces is to re-standardize how men will appropriately communicate within them. The conflict comes from the expectation on the part of men that women will respect the nature of station she’s been empowered to and be able to weather criticism and reproach as men have always done in those stations. The fallacy is the equalist belief that women will be equal agents while holding the same roles as men; the reality is what we see in the video above today.

So the solution, as always, is to remove the man, remove the masculine influence, change the language and the definitions, to remake the nature of the engagement if not the actual real-world factors that make the game or the politic or the business what it is – to silence the man by telling him to “*just shut the hell up*” or be tarred with the epithet of being a ‘typical man’.

The content of the communication is of less importance to women than how that communication makes them feel. We see this in no uncertain terms the more women become part of the socio-political/business spheres. When a man needs to explain the importance of content to a woman who is only qualified for her station by virtue of her being female that exchange necessarily is uncomfortable for women. Solution: complain about the delivery of the content and silence the men who would deliver it.

The Talk

June 7, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Softek has had the almost predictable move for The Talk from his current (I believe BPD) “girlfriend”. Just to clarify a few things here before I dig into Softek’s questions I think it’s necessary to define what “The Talk” is. Generally, there comes a point with a particular plate you’re spinning when a woman believe it’s within her feminine entitlements to force the issue of exclusivity upon a man. I’ve written several foundational posts about non-exclusivity and the reasons men should opt for (Plate Theory) and I’ve also covered *The Talk* from practical considerations in *Ultimatums*, but feminized pop-culture has made what essentially amounts to a Frame shift into a life event.

The Talk is literally the defining of a relationship, and in a feminine-primary social order that defining power is presumed to always reside with a woman according to her “needs”. I should also add here that as men have become more feminized and uncomfortable in describing themselves as masculine, the feminine security need for a confirmed relationship status puts these men into the feminine role of initiating *The Talk* themselves. There are few grosser indications of a Beta / Blue Pill mental point of origin and a self-confirming lack of options than a man negotiating for exclusivity by formalizing it with a feminized relationship event.

What does Negotiated Desire mean for a relationship when a woman has resorted to it?

They're powerless, yes, they feel helpless, yes.

But what does this mean for their perception of the man they're trying to Negotiate for?

Ultimatums are declarations of powerlessness. Let me be clear before I get the standard, "you need to be a Man and set boundaries with her" retort – as with all things for men, it is better to demonstrate than to explicate.

However, in this instance, we have a woman issuing the ultimatum and the sense of powerlessness comes into contrast. The very act of having *The Talk* is a negotiation of desire. The medium is the message. We can separate a woman's entitlement to an "official" relationship with it, but the fact that a formal talk would be necessary to legitimize it *is* the message she ignores or hopes you won't recognize – it's a negotiated obligation, not a genuine desire.

Making a euphemism out of this ultimatum by calling *The Talk* and dancing around the want for a long term security is a form of Buffer for women. And as with all Buffers, the intent is to lessen the impact of rejection by preemptively buffering the seriousness of it should it come to that.

There are a few reasons women will move for something like *The Talk*. First and foremost is the Hypergamic need for certainty. When a woman presses for exclusivity with a man she tips her hand in the Hypergamic scheme of things. In this instance the root message is twofold – she perceives you as high enough value to seek some kind of exclusive permanency and / or she acknowledges (or is beginning to) that her capacity to attract other prospective men is depreciating. Women with greater sexual market options and a commensurate self-impression rarely push for this relationship formality.

Another reason for *The Talk* is that women, on some level of consciousness, seek to alleviate the competition anxiety that comes with making an emotional investment in a man she perceives is 1-2 steps above her own sexual market value. A passive form of Dread almost certainly plays a role in the prompt to formalize an LTR, however, what's prompting that Dread can range from an emotional investment based on a genuine desire to the pragmatic necessity to settle on a guy who meets her security needs in contrast to her ability to attract a better prospect.

As women enter the Epiphany Phase the need for a *Talk* becomes more urgent. As a woman's attractiveness wanes Hypergamy cannot afford uncertainty or the risk of a loss of emotional investment. This is yet one more reason women tend to opt for dutiful Betas during the Epiphany Phase. Unattached higher SMV men entering their peak SMV phase are less inclined to look for or agree to, exclusivity when they have more available sexual options. Blue Pill men, unused to a sudden interest from women, are usually eager to formalize on exclusivity irrespective of a woman's sexual history or her necessitous reasonings for exclusivity.

Have they lost respect for him? What is Negotiated Desire, on the woman's part, indicative of in the relationship?

Again, this is somewhat subjective and depends on the man and woman's conditions. As I mentioned above, the push for exclusivity on her part is prompted from necessity or Hypergamous anxiety. Genuine desire cannot be negotiated and it's important to consider that this is equally true when it's women doing the negotiating. Blue Pill conditioning has acculturated generations of women to expect that a man formalizing monogamy with her is not just her right, but that men will understand and accept that it is "the right thing to do" if he wants to be accounted as a man.

We have an entire fem-centric world of women and men reinforcing this male-shame narrative in every branch of society – from church to popular media, you’re not a “man” if you so much as question your role in an exclusivity founded on a woman’s correct need of it.

This presents an interesting conflict for women. Women want men who *just get it*, but the necessity of petitioning a man for *The Talk* in the first place conflicts with the organicness of his understanding of women. Pushy, loud-mouthed, outspoken women raised on the *Fempowerment* narrative are often the most insecure in respect to this conflict. On one hand the narrative has bred her to expect a man to be her-equal-who’s-better-than-her-equal and ‘man up’ and formalize on his own. On the other hand, when he doesn’t, the anxiety that comes with the countdown to her *Wall* pushes her to force his compliance or to provide her own security for herself.

Now imagine this scenario with an Empowered Woman® dealing with the *Beta in Waiting* who represents her only viable LTR option. Yes, she may have lost respect for him, but her situation frustratingly compels her to force the issue of exclusivity with a guy who doesn’t get it.

Is it a sign of a failed relationship?

I don’t have any other experience, so my base assumption is that ALL WOMEN will push for commitment eventually, and want to pressure you into it, and ‘make things official.’

What does this mean for the health of the relationship?

Should it just end?

The necessity of a *Talk* in the first place puts this assessment into doubt. Women who don’t eventually push for commitment understand the nature of that relationship is temporary or there really is no potential, so there won’t be a *Talk*. The problem I see with making this formality something overtly public is that it has the opposite effect of qualifying what may be genuine desire without it. When *The Talk* enters into our popular consciousness it then becomes yet another ‘typical male’ fault.

Men become infantilized for not understanding women’s correctness in wanting a formalized declaration of monogamy. Once that infantilization becomes the accepted truism for women, what might’ve been a very good pairing of a man and a woman based on an organic genuine desire, turns into an obligation on his part to convince her that he’s not a child by living above that truism. The relationship becomes less about the genuine interest between the two and more about satisfying the “official” nature of it among men and women plugged into a Blue Pill social conditioning.

Should it just end at that point? If a man’s first act of a coerced monogamy is his capitulating to what amounts to a socially mandated ultimatum I think the woman he surrendered to will subconsciously lose the respect she had for him while they were “undocumented lovers.”

In a case like Rollo’s, or any other married guy here:

How did it happen? How do you get married without Negotiated Desire?

Is it IMPOSSIBLE, and it’s just a matter of minimizing the degree of Negotiation?

Same with having an official girlfriend. When you COMMIT even on the level of a ‘steady girlfriend,’ isn’t that Negotiating Desire by default?

I get this question a lot and for a lot of hard-line guys, even the best thing a married man (or LTR man) can say will always sound like he found a unicorn. You have to understand in my case the last

woman I'd been in a formal LTR with before my wife was the BPD I described in the *Two Guitars* post. I had no intention of getting into an LTR at the time and for a long while, Mrs. Tomassi was one of four plates I was spinning at the time. All of this was above board and we dated non-exclusively for the first 3-4 months.

I began with a rock solid Frame at this time not because I was focused on establishing it, but because I had three other women in rotation and I was entirely indifferent to any idea of exclusivity with any of them. Of those four, Mrs. T was hottest and funnest in and out of bed so I gravitated to seeing her more regularly. I also appreciated her from the new perspective I had in contrast to the psychotic mess my BPD had been. She expected me to be conventionally masculine and I was already filling that role by default because I had a new outlook on women as a result of all that.

We never had a *Talk* when it came to exclusivity; she simply said that she didn't like the thought of me banging other women and asked me if she could be my girlfriend. She literally asked to be part of my world during that brief conversation. I've had the Frame from the moment we started non-exclusively to where we are now 20 years later.

I'll say it again, don't use my example as some model for your own life, but there needs to be an organic flow to how you enter into any LTR.

It is vital to the health of any LTR that a man establish his frame as the basis of their living together **before any formal commitment is recognized**. As I stated in the beginning, frame will be fluid and conditions will influence the balance, but the overall theme of your relationship needs to be led and molded by you. Even very influential, professional, intellectualizing women still crave the right man to establish his frame in her life. They may fight it bitterly, but ultimately it's what will make for the best healthy balance she can achieve. There's a growing undercurrent of mid-life women questioning and regretting their past decisions to remain single into spinsterhood. And for all their late game rationalizations, the one thing they still simply refuse to accept is acknowledging that a man's frame, the frame their "fierce independence" wouldn't allow for, was exactly the salve their egos so desperately wants now later in life.

Gentlemen, you will establish frame in any monogamous relationship you have. You will enter her reality or she will enter yours.

Late Life Hypergamy

June 17, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Commenter *YaReally* dropped an interesting set of videos in last week's comment thread and I thought I'd riff on them for a bit today. I'm not familiar with *Loose Women* (the TV show anyway), but from what I gather, it's on par with *The View* or any similar mid-day women's talk show. I don't make a habit of watching shows dedicated to entertaining women's need for indignation, but I regularly have readers email or tweet me segments asking for my take on certain aspects of them or how they relate to Red Pill awareness.

It should come as no shock to my readers that shows of this formula are a social manifestation of women's base natures. Every conversation takes on a sense of seriousness and gravity, but the tone and the presumptuousness that drives these conversations are rooted in women's solipsism. All iterations of this show are presented from a perspective that assumes a pre-understood feminine primacy. It's also no coincidence that the rise in popularity of women's talk shows has paralleled the comfort women have in embracing Hypergamy openly.

Whenever I get a link to something the women on *The View* discuss it's almost always a confirmation of some Red Pill principle I've covered previously, and in this instance *Loose Women* doesn't disappoint. Saira Khan (I apologize for my lack of knowing who she is or why I should care to) related to the panel of women – and the expectedly disproportionate female audience – that at 46 years of age and two children (only one by her husband) she has entered some commonly acknowledged phase where she finds herself lacking all libido for her husband.

I decided to write a full post on these clips because Saira amply demonstrates every facet of the latter phases of maturity I outlined in Preventive Medicine. She begins her self-serving apologetics by prequalifying her previously “fantastic sex life in her younger years” and moves on to her bewilderment over her lack of arousal for her glaringly Beta husband. We'll get to him later, but she's a textbook example of a woman in what I termed the Alpha Reinterest phase from Preventive Medicine. Granted, at 46 Saira is experiencing this “stage” a bit later than most women, but we have to consider the difficulty she had in having and adjusting to children later in life – all undoubtedly postponed by her obvious fempowerment mentality and careerism.

I love you, but I'm not *in* love with you

It's likely most men in the Red Pill sphere have experienced and discussed this very common trope. Saira is quick to apply a version of this standard self-excusing social convention. She “loves her husband” and “he's a great man”, but lately(?) she simply has no desire to fuck him. I'm highlighting this because it's an important part of the psychology and the self-excusing rationales that revolve around the less-than-optimal outcome of women's dualistic (AF/BB) sexual strategy.

It may serve readers better to review the Preventive Medicine series of posts, but the short version is this: Once a woman has settled on a man for her post-SMV peak life plans, and the routine and regimen of a life less exciting than her *Party Years* begins to reveal the nature of a (usually Beta) man she settled on, that's when the subconscious sexual revulsion of him begins. The feral nature of Hypergamy begins to inform her subconscious understanding of her situation – the man she settled for will never compare to the idealized sexuality of the men she's been with prior to him. Alpha-qualifying shit tests (fitness tests) naturally follow, but Saira herself describes her sexual revulsion for

Steve as a sense of “panic” at the thought of him expecting her to be genuinely sexual with him. As such, there becomes a psycho-social imperative need to blunt and/or forgive these feelings for the “lack of libido” women experience for their Beta husbands. Thus, we get the now clichéd tropes about how “it’s not you, it’s me” or “I love you, but I’m not *in* love with you.” Both of which amount to the same message – I love you, but I have no desire to fuck you. You’re a great guy and a swell husband, but my pussy only gets wet for Alpha.

Saira exemplifies this in her assessment of her husband (Steve), but more so, she illustrates the disconnection she knows is necessary to insulate her ego from knowing exactly what’s “wrong” with her. The problem with her lack of libido becomes separated from the source, Steve. So she says it’s not **him**, she just doesn’t want to do **it**.

She qualifies herself as someone loveable (she still cuddles and gets comfort from Steve), but this lovable ‘good person’ doesn’t want her lack of arousal to be something to disqualify her from feeling good about herself.

Solution: make sex separate and ancillary to her relationship with her husband.

For women in this phase, sex is equated with a chore. It’s a chore because it’s not something she has a *desire* to do, but still feels obligated to do. Steve walks through the door at 6 and her subconscious understands that the expectation of her is that she *should* be aroused by this Beta man she’s trapped into living with for the rest of her life. Hypergamy informs her subconscious and the manifestation is to find ways to avoid sex with a man her Hypergamous sense acknowledges is a suboptimal sexual pairing. Her conscious, emotive, female mind understands that she *should* want to fuck him, but it wars with her hindbrain that is repulsed by just the imagining of it.

In order to contend with the internal conflict created by Hypergamy, and a woman’s settling on a poor consolidation of it, social conventions had to be created to make separating sexual arousal (Alpha Fucks) from women’s personal worth (Beta Bucks investment) and the attending bad feelings it causes for them.

Ironically, this show’s original premise was based on the question of whether sex was even a “must” on a couple’s wedding night. This is a prime example of separating desireless sex from women’s sense of personal worth. I wrote about this in *Separating Values*. If sex is ancillary or only an occasional bonus, it ceases to be a deal-breaking factor in marriage for women when they don’t have a desire to fuck their Beta husbands.

Conflating Values

One of the major problems women have, and more than even some red pill men have, is the conflation of sexual market value with their intrinsic personal value as a human being.

It needs to be emphasized that while personal value is influential in sexual market value, SMV is distinct from your value as a human being. I’m stressing this because, in the age Disney Princess empowerment, this conflation of the two has become a go-to social convention; and not just for women.

What Korth suffers from is presuming her personal value *is* her sexual market value.

It’s disruptive to her self-perceptions and ego-investments when that presumption is challenged by a man who doesn’t want to fuck her for reasons based on the intrinsic value she believes she’s entitled to by virtue of maturity and imaginings of self-sufficiency. Just as women aren’t aroused by men’s own self-concepts of virtuousness and aspirations of

higher purpose, men aren't aroused by whatever ephemeral self-perceptions a woman may have.

In Khan's case, she (and the many women in the audience who nod in agreement with her) must devalue sex as an article or an object rather than accept that it's something she wants to engage in, just not with Steve.

There are many other social conventions that aid women in avoiding sex with Beta husbands. An even more common convention is the popularly accepted idioms that "sex just naturally declines after marriage" or "men and women often have mismatched libidos." Both of these have filtered into our popular consciousness, but they serve the same latent purpose – excusing a lack of desire caused by women interpreting their husband's lack of Alpha sub-communications. Wives don't get tingles from Beta husbands, thus, they need to find ways to offset the bad feelings for themselves first, and their husbands secondarily.

The trick in this is women not personalizing their lack of arousal with a husband's self-worth – "it's not you, it's me" – and deferring to some naturally occurring biological or psychological event that can be conveniently attached to the *mystique* of women.

It's not you, but it is you

Thus, the rationale morphs from "it's not you, it's me" into "it's not you, it's the time/circumstance/effort/need for help with the chores/phase of my mysterious woman-ness" that's causing her lack of sexual desire." She's got a busy life, she's got kids, and in her pursuit of perfection in these arenas, sex somehow falls by the wayside – or at least the kind of non-obligatory, hot, urgent sex she used to enjoy in her fantastic youth. It's not you, it's just life.

It's not you, it's wives 'naturally' lose interest in sex. It's not you, it's that she panics at the thought of you expecting her to be aroused by you.

If sex can be delimited to being all about the person then a lack of women's arousal can't be blamed on the mechanics of sex. So when men complain about a lack of sex from their wives or a lack of enthusiastic genuine desire, we get the response we hear from the panel of women on the show; a sarcastic shaming of men who raise the issue that their wives are frigid with them.

"Oh, how can men survive without sex?" or a sarcastic "No bloke can be in a relationship without sex" is a deemphasizing of the importance that the role of sex plays in a marriage and any intersexual relationship. Once again this is due to the separating of personal worth of a woman from the sexual mechanics of Hypergamy that prompt her to genuine arousal. The easiest solution is to cast men into the same sexual expectations as women; if women can forego sex then men ought to be able to "survive" without it too.

This normalized idea stems from the equalist perspective that men and women being equal should also share equal attitudes, prompts, and appetites for sex. This is a biological impossibility of course, but the conversation serves as a stark illustration of women expecting feminized men to identify with the feminine and prioritize that identification above any and all considerations about their experiences of being male.

Ultimately this is self-defeating for women because the nature of the Alpha guy that women crave pushes him to have sex, not to deny himself of it.

In fact, that sexual insistence is a prime indicator that a woman is dealing with an Alpha. The man agreeing to the patience and effort needed to "wait out" his wife's frigidity is indicating that he's not

accustomed to insisting on, and getting what he wants. If he can sublimate his most powerful biological imperative – to get sex – what else is he willing to sublimate?

Sex is the glue that holds relationships together.

The ladies on the panel mock this idea for exactly the same reason Saira is tying herself in knots about not being hot for Steve. He needs sex, but he *shouldn't* really need sex because it's all about the person and not the mechanics. But it is exactly the mechanics of Hypergamy that are at the root of Saira's need to solipsistically feel better about herself to the extent that she'll publicly emasculate her husband on national TV.

As the show grinds on, all of the predictable rationales for wife's self-consolations for a lack of sex get run down like a check list. Kids? Check. Career? Check. Never do they address that she's a
Never do they address that she's a 46-year-old woman raising small children or that her so overstressed condition is only one consequence of delaying what passes for motherhood to her for so long. I understand Saira and Steve struggled with infertility, but my guess is that this too was a physical result of the life choices she made and the difficulty of conceiving and carrying a child to term well after her fantastic sexual prime. I'm 48 and my daughter graduated high school this year so I can't imagine facing parenthood in my mid/late 40s. This isn't even an afterthought for the panel because it exposes the costs of the feminist-inspired careerism the show is triumphantly based upon.

Shit Tests and Marriage

As I mentioned earlier in this post, wives in this state will still shit test their husbands just as readily as any single woman. We are meant to believe, no we are expressly told, that Saira's sexual revulsion is "normal" and it's not Steve or his dedication that's at issue. Yet during all of Saira's journey of self-discovery about her lack of libido, she suggests that Steve go out and find a woman who *will* fuck him. At some stage in their great open communication, Saira gives Steve express permission to go out and bang another woman because she just can't.

Naturally she couches this in the idea that she's so devoted to him "as a person" that she just wants him to be happy, however, she is so repulsed by him, sex is a happiness she can't find within herself to even feign for him. For all the shocked gasps from the women in the audience, what this amounts to is a very visceral shit test for Steve.

The purpose of the 'dare' for Saira is meant to determine whether Steve can still (if he ever) generate genuine sexual desire in other women. I've covered this dynamic in at least a dozen different posts – women want a man who other men want to be, and other women want to fuck. Steve's steadfast devotion to his wife is anti-seductive and Saira, on some level of consciousness, knows this. If another woman found Steve attractive enough to bang it would generate Dread, social proof and confirm his preselection among other women. And as I've mentioned countless times, breakup sex (or near breakup sex) always trumps contrived, preplanned special occasion "date night" sex, which predictably is the suggestion that ends the second video.

And as I've mentioned countless times, breakup sex (or near breakup sex) always trumps contrived, preplanned special occasion "date night" sex, which predictably is the suggestion that ends the second video.

Steve, the dutiful Beta, is also predictably dumbfounded by her "suggestion". He's heartbroken from a feminized emotional perspective, but also because, like most Beta men, he's heavily invested in the fallacy of Relational Equity. He's observably sexually optionless so it's a moot point, but if he were

to muster up the balls and the Game to take her up on her oh so caring suggestion to fuck another woman, he risks losing the relationship equity he believes his rational, empowered wife *should* appreciate and factor into her attraction for him.

Thus, Steve comes up with rationalizations for why he didn't take her up on her offer of permissive infidelity. He makes his necessity (really his optionlessness) a virtue and sticks to the standard Beta wait-it-out supportiveness he's been conditioned for but is actually the source of his sexless marriage. He defaults to the "open communication" solves everything meme while ignoring the message that the medium of his wife's sub-communication is telling him. Steve attributes everything (accurately) to his conditioning that most men, "typical blokes", are Betas whose responsibility ought to be unconditional supportiveness when in fact they really have no other choice but to be so.

She doesn't want to be 'fixed'

One last thing occurred to me while I picked these clips apart. At the end, the panel of women defaults to the "it's not you Steve, you're a great guy, Saira's just experiencing a *normal* frigidity that comes along for women in marriage." I thought this was interesting because there's a push to accept this frigidity as a normal phase women experience, but it still relies on the idea that sex and personal worth are two separate aspects of this problem.

If the root of this 'normal' problem is one about mechanics (it's not Steve, it's Saira's physical/psychological malfunction) then I would expect there could be a mechanical solution to the problem. Even the fat brunette panelist suggest that all it takes is a better 'effort' on Saira's part to get herself into the mood, but she even rejects this. Her problem isn't a pharmaceutical one or a behavioral one, it's a holistic one rooted in hardwired Hypergamy. So repulsive is the thought of fucking a Beta that Saira cannot psych herself up to do so.

I wondered if she would even consider taking the new "pink pill", the female form of viagra, but I've read enough counter argument articles from women about it to know that women's hardwired psychology prevents them from even chemically altering themselves to *want* to have sex with a man her Hypergamy cannot accept. My guess is that even a cheeky holiday in the Maldives won't be enough to convince Saira to *want* to fuck Steve.

However, this simple fact, that women will refuse to take the Spanish Fly to work themselves up and bypass their Hypergamy for their Beta husband's happiness, destroys the convention that her frigidity is the result of her biomechanics. She doesn't want a pill to fix her because she knows it's a holistic problem.

Saira knows how to please Steve sexually, she simply doesn't want to, and it's because Steve *is* Steve.

The Princess Experience

June 23, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)















‘Fallen Princesses’ – photographer Dina Goldstein

A Man in Demand Radio ☐☐ Talk 3

June 29, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Last Friday I had the opportunity (and time) to talk with Christian McQueen once again – this time for a solid three hours. I hardly noticed the time passing since it’s like an exchange among friends, very casual, and a little upbeat I think.

We went into quite a bit and my going on longer is always the first request I get after most interviews so I thought I’d accommodate.

You can pick up the audio for free at Christian’s [*A Man in Demand Radio*](#) here.

As I said, it’s three hours so you may want to download it and listen at your leisure. We did this last Friday which was the day after the Brexit vote so, yes, I did get asked for some political opinions, but as always I stay on what my take is from an intersexual perspective.

We went into the state of Hypergamy in 2016 and how personal and social dynamics are being influenced by it, and I offer some practical solutions for guys dealing with it in the now. We discuss marriage and how and why it’s changed. I also answer some Twitter questions ranging from dealing with one’s family through a Red Pill lens to answering the common question, “Where do you see this going?” or *The Talk*.

There’s a lot more in this than anything I’ve done with Christian previously, so tell me what you think and feel free to ask me questions about anything or discuss anything I go into in this interview. Enjoy!

Blue Pill Frame

July 1, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Establishing and internalizing a strong sense of *Frame* is one of the most fundamental aspects necessary for a man's personal success. I'm hesitant to use the word "success" here because it subjectively means so much to men on an individual basis. "Success" is a relative term, but I intentionally began the *Iron Rules of Tomassi* with *Frame* because an understanding of this principle applies to so many different arenas in a man's life.

It's far too easy to conflate *Frame* (and the hoped-for success that can come about from it) with a power-of-positive-thinking motivational vibe. Developing, maintaining and internalizing a personal

Frame isn't derived from motivational thinking. That's not to say it doesn't help, but Frame can align either on realizable realities informed by Red Pill awareness or it can be founded on deeply ingrained investments in Blue Pill conditioning.

For some men, a Blue Pill mindset, and the conditioning principles that formed it, is the foundation of what they convince themselves is a very strong, very 'correct', establishment of Frame. It quite literally *is* the reality into which they expect a woman will want to be a part of and will want to readily cooperate within. The problem, of course, is that the Frame they've developed is informed by Old Rules/Blue Pill goals that mischaracterize the truer natures of women and what their motivations are.

This insistence of women adapting to a Blue Pill Frame is the root of many a Beta man's downfall when a woman has finally run out of Alpha Fucks options during her Party Years and she's "turned over a new leaf" in the necessitousness of her Epiphany Phase. Women aging out of the sexual marketplace are only too happy to appear to be a Beta man's Blue Pill ship that's finally come in.

Behold, Camelot

I have heard many times, from well-intended Blue Pill men, some variation of the Just Be Yourself self-righteous expectation that women *should* want to enter into his Frame. "If a woman can't accept me for who I am, she's not the right (*quality*) woman for me" is the standard refrain. The Frame is strong, the expectation is (seemingly) strong, but the Blue Pill foundation it's built upon is flawed because it is influenced and conditioned by the Feminine Imperative that always expects him to focus outwardly instead of making himself his own mental point of origin.

If they were honest, these are the guys who will Beta Hamster their Blue Pill ideal of the 'right' girl being any one who acknowledges his Blue Pill Frame.

There's usually some self-evincing rationale that sounds similar when a Blue Pill guy has his Frame challenged by a woman unwilling to play along with his "world". Whether he comes to this by rejection or simply observing women's solipsism and duplicity, the reasoning is never about the validity of what *his* Frame is based on, but rather the disqualification of a woman who contradicts his ego-investments in it (i.e. they become "low quality women" to him).

However, many a White Knight will have what, for all purposes, is a very strong personal Frame. This dedication to a Blue Pill conditioned mindset is central to their ego-investments and it's a big reason why it's so difficult to unplug a man from it apart from some trauma that shakes his investing his personality in it. And even then, it's far easier to disqualify the women who want nothing to do with his Frame than it is to get him to reconsider his fundamental, Blue Pill, *old books* belief-set.

As I was picking apart the conditions that lead to a man like Steve from last week's post to becoming what he is, I found it's important to highlight the determination with which most men will defend their Blue Pill investments and defend the investments of other Blue Pill men with whom it aligns with.

From Enter White Knight:

Every random chump within earshot of your conversation about Game, about your 'changed' way of seeing inter-gender relations, about your most objective critical observations of how women 'are', etc. – understand, that chump waits everyday for an opportunity to "correct" you in as public a way as he's able to muster. That AFC who's been fed on a steady diet of noble intent, with ambitions of endearing a woman's intimacy

through his unique form of chivalry; that guy, he's aching for an opportunity to prove his quality by publicly redressing a "villain" like you for your chauvinism. Even under the conditions of relative anonymity (like the internet), he'll still cling to that want of proving his uniqueness just on the off chance that a woman might read his rebuff and be fatefully attracted to him.

The more invested a Blue Pill man is in his Frame, the more ardent a White Knight he's likely to be. The problem in all of this is that his dedication to that Frame, and the expectation that 'quality women' will rationally and deductively appreciate it, is in error. Women fundamentally lack the ability to fully realize, much less appreciate the sacrifices a man makes to facilitate their reality. Even the most enlightened, appreciative woman you know still operates in a feminine-centric reality. It's easy to spot (and get annoyed with) a White Knight when he comes to the aid of M'Lady on an internet forum, but the defender-of-the-faith behavior also extends to other men, like himself, given to the same Blue Pill Frame and ideals. From a Red Pill perspective we know this is virtue signaling, but it's also indicative of reaffirming a White Knight's dedication to a Frame and belief-set that requires a constant reassurance in the face of so much observable contradiction.

Blue Pill Frame / Red Pill Awareness

In the manosphere, there's a tendency to characterize the Blue Pill mindset with non-assertive "people pleaser" men conditioned from an early age to defer to women and sublimate themselves to the Feminine Imperative. For the most part, that generalization fits, but I think it's important to understand that it's entirely possible for otherwise very Alpha men to invest themselves in Blue Pill paradigms and then build Frames up around them.

While I was writing this, reader *Softtek* had a very good take on how Frame can be applicable from both an Alpha and a Beta perspective:

Steve's relationship is PERFECT.

It is in EXACT ALIGNMENT with his Frame.

His Frame, which he voluntarily maintains, is that of a Beta male. Weak, submissive, and priming him perfectly to be cuckolded.

Similarly, my relationship with my GF is perfect.

It's in exact alignment with my Frame.

This is how it always works. It's the only way it CAN work. Your Frame is your reality, period, end of story. I'm sticking to this idea of women having no Frame, because I think it can help men to realize that the man's Frame – as far as the man is concerned – is the only thing that matters.

I'm going to stop here because this is one of his few assertions I don't entirely agree with. Women's innate sense of Frame is informed by their fundamentally solipsistic nature. How that solipsism is expressed can take different forms, but in all instances it places the experience of the woman as being central to her own importance.

The easy example is the Frame grab I outlined in *The Talk* where a woman (consciously or otherwise) seeks to assert her experience as being the primary Frame or when a man abdicates his Frame to satisfy a woman's need for long-term security. The other side of this is that even when women are considered 'powerless', and they are acted upon (*hypoagency*), their solipsistic experience is still

central to the nature of any Frame because that presumption of powerlessness informs her solipsism and she builds her Frame around it.

Women most definitely have a Frame; it is informed by solipsism and its state is determined by what her need for optimizing Hypergamy demands at any phase of her maturity and how well she is likely to consolidate on it. I understand what *Softek* is getting at here, but just observe Beta men who are trapped in submissive roles to their dominant wives and you'll see how he's acted upon within her Frame.

If your Frame is what you really want it to be, you're all set. You will simply not put up with BS, so it won't be necessary to calculate what kind of BS or shit tests are being thrown at you, because you'll automatically pass them without even being conscious of them.

At a deeper level, there is no your reality vs. her reality, or who has more power in the relationship.

It all goes back to your relationship with yourself. Your Frame. You decide what you accept in your life, and what you don't accept.

Everyone has been telling me to get out of my relationship. Why? Their Frame is different. Maybe they have more self-respect. Maybe they have more confidence. But ultimately, their Frame is different.

They would not put up with half the BS I've put up with. They would've been gone a long, long time ago and onto greener pastures.

I'm getting what I deserve. I'm getting the relationship that is PERFECT for me, which means it's perfectly aligned with my [current, malleable, changeable] Frame.

Frame isn't set in stone. It's ours to control, and ours alone, because it belongs to us each individually.

If I want a different relationship, I need to change my Frame. What do I want? What am I willing to accept? What am I not willing to accept?

This is a very important point, to understand that Steve's relationship is PERFECT...for him. A complete match with his Frame.

If you dig into WHY he's in this relationship, it's for that reason and that reason alone: it resonates with his Frame. It resonates with the perception he has of himself, and the rules he's laid out for himself in his life.

He is doing exactly what an Alpha does: living 100% by his Frame.

It's just that his Frame is weak and submissive instead of strong and self-serving.

It's funny when you look at things like this. When you realize you're already "Alpha" in the sense that you know how to live 100% in your Frame....what's stopping you from changing your Frame?

You already know what it's like to hold Frame. Not everyone can stay in an abusive, sexless relationship. It takes a pretty extreme Beta to put up with all that. I am a fucking Beta God. I will put up with more abuse than any man on this planet. I'm the most abject Beta in the world.

(I'm being deliberately hyperbolic here, bear with me)

The most abject Beta is simply the other side of the Apex Alpha coin.

Both stubbornly hold to their Frame. The Beta holds to his Frame to his inevitable cuckolding and destruction; the Alpha holds to his Frame to his self-gratification regardless of who tries to shame him or bring him down.

We need to stop thinking “Beta Bad” and “Alpha Good” and realize that Frame is subjective.

I may not agree with some of this, and considering *Softek*’s dependence on maintaining his relationship it’s easy to see why he feels this way, however, he does touch upon some foundational aspects of Frame. Yes, women get the men they deserve, or in this case, women enter into relations with the men who align with what they’ve created.

As I mention in *Frame*, yours should be a world women will want to enter or you will be entering her Frame. That said beware the motives of the woman who would eagerly embrace a Beta’s Frame. Those motives are rooted in necessity and not genuine desire. Just ask Saira Khan.

Understanding that a solid sense of Frame – literally creating a reality in which you live and expect others to interact within – is central to success is not a difficult concept to grasp for most men. Whether or not they feel an ownership of that Frame, or a motive to employ it, is what defines men’s understanding of it. And this discomfort men have in insisting upon a solid, active, Alpha Frame is precisely what the Feminine Imperative has sought to condition into men for going on five generations now.

Recently I’ve been commenting on yet another article of feminist triumphalism, glorying in the statistics that women are far happier after a divorce. This is standard feminist boilerplate, but the bloody handed cruelty of articles like this always ignore that the “men” they denigrate are the direct results of a generational conditioning that leads men to swallow Blue Pill idealism and abdicate Frame in the name of a nebulous egalitarian equalism.

As 39% more men put a gun in their mouths after a divorce, women will bemoan a generation of men the Feminine Imperative created to abdicate their Frame. So yes, when it comes to men becoming despondent and suicidal after having their Blue Pill idealistic ego-investments destroyed by the same imperative that invested it in them, yes, “Beta Bad” and “Alpha Good”.

Sugar Babies

July 11, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Whenever I use a manosphere acronym I'm always torn between presuming my readers will already know the terminology and need to re-explain a concept that the letters represent to new readers. We use a lot of acronyms and placeholder terms in the 'sphere. These are necessary, but when you apply needed terms to abstractions and unfamiliar ideas critics will always fill the blanks in for themselves by telling you what *you* think you mean according to their preconceptions.

Next to the (abstract) terms of 'Alpha' and 'Beta', SMP and SMV are two of the more contentious placeholders for manosphere concepts. SMP is Sexual Marketplace and SMV is used to represent the relative Sexual Market Value of an individual within that SMP. There's a lot to consider when we attempt to define just what that 'marketplace' entails, but the point of contention for critics is that by valuating a person based on a perceived market state we dehumanize that individual. For those uninitiated to Red Pill concepts, a complete denial of *any* sexual marketplace is usually the first retort.

"People are People and everyone is special" or some variation of the nebulous individual's uniqueness needing to be held as the benchmark for each case of 'value' are the common refrains. Even denying an observable, measurable marketplace altogether for fear of being 'judgemental' is part of the Red Pill critic's predictable counter to the idea of a sexual marketplace.

However, the latent purpose of this denial is really a 'don't ask, don't tell' tactic that keeps players ignorant of the system they exist in. Just as with the 49th Law of Power, deny the game exists and you can better play it.

As with all Red Pill truths, the awareness of where one fits into the scheme of the SMP, and

accepting the sometimes cruel realities of it can be a bucket of cold reality for men (and women). The simple truth is that our capacity to value various stimuli in our environment has been a survival-beneficial adaptation for us.

We commodify a lot of our personal lives these days. We simply don't have a problem accepting the easier aspects of this. 'Time is money' is a quick aphorism we apply to a lot of situation for ourselves. When a woman does the breakdown of all her 'unpaid' housework or childcare for an article in *Forbes* she's lauded for commodifying and valuing that work. But let a man commodify women based on their general sexual appeal and utility to his sexual strategy and he's dehumanizing and objectifying women.

If you're interested in further reading about how we apply market principles to various aspects of our lives I'd suggest the book *Life Inc.* by Doug Rushkoff. It's a great read, particularly the ideas about how we view buying a house as an investment rather than a place to live. I bring this up here because it's a similar dynamic to how women invest themselves with men in the long term and the short term according to Hypergamous necessity. Women's Hypergamy largely defines the modern sexual marketplace.

The Benefits of Opportunism

Women love opportunistically, men love idealistically. I've written several essays about how Hypergamy predisposes (often subconsciously) women to sexual opportunism, and men's concept of love is rooted in idealism. I won't belabor summing up these dynamics today, but if you want to review them you can read through the *Love* series of posts, and male idealism can be found [here](#).

In 2016, the modern dating landscape, as well as contemporary marriage, has become varying degrees of 'sex work'. I went into this topic a year and a half ago in *Commodifying Love*. This post was mostly meant to elaborate on another post Dalrock had written observing the utility feminist had with being miserly with love. I sought to explore it a bit further:

As Open Hypergamy becomes more proudly embraced and normalized in society, so too will women's sexual strategy be laid more bare. And in laying that strategy bare, so too will women's opportunistic model of love become more apparent to men. This new apparentness is already conflicting with the old-order messaging that kept men hopeful of realizing their idealistic love state.

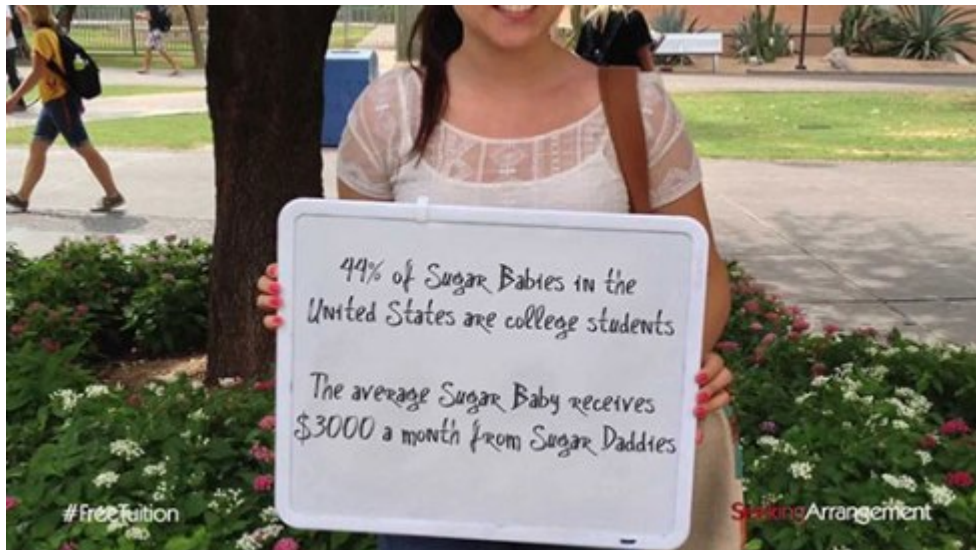
Women cannot sell Open Hypergamy and the love-conquers-all ethereal ideal love at the same time.

I daresay this quote was a good bit of foreshadowing. One aspect of having a *Red Pill lens* is that it allows you to see the writing on the wall in so many ways with regard to intersexual dynamics and how they influence societal shifts. When I proposed that men and women's concepts of love differ, and that much of the disconnect between the sexes is the result of the fact that we don't share a mutual point of origin for that love, Blue Pill people got upset.

Women's concept of love originates in an opportunism stemming from a subconscious need to optimize Hypergamy. To this day I still get angry comments from women for having used the word "opportunism". Naturally, there's a negative connotation to opportunism, but I use it in this context to describe a function in women's sexual strategy. I could've used the term 'practical' or 'pragmatic', but often enough what inspires women's need to optimize Hypergamy is anything but practical or pragmatic.

Everyone needs to realize that men are the “romantics pretending to be realists” and women; vice versa.

This week I received more than a few requests to give my take on the latest trend in women’s sexual opportunism. This comes courtesy of Vanity Fair and their exposé of the Sugar Babies/Sugar Daddies “dating” dynamic that’s become part of *The New Prostitution Economy*. Have a read of the whole article, but the short version is a breakdown of how women (all in their SMV peak years) look for “arrangements” with generous men eager to fund their lifestyles or (ostensibly) their education goals. In exchange, these men get the privilege of ‘dating’ if not fucking these women who would otherwise be out of whatever league they ascribe themselves to.



I have a real love-hate relationship with articles like this. It’s far too easy to pile on and get wrapped up in the salaciousness and outrage dynamic – which is really what the article is written to prompt. But at the risk of writing an article about how “horrible women are/becoming” I think this trend is really the next logical extension of what I was describing in *Commodifying Love* a year and a half ago.

Yes, it’s just prostitution by another name. Yes, there is a pop-culture effort to normalize what would otherwise be a manipulative exploitation of men – but who cares, right? If poor Beta saps have the money, it’s only pragmatic that women legitimize the ‘pay-to-play’ model while they can capitalize on it in their prime years, right? And yes, the feminist narrative will simultaneously vilify the men resorting to being a “Sugar Daddy” while applauding the empowered women who play the game as

well as they do.

Sarcasm aside, what's underneath this dynamic is a graphic illustration of just how women's opportunism looks when the stigma of keeping Hypergamy concealed from men is now brought into the light and proudly embraced in a feminine-centric social order. The social effort to normalize Open Hypergamy takes another step forward when women's effective prostitution becomes indistinguishable from 'normal' dating – that is dating based on common attraction or interest.

The 'date'-as-investment-opportunity becomes inseparable from women's opportunistic concept of, and approach towards, love. Commodifying love and sex blurs the line between what is genuine desire and what is motivated interest. The conventional meme is that women have a difficult time separating sex from emotional investment, but the progression of Open Hypergamy – in this case the deliberate feigning of intimate interests on the part of women – puts the lie to this and reveals the true pragmatism with which women will apply their sexuality. Open Hypergamy becomes open prostitution, but this relationship becomes an accepted exchange or transaction the more comfortable women get with revealing the crueler nature of their sexual strategy.

“You can't tell who the hookers are anymore.”

When we look at women's opportunistic approach to love, psycho-social dynamics like the War Bride dynamic come into stark contrast next to the Sugar Babies trend – they are both natural extensions of women's need to optimize Hypergamy and ensure their long term security.

“You can't tell who the hookers are anymore,” says another guy at the bar, a well-known D.J. in his 30s. “They're not strippers, they're not on the corner, there's no more madam. They look like all the other club girls.”

He tells a story of a young woman he let stay in his hotel room one weekend while he was working in Las Vegas. “She met up with this other girl and all of a sudden they had all these men's watches and wallets and cash. They wereworking.” He laughs, still amazed at the memory.

“It's like hooking has just become like this weird, distorted extension of dating,” the D.J. says. “ ‘He took me to dinner. He throws me money for rent’—it's just become so casual. I think it's dating apps—when sex is so disposable, if it doesn't mean anything, then why not get paid for it? But don't call it prostitution—no, now it's liberation.”

They all look the same because the commodification of intimacy is the same. Hooking *is* dating when the only degree of separation is in the comfort women have in the transaction. The necessary compartmentalizing of *feelings* or emotional investment on the part of women – the ones we've been sold for so long as inseparable from their sexuality – are only mitigated by men they perceive as having a higher SMV than those who they view as 'clients'.

Money isn't a factor in this equation of SMV; why would it be when provisioning is so easily had via dating clients ready to pay her rent or something else comparable? I've dug into this before, but with respect to women's short-term sexual priorities (the Alpha Fucks side of Hypergamy) money rarely plays a role in genuine arousal; and even then it's by order of degree in how necessitous that woman may be – or in this case, how entitled to those resources she has convinced herself she deserves.

The larger social embrace of “Sugaring” is an extension of Open Hypergamy. So not only is there an expectation of capitalizing on a woman's party years, but that once she's reached the Epiphany Phase she can be relatively confident that her years of Sugaring will be socially normalized and not factor

into her long-term capacity to optimize Hypergamy (see the *Sandberg* effect). Women's opportunistic concept of love is informed by Hypergamy, so it feeds into the SMP valuation of her intimate transactions.

And this dynamic isn't just limited to younger women in their SMV peak years; women in their later phases of maturity have also found how useful apps like Tinder are in getting men to do the manual labor tasks they'd otherwise have to pay for themselves.

Genuine femininity has become so rare in our present social order that it can now be bartered as a luxury experience for men who can afford it. So uncommon is feminine behaviors and demeanor now that men will pay a woman's bills when they can convincingly act feminine, sweet and appreciative. It's no surprise that married men account for the majority of Sugar Daddies; they seek what they lack in their marriages – sex, femininity, appreciation, caring, even loving conversation – an escape from wives who feel entitled to their efforts and provisioning with out reciprocation.

Even feigned femininity is better than a nagging loneliness in marriage

Transactions

Acknowledging Hypergamy openly is acknowledging the transactional nature of women's concept of love. It's ugly, but as Hypergamy becomes an increasingly normalized a blurring of the line between dating and prostitution becomes more common. As I've said before, there will come a point that even the most Blue Pill man will be forced to recognize women's blatant sexual strategies. As it stands now there is some confusion for these guys, thus, we see men wondering who the hooker is and who the available club girl is because both employ similar methodologies.

As a result men become less able to distinguish genuine desire from transactional role playing by women. Even in marriage transactional role playing has already been normalized and a presumption of a feminine frame of authority pervades most marriages – wives allow a husband to believe he's in his Frame so long as the transaction is beneficial to what her ego believes is her due (see *Briffault's Law*).

Solutions & Caveats

Sometimes it's not enough to simply say "now you know, and knowing is half the battle". The other half of the battle is taking actions and precautions to avoid the tar pits and protect oneself. In the future I believe it will be imperative for men not only to understand the nature of women's sexual strategy, but also what to expect from the results of women's previous decisions to effect them.

Guys ought to consider that by marrying or engaging in an LTR with former Sugar Babies they will not only deal with an Alpha Widow in terms of her sexual past, but also Sugar Daddy provider widows as well. Imagine the lifestyle switch to a lower socioeconomic status than what her former Daddy provided her with. Even dutiful *Betas in Waiting* will find their patience tested in competing with the previous lifestyle of a Sugar Baby.

Of course the easiest answer is always to recuse yourself from dating a Sugar Baby, to say nothing about entering an LTR with her, but as I mentioned earlier, hooking will *be* dating or some crossing of that line in the not so distant future. It's important to bear this in mind, particularly when the transactional nature of it will run contradictory to the narrative that men are never owed sex for anything. The subcommunication is one of an implied contract, but the indignation will be one of men's non-selected presumptions that sex is what's being barter for.

From now and into the foreseeable future men must consider women from a realistic assessment of

how their sexual strategies inform their decisions and base their own decisions accordingly. It's also important to remember that the sexual market place differs in various contexts. Usually this context is reflective of the culture or social group engaging in, and reinforcing it. Women sexual opportunism doesn't change, only how it's expressed in a social context. Not all women are 'Sugaring', however the motives that allow for a normalization of it exist in all women – even the sweet nice ones who want to make a good impression on you.

It's not impossible to engender a genuine desire in a woman. If that weren't the case I wouldn't be writing, but it's important to be aware of how Hypergamy will evolved social dynamics to better facilitate its optimization. This can be a very damaging influence on both women and the men who attempt to navigate a sexual marketplace founded on unchecked Hypergamy.

Are You Experienced?

July 19, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



About three weeks ago I was made aware of an article on the *New Republic* blog called [*Bros Before Homes*](#) and a few of my followers on Twitter asked me for my take on it then. I did feel it merited more than 140 characters so I figured I'd build a post on it. Honestly, I had more than a couple irons in the fire for blog posts ahead of this, but in hindsight now I'm glad I waited a bit before digging too far in.

I am going to riff on it here, but before I do I'd like to point out that my posting [*Sugar Babies*](#), before this post was a strategic decision on my part. You'll understand why a bit later, but keep in mind the general premise of that post – women's commodification of intimacy dynamic – and the priority of self-importance women place on themselves with regards to what men must pay for and why women believe they're *worth* men's having to pay for it.

I'm asking readers to keep this in mind because *Bros Before Homes* will contrast starkly next to *Sugar Babies*.

From the tone of the article you probably won't need to look up [*Phoebe Maltz Bovy*](#)'s portfolio to

understand her clichéd feminist bias. It's all of the self-importance and the prerequisite solipsism you'd expect from 'journalists' of her stripe, but try to read past the snark she thinks is interesting. Her sarcasm only highlights women's duplicity with regards to men freeing themselves from the Feminine Imperative and women commodifying their intimate interests in 'acceptable' men.

The gist of Bovy's fabricated angst is how offensively sexist it is for men to prioritize life experience, exploration, self-betterment, hobbies and the virtue signaling she sees inherent in men when they actually *go their own way*. Men cutting themselves free from the expectations of the Feminine Imperative and a feminine-primary social order always imply the *threat* of them coming to realize their own value.

It's also that the very idea of experiences mattering more than things is a way of valorizing the stereotypically masculine. "While men are conditioned to dream big—to see their happiness in terms of adventure and travel, sex and ideas and long nights of hilarity—women are now encouraged to find deep fulfilment in staying home to origami our pants," she wrote.

Whether women are being encouraged to rid our homes of useless belongings, or urged to shop for new ones, the result is the same: Society continues to associate women with the home and the material, men with the outside and experiences. While the enjoyment of domestic life, of stuff, isn't inherently negative, it is dismissed precisely because of its associations with the feminine. An orientation towards stuff over experiences, moreover, gets cast either as recklessly materialist or, as Tony perceives it, an impediment to enjoying life. The only constant is that what women prefer, or are imagined to prefer, is thought inferior.

[...]We're meant to admire the experience-lovers for their indifference to stuff, which implies they've got their priorities straight: to live life to the fullest. It's no coincidence, though, that these experience-lovers are so often male, as it's a stereotypically male aspiration not to be "tied down"—that is, not to have domestic responsibilities. But these men do have roofs over their heads. The bourgeois life they're rejecting is simply one they've outsourced. After all, Tony hasn't rejected the material life. He's just got a woman—his mother—tidying up after him.

Bovy's presumptions here smack of her reaching for some way to denigrate men's pragmatically eschewing materialism or being tethered to what would otherwise be considered "grown up" responsibilities and looking for something more personally meaningful for themselves. As with all femosphere journalists you get a bonus 10% on your women's studies essays if you can find a way to sneak the word's "sexism" or "misogyny" in a piece.

Bros Before Homes is really nothing novel in the manosphere. MGTOWs have been advocating this reward-for-independence from women for as long as there's been a movement. What *is* novel is that this return to a man being his own *mental point of origin* and prioritizing life experiences as his first priority is a result of an awareness that's now filtering into the mainstream. It's very easy to criticize men for being juvenile about foregoing what popular culture would have us believe is preparing ourselves for adulthood, but when this new idealism affects the men women hope will be well-positioned Betas when they've reached the end of their *Party Years*, then there's cause for concern.

As a side note here, I should also say that it's interesting to see how fluidly the progress of feminism

comes full circle in Bovy's thought process. She uses the same ambiguous tropes of a regressive society expecting women to resign themselves to domesticity and tidying up after men as if 60+ years of *Fempowerment* "leveling the playing field" never occurred. This is the same, very tired, cover story that second wave feminism used in the sixties.

The underlying irritation here is that men's new prioritizing of experiences above materialism is a thorn in the side of women who've been given carte blanche to their Hypergamous whims. Bovy cries sexism because she presumes men are unable to engage in all this experience seeking without a support team of mothers and house-bound women, but what really makes her sore is that men doing the seeking reminds women of their natural predilection for materialism and the base of opportunism their concept of love is founded upon.

Bovy's first mistake is that she's statistically inaccurate.

The Blue Pill conditioning of the past 60 years has done everything *but* teach men to "dream big—to see their happiness in terms of adventure and travel, sex and ideas". That particular conditioning is reserved for women playing along with the *Eat, Pray, Love* narrative. If anything it's just the opposite. From education to family to church, men are conditioned for servile Beta-hood and lambasted for not 'Manning Up' and being supportive of women's empowerment at the cost of their own. Conversely, women and womankind have been lifted to unrealistic idealism in pursuing their own interests at the cost of childbearing and monogamous domesticity. Apparently, Bovy's never read *Lean In* or even watched a Disney princess movie in the last 50 years.

Off the Reservation

What worries women is that all the Blue Pill conditioning men have endured for the past several decades might be undone if men were to actually make themselves their mental point of origin. What worries the representatives of the Feminine Imperative is that Betas might see the pragmatism in following the example of men who put themselves first. Men who eschew the trappings of building their lives around the materialism women seek when their looks fade and their need for men's resource security is a better prospect than having to compete for men with their sisters. When marriage is an easily recognizable sucker's bet to the point that even Betas can see the sense in avoiding it, that's when the Feminine Imperative must shift to a new tactic.

Open Hypergamy makes for aware Betas. Men aware of the game they are expected to play must either tamp that understanding down into denial or they simply refuse to play. That refusal can come in many examples, but the reasoning is the same. The deductive, pragmatic response is for men to go their own way and put themselves at the beginning of their thought processes and goals.

The success of women's sexual strategy depends on ignorant Betas being prepared to meet (or wait for them) at the time at which their need for security is the greatest. This expectation of *Betas in Waiting* is part of a Hypergamous plan; it is the consolidation of an Alpha Fucks / Beta Bucks prioritization (also known as the *Sandberg Plan*). Bros Before Homes is an offense to this *plan*.

This then becomes a paradox for the Feminine Imperative. A man's life experiences are generally a wellspring of attraction if not arousal for a woman. Experience is the source of a genuine *Amused Mastery* and a man's self-serving experience is usually a prime indicator of an Alpha mindset. My Red Pill brother *Goldmund* is a perfect example of how personal, self-asserted, self-initiated experiences can be parlayed into a very effective Game.

Be that as it is, the proposition of any and every Beta going MGTOW in various ways, hitting the open road and regaling women with the stories of their exploits presents a problem to Hypergamy;

Hypergamy wants certainty and a well-traveled Beta is still a Beta. Furthermore, living for the experiential implies less investment in Beta men developing skills, status, affluence and the personal equity that make them good prospects for Beta providership when they reach the critical age at which women need their cooperation in fulfilling their Hypergamy. At least, that's the implied concern for women. Men with a sense to educate themselves from experience are usually all the better for it – even when that experience is a nightmare.

I should add here that prioritizing experience above other consideration needn't be limited to Bovy's silly impressions of Jack Kerouac's *On the Road*. What concerns the feminine is that men would devote the lion's share of their personal efforts on *anything* unrelated to meeting women's future or present security needs. It's not just men wanting to scale Mount Vesuvius, it's men having any self-import at the expense of women. When men's ambitions are centered on satisfying themselves and not about developing equity that's useful to women, that's when those men (and those who would encourage it) are shamed for not being an adult. They are shamed for not manning up or growing up to meet the needs of women and thus not living up to "adult responsibilities".

Responsible Adults

It's not an accident that *society* conflates men's servitude with qualities of adulthood – it's the design. As such, women begin to get nervous that their future provisioning and security are their own responsibility. How those needs are met are a discussion for various other threads I've written, but the social expectations of men qualifying for 'manhood' by assisting women to fulfill their own Hypergamous imperatives are at the root of the "sexist" accusations on Bovy's part. To her, it's sexist not to plan one's life according to women's 'correct' sexual strategy.

Bovy actually shares a lot with contemporary Christianity. Ensaturated by feminine primacy, the modern church has made efforts to convince men that their servitude to women is both an article of faith and a prerequisite for responsible adulthood. In a reversal of traditional faith, men aren't men until they've established themselves as being capable of providing for both themselves, but for women as well. Any man shirking this is shamed for "prolonging is adolescence". All life priority and preparation is presumed to revolve around supporting a future wife irrespective of her own decisions and the results that come from them. The contemporary church is a Beta production institution as it is, but it's interesting to see how both Bovy and modern Christianity align on the position of men's proper roles.

This is an interesting parallel when you consider the lengths to which women have gone to emancipate themselves from (ostensibly) being dependent upon men's influence and provisioning. Western culture has evolved around the strong independent woman stereotype, yet it's sexist for men to emancipate themselves from the worst of women's sexual strategy. Bovy's perspective relies heavily on the *Old Books* rules set in the misguided belief that women are still beholden to roles of domesticity and repression in an era of triumphantly embraced Open Hypergamy.

Materialism

As I mentioned in the opening, it's important that we contrast this concern for Betas leaving the plantation with the blatant soft prostitution of the Sugar Babies dynamic. In the light of women's naked opportunism, and with that opportunism's materialistic purpose, it's easy to see how patently false Bovy's premise is here.

In an era where we develop successful apps to aid women in setting their price on a basic date, it's easy to recognize Bovy's disingenuousness. MGTOW and its Red Pill aware derivatives are really

just practical, logical responses of men protecting themselves from an Open Hypergamy women are all too ready to educate them about. The *End of Men* is also the eventual end of women's expectations of long term provisioning. If Bros aren't interested in homes the old social contract is put in jeopardy and Open Hypergamy only serves to expedite this shift. Women at the *Epiphany Phase* looking for the "equal partner" that Sheryl Sandberg assures her sisters will be waiting for them find that men have declined to play along.

The old joke is that if women would have sex in a cardboard box men would never buy a house. The joke's played out now because women are happy to fuck an Alpha in much less, and now they're proud enough to tell Betas all about it.

The Cardinal Rule of Sexual Strategies

July 29, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



When I first began writing on *SoSuave* over a decade ago I used to get into what I consider now some fairly predictable arguments about monogamy. It was an interesting time since it was around then I was getting into some heated arguments in my behavioral psychology classes in college.

I had just written what would later become my essay, *There is no One* and a good majority of my classmates and all of my teachers but one were less than accepting of the theory. I anticipated most of the women in those classes would be upset – bear in mind this was around 2001-02 and the Red Pill was yet to be a *thing* – what I was surprised by was how many men became hostile by my having challenged the soulmate myth.

I got a lot of the same flack from women then that I get from uninitiated women when they read my work now; “Aren’t you married? Isn’t she your soulmate? Don’t you believe in love? You must’ve got burned pretty bad at some time Mr. Hateful.” Those were and are what I expect because they’re the easy subroutine responses a Blue Pill ego needs to protect itself with. There was a time I probably would’ve mouthed the same. That’s how the conditioning works; it provides us with what we think ought to be ‘obvious’ to anyone. And at the same time, we feel good for ‘defying the odds’ and

believing in what we take for granted, or common sense.

This is how deep the subconscious need for assuring our genetic heritage goes. For women this assurance is about optimal Hypergamy, for men, it's about assurances of paternity. In either case, we need to *believe* that we will reproduce, and so much so that we will attribute some supernatural influence to the process of doing so. The fulfillment of your own sexuality is nothing less than your battle for existence, and on some level, your subconscious understands this. Thus, for the more religious-minded it gets attributed to fate and faith, whereas for the more secular-minded it's about the romanticized notion of a soulmate.

Monogamy & ONEitis

I contemplated the idea of ONEitis for a long time back then. I'd most certainly been through it more than once, even with the BPD ex-girlfriend. By then I understood first hand how the belief absorbs a Beta and how it is an essential element, effectively a religion, for a Blue Pill life experience. I didn't realize it then, but I was maturing into a real valuation of myself and I had the benefit of some real-world experiences with the nature of women to interpret and contrast what I was learning then.

Honestly, I had never even encountered the term 'ONEitis' prior to my SoSuave forum days. I referred to the soulmate myth in my writing as best I could, but it wasn't until (I suppose) Mystery had coined the term. Outside the 'sphere people got genuinely upset with me when I defined it for them. Back then I attributed this to having their ego-investment challenged, and while that's part of it, today I believe there's more to it than this.

The old social contracts that constituted what I call the Old Set of Books meant a lot in respect to how the social orders prior to the sexual revolution were maintained. That structuring required an upbringing that taught men and women what their respective roles were, and those roles primarily centered on a lifetime arrangement of pair bonding.

It's interesting to note that the popular theory amongst evolutionary anthropologists is that modern monogamous culture has only been around for just 1,000 years. Needless to say, it's a very unpopular opinion that human beings are in fact predisposed to polyamory / polygyny and monogamy is a social adaptation (a necessary one) with the purpose of curbing the worst consequences of that nature. We want to *believe* that monogamy is our nature and our more feral impulses are spandrels and inconveniences to that nature. We like the sound of humans having evolved past our innate proclivities to the point that they are secondary rather than accepting them as fundamental parts of who we *really* are.

Women, in particular, are far more invested in promoting the idea of 'natural' monogamy since it is their sex that bears the cost of reproductive investments. Even the hint of men acknowledging their 'selfish gene' nature gets equated with a license to cheat on women. This is an interesting conflict for women who are increasingly accepting (if not outright flaunting) of Open Hypergamy.

I've attempted in past essays to address exactly this duplicity women have to rationalize with themselves. The Preventive Medicine book and posts outline the conflict and how women internalize and 'hamsterize' the need to be both Hypergamously selective, but to also prioritize long-term security at various stages of their lives. Ultimately a woman's position on monogamy is ruled by how she balances her present Alpha Fucks with her future prospects of Beta Bucks.

Seed and Need

It might be that women would rather share a confirmed Alpha with other women than be saddled with

a faithful Beta, but that's not to say that necessity doesn't eventually compel women to settle for monogamy with a dutiful Beta. In either respect, the onus of sustained, faithful monogamy is always a responsibility placed upon men. The *indignation* that comes from even the suspicions of a man's "straying", a wandering eye, or preplanned infidelity is one of the most delicious sensations a woman can feel. Women will create syndicated talk shows just to commiserate around that indignation.

But in an era when the likes of Sheryl Sandberg encourages women to fully embrace their Hypergamous natures and expects men to be equally accepting of it, it takes a lot of psychological gymnastics to reconcile the visceral feelings of infidelity with the foreknowledge that a less exciting Beta will be the only type of man who will calm her suspicions.

It's important to also contrast this with the socialization efforts to make women both victims and blameless. As I mention in the last post, men who lack the appreciation of the necessity to prepare for a sustained monogamy with a woman are considered 'kidults' or prolonging their adolescence. They are shamed for not meeting women's definition of being mature; that definition is always one that centers on the idea that men ought to center their lives around being better-than-deserved, faithful, monogamous potentials for women's long-term security and parental investment.

On the other hand, women are never subject to any qualifications like this. In fact, they are held in higher regard for bucking the system and staying faithful to themselves by never marrying or even aborting children along the way to do so. So once again, we return to the socialization effort necessary to absolve women of the consequences that the conflict Hypergamy poses to them – they become both victims and blameless in confronting a monogamy they expect from men, but are somehow exempt from when it's inconvenient.

Pair Bonding

Arguably, pair bonding has been a primary adaptation for us that has been species-beneficial. It's fairly obvious that humans' capacity for both intra- and inter-sexual cooperation has made us the apex species on the planet. However, the Feminine Imperative's primary social impetus of making Hypergamy the defining order of (ideally) all cultures is in direct conflict with this human cooperativity. A new order of *open Hypergamy*, based on female primacy (and the equalist importance of the *individual*), subverts the need for pair bonding. There is no need for intersexual interdependence (complementarity) when women are socialized and lauded for being self-satisfying, self-sufficient individuals.

Add to this the conditioning of unaccountable victimhood and/or the inherent blamelessness of women and you get an idea of where our social order is heading.

Both sex's evolved sexual strategies operate counter to the demands of pair bonded monogamy. For millennia we've adapted social mechanisms to buffer for it (marriage, male protectionism of women, etc.), but the cardinal rule of sexual strategies still informs these institutions and practices:

The Cardinal Rule of Sexual Strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

In this respect, it is men who are expected to make the greater compromise due to an evolved sense of uncertainty about paternity and the social mandate to accommodate women's sexual strategy.

The counter to this is that women have always borne the responsibility of parental investment if they chose a father poorly (or didn't choose), but in our post-sexual revolution social order, the consequences of this responsibility have been virtually eliminated. In fact, those consequences are now viewed as evidence of women's independent strength.

Even aborting a child is a source of pride now.

Men bear the greater effect of compromising their sexual strategies to accommodate and resolve the strategy of women. When we account for the normalization of open Hypergamy, soft cuckoldry, and the legal resistance to paternity testing (ostensibly centering on the emotional wellbeing of the child in question) it is much clearer that men bear the most direct consequences for compromising their sexual imperatives.

From Warren Farrell's book. Why Men are the Way They Are (h/t to SJF):

Why are men so afraid of commitment? Chapter 2 explained how most men's primary fantasy is still, unfortunately, access to a number of beautiful women. For a man, commitment means giving up this fantasy. Most women's primary fantasy is a relationship with one man who either provides economic security or is on his way to doing so (he has "potential"). For a woman, commitment to this type of man means achieving this fantasy. So commitment often means that a woman achieves her primary fantasy, while a man gives his up. — P.150

Men who "won't commit" are often condemned for treating women as objects — hopping from one beautiful woman to the next. Many men hop. But the hopping is not necessarily objectifying. **Men who "hop from one beautiful woman to another" are usually looking for what they could not find at the last hop: good communication, shared values, good chemistry.** — P.153

The meaning of commitment changed for men between the mid-sixties and the mid-eighties. Commitment used to be the certain route to sex and love, and to someone to care for the children and the house and fulfill the "family man image." Now men feel less as if they need to marry for sex; they are more aware that housework can be hired out and that restaurants serve meals; they are less trapped by family-man image motivation, including the feeling that they must have children. Increasingly, that leaves men's main reason to commit the hope of a woman to love. — P.159

Dr. Farrell is still fundamentally trapped in a Blue Pill perspective because he still clings to the validity of the old order books/rules, and the willfully ignorant hope that women will rationally consider men's sexual imperatives as being as valid as their own.

That said, Farrell's was the germ of the idea I had for the Cardinal Rule of Sexual Strategies, he just didn't go far enough because he was (and still is) stuck in Blue Pill idealistic hopes of monogamy. Bear in mind, Farrell's book is based on his intrasexual understandings of everything leading up to its publication in 1986, however, this does give us some insight into how the old order evolved its approach to monogamy then into an open, socially accepted form of Hypergamy now.

He relies on the old trope that men are afraid of commitment by reasoning that men only want to fulfill a fantasy of unlimited access to unlimited sexuality – all shallow, all superficial, while women's priority of commitment is correct, selfless, valid and blameless. Farrell also reveals his Blue Pill conditioning by making the presumption that men only Game women in the hope that they'll find

a unicorn, and they're endlessly fucking women for no other reason than to find a woman with good communication, shared values, good chemistry, etc.

I sincerely doubt that even in the mid 80s this was the case for men not want to commit to a woman, or essentially compromise his sexual strategy to accommodate that of women's. Farrell never came to terms with dual nature of women's sexual strategy and how it motivates women over time because he believes men and women have, fundamentally, the same concept of love and mutually shared end-goals.

Mandates & Responses

In the decades since this publication, the normalization and legal mandates that ensure men will (by force if necessary) comply with this compromise is something I doubt Farrell could've ever predicted. Legal aspects, social aspects, that used to be a source of women stigmatization about this compromise have all been swept away or normalized, if not converted to some redefined source of supposed strength. Abortion rights, single parenting (almost exclusively the domain of women), postponing birth, careerism, freezing women's eggs, sperm banks, never-marrying, body fat acceptance and many more aspects are all accepted in the name of strong independence® for women. Virtually anything that might've been a source of regret, shame, or stigmatization in the old order is dismissed or repurposed to elevate women, but what most men never grasp (certainly not Dr. Farrell) is that all of these normalizations were and are potential downsides to a woman's Hypergamous decisions.

MGTOW/PUA/ The Red Pill, are all the deductive responses to this normalization, but also, they're a response to the proposition of the compromise that the Cardinal Rule of Sexual Strategies presents to men in today's sexual marketplace.

In all of these 'movements' the fundamental, central truth is that they all run counter to the presumption that men *must* compromise (or abandon) their sexual imperatives – long or short term. Thus, these ideologies and praxeologies have the effect of challenging or removing some of the total control of Hypergamy women now have mandated to them. Even just the concepts of MGTOW/PUA/TRP are equatable to removing this control.

However, it is still undeniable that there is a necessity for monogamy (even if it's just temporary) or some iteration of pair bonding that ensures men and women raise healthier, stronger, better-developed children. We are still social animals and, despite what equalism espouses, we are different yet complementary and interdependent with one another. Mutual cooperation, *tribalism*, monogamy and even small-scale polygamy have been beneficial social adaptations for us.

Gynocentrism and the respondent efforts against it defeat this complementary cooperative need.

Gynocentrism / egalitarianism defeat this cooperation in its insistence that equalism, self-apart independence, and homogeny ought to be society's collective mental point of origin in place of the application of differing strengths to differing weaknesses.

So we come to an impasse then. It's likely it will require a traumatic social event to reset or redefine the terms of our present social contract to ever make monogamy a worthwhile compromise for men again. We can also contrast this 'raw deal' compromise against the Cardinal Rule of Relationships: *In any relationship, the person with the most power is the one who needs the other the least*. It's easy to think women simply have no *need* of men when their long-term security is virtually assured today, but fem-centrism goes beyond just separating the sexes by need. It wasn't enough to just separate

male and female cooperation, fem-centrism has made men's compromise so bad that they must be made to despise their sex altogether. Men had to be made not only to accept their downside compromise but to feel ashamed for even thinking not to.

Trust Issues

August 7, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I was driving with a friend of mine and his wife to a promo last month. The parking at this particular gig was packed so it made sense to take one car and as I sat in the back seat I observed the behaviors and connected them to the conversation his wife and he were having while we drove. He was driving as well as any other guy I know; observant, careful, efficient, casual, basically a good driver, I didn't even give his driving much mind. However, judging from the nervousness and fidgety behavioral tics of his wife you'd think he was drunk and reckless.

She clung tightly to the "oh shit" handle you see above the passenger-side window in most SUVs today. Her body language was one of fear trying to maintain polite composure, but every time we'd slow for traffic or a stop she would gesture with her hands as if she were bracing herself for impact. She simply did not trust her husband in the driver's seat. She'd insist he switch lanes miles ahead of a turn so as to be ready to make the turn, or she'd coyly ask him to slow down when we were on the highway.

I see this a lot in couples where the power dynamic is one where the woman is the tacit authority of the relationship. These two were a textbook example. The buzz word term for it is 'passive aggressive' behavior, but that behavior is prompted by a root-level influence of women's security need. My friend, being the Beta he is, made every attempt to calm his wife's fears by accommodating her passive (and some not so passive) posturing and requests. It still wasn't enough. She simply doesn't trust the man she's been married to for 10 years with her safety – regardless of his actions.

Now, from a Red Pill perspective, it's important to bear in mind that women are always looking for an emotional rush whether positive or negative. I detail this in *Indignation* but in the absence of indignation, women will actively create it for themselves. Any PUA worth his salt knows that leaving an emotional impression on a woman is a key to seduction. Some men can do this effortlessly and often unaware depending on the social context and circumstances he surrounds himself with. These are guys we think are 'naturals' even though the learning process and the trial, error, reward mechanisms of it for him are just an internalized part of his personality. However, making this emotional impression can be learned, expressed 'naturally' and it can be internalized.

When we look at the dual nature of Hypergamy we tend to focus primarily on the Alpha Fucks side of women's sexual strategy. For obvious reasons, it's the part guys tend to have the most interest in, and since seduction is the key to STRs and LTRs, it's also the part guys need to develop most. It's tough for most Blue Pill men to behave counter to what their conditioning has taught them. Just like my friend's driving here, most guys believe that comfort, trust, rapport, friendship, appeasement, and generally self-sacrificing are what's at the heart of a good relationship. All of course based on the mystical "open communication" trope.

Selfish vs Self-Interest

[Vox Day](#) had an interesting back and forth with Kitten Holiday about this dynamic this weekend:

<https://twitter.com/voxday/status/762307577560563712>

For men who've been conditioned to believe that the key to success with women is to play nice and solve women's problems for them with patient understanding, suggesting selfishness is attractive to women is counterintuitive. However, agreeableness and humility in men have been associated with

a negative predictor of sex partners. So is it selfishness that makes a guy attractive or arousing?

I've suggested in the past that it is actually men who dare to place themselves at the center of their lives who make the most significant emotional impact upon women. This emotional impression is a byproduct of men who make themselves their first priority and when this prioritization becomes an internalized second nature to a man we say that he's made himself his *Mental Point of Origin*.

I'm clarifying this here because it's easy to conflate 'enlightened self-interest' with "selfishness". A common criticism among the MGTOW set is that a man investing himself into anything with the express purpose of attracting women is vanity or wasted effort. However, it's defining the point where this personal investment in oneself crosses over into having the effect of being an attractive trait to women that needs some more clarification. I covered this in *Crisis of Motive*, and unfortunately, it's a line that's subjective to the man who's invested himself in virtually anything that uniquely benefits him and is attractive/arousing for women.

So we have two countermanding imperatives here. Men are conditioned, personally and publicly, to believe that niceness, comfort, and trust are the keys to success with women (whom we are told will have an affinity and appreciation for it). All of these Blue Pill qualities are pro-social attributes, yet in practice, in the real world, we observe men with anti-social, 'selfish' interest are rewarded with women's attention. Self-interested men make a more significant emotional impression.

When we contrast this with the two aspects of women's sexual strategy we see that the Blue Pill (pro-social) traits align with the Beta Bucks side of Hypergamy, while the 'selfish' (anti-social) aspects align with the arousing Alpha Fucks desires of women. For the Blue Pill invested man, it's baffling to see how 'selfish' men are rewarded with intimacy, genuine desire, and sex. What they lack is a complete understanding of women's dual sexual natures.

"So I gotta be an asshole to get women to notice me? Chicks really dig jerks?"

I've been reading this response from newly unplugged nice guys for as long as I've been writing. It's the binary response I've come to expect from guys still on the fence with regard to Red Pill awareness, but it goes back to the negative associations they have with making themselves their own mental point of origin. It's 'selfishness' not self-interest and this is exactly the opposite of what they've been taught will resolve problems for them.

This then comes back to my first point about women's need for security. I've been married for over 20 years now, and for as good a marriage as I have, I still have my doubts that Mrs. T trusts me implicitly with her life.

It's ironic because I actually saved her life when we were first married. There was a very swift moving river we used to walk our dogs along when we lived in Tahoe. It was spring and the river was high from snowmelt runoff, and it was cold – as in take your breath away before you're paralyzed cold. One of our dogs had spied a few ducks on the opposite side of the river and bolted into it to go after them. About half way across he realizes it was a stupid idea and turns back. He couldn't make it and the river swept him downstream. We both ran down the river after him to a point where he'd pass and Mrs. T jumped in to catch him. She goes numb in seconds, but she caught the dog by the collar. I know I'm going to have to go in to get them now so I prep in my head what to do. I get in now and grab the dog and bodily throw him up on the steep bank. Then I do the same with Mrs. T right before the water is so cold I can barely move. I managed to grab a large tree root in the bank I'd seen earlier to haul myself out.

In spite of that very memorable event, I'm not sure I have my wife's implicit trust in this respect. I

know that sounds bad, but even after all of that, there was no acknowledged appreciation for it. I was just doing what a man is expected to do. In many other aspects, I have my wife's trust, but I wonder if the want for an emotional impression isn't buffered by a need for security.

In my friend's case, this lack of trust is manifested in his wife's demeanor and interactions with him. The more Beta the man a woman's paired herself with the more evident her need for security becomes a part of their relationship. Remember that security comes in many different forms. It's entirely possible for a dutiful Beta to be a great provider, but still not be trusted with his decision making or his capacity to protect his woman from harm.

Women today are already raised to never put their trust in men as it is. Men are at best lovable buffoons, at worst untrustworthy incorrigible players. Popular culture directs women to only rely on themselves, to only trust in their own, implicitly correct decisions and directions – and then absolve them of any negative consequence of those decisions. Thus, we have several generations of women who claim the authority role in their LTRs and relegate their men to only marginally trusted companions.

All of that said, I would suggest that men opt to not concern themselves with so-called “trust issues” with women. Women's feral nature is founded in Hypergamy and part of that nature will always be to doubt the quality of the man she's paired herself with. It may seem ‘selfish’, but placing yourself as your first priority will be far more appreciated and accepted than a man attempting to endlessly earn the trust from a woman that can only be temporal at best. Your lack of concern over her status of trusting you will have much more impact than trying to appease her for it.

Beta men are endlessly told that a woman's trust and rapport, her comfort level with a guy, is essential to her being intimate or sexual, or having a good relationship. Those are the guys who feel the sting the most when they see a woman at her feral best fuck the hot guy she met the same night who made a significant emotional impression on her. The guy who invested his interests in himself and she happened to be along for his ride.

Trust is just a convenient term used by women to vet for Beta men. ‘Trust’ only amounts to a list of prerequisites and rules for a Beta who believes it's his duty to fulfill them, which are never an afterthought for women with more Alpha men.

The Red Pill Monthly â◻◻ Frame

August 15, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

If youtube isn't your thing you can get the audio archive [here](#).

I managed to get some time with Niko once again yesterday. He was kind enough to stay up late and get a talk in for another installment of our semi-regular podcast *The Red Pill Monthly* (more like bi-monthly recently).

I really liked this one because we delved into some new stuff about Frame and the importance of establishing and maintaining a solid sense of self and purpose in all aspects of a man's life, but focusing on the interpersonal and intersexual importance of Frame.

The concept of Frame is not my original idea, it's actually derived from interpersonal psychology. However, way back in my early days at SoSuave I made the connection to the psychological principle and what PUAs of the time were advocating as a means to control in seduction. I begin my *Iron Rules of Tomassi* with Frame because I've always felt that everything else in seduction, and life in general, hinges upon the realities we create for ourselves.

The pop-cultural term for it today is 'mindset', but I feel the concept of Frame extends beyond what's generally a rereading of *The Power of Positive Thinking* that's being promoted as mindset now. It certainly plays a part in the entirety of holding Frame, but the overall establishment of Frame with a woman, with other men, with your family or with your employer requires an art that extends past just how one thinks of himself.

Iron Rule of Tomassi #1

Frame is everything. Always be aware of the subconscious balance of who's frame in which you are operating. Always control the Frame, but resist giving the impression that you are.

The concept of "frame" is yet another ephemeral idea that had need of a term in the very beginnings of the great masculine awakening that's become the 'community'. If memory serves I think it may have been Mystery who first picked up on what's really a very rudimentary and well established psychological principle. In psych terms, frame is an often subconscious, mutually acknowledged personal narrative under which auspices people will be influenced. One's capacity for personal decisions, choices for well-being, emotional investments, religious beliefs and political persuasions (amongst many others) are all influenced and biased by the psychological narrative 'framework' under which we are most apt to accept as normalcy.

Rather than go into too much depth here I'll just encourage you to listen to the podcast and we'll have an open comments thread about Frame. I think it's good to review some older principles, not just for the benefit of newly Red Pill aware men, but also because I think it's good to reconsider these 'standards' from a perspective of time and where we are as a Red Pill community today.

Frame, and understanding its importance, is the foundation of dozens of other Red Pill principles and applications. As most of my readers know, I try to avoid specific prescriptive advice. I'm not in the business of telling men how to live their lives with formulaic step-by-step Red Pill templates. The Red Pill isn't one-size-fits-all and men need to interpret their Red Pill awareness according to their

personalities, cultural context, social situations and personal beliefs.

That said, in the coming months I will be offering some more generalized, prescriptive ideas or suggestions as to how I feel men might apply certain Red Pill principles in their lives. The 9 Iron Rules are about as close as I come to prescriptive advice, and while I'm not in the business of making 'Rational Male Men', after reviewing them with Niko I think that some generalized advice according to Red Pill awareness might be something in the offing.

So, let me know what you think about this ideas as well as any questions or input you have about Frame once you've listened to our talk. It runs about an hour and a half. I'm also toying with the idea of discussing each of the Iron Rules in the coming RPM podcasts. Let me know if that's something you'd be interested in listening to.

Enjoy!





The Key Masters

August 22, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In last week's comments Not *Born This Morning* dropped [this comment](#) in the last thread:

It has been said and it seems fairly well established as a presumed reality that “Women are the gate keepers to sex and men are the gate keepers to commitment”. This model of gender specific “gatekeeping” seems to be the most widely accepted model in the red pill community and the general culture accepts it readily. This model seems rational enough, it significantly forms our frame of understanding about gender dynamics upon which we base our interpretations of behavior & intents, and our decisions to act. But is it the best model to explain what is really going on? Could this model be inferior in that it fails to account for an underlying more fundamental motivator? Is there a more accurate explanation for women's intents and behaviors? Could this model be potentially deceptive?

The sex side of this model is simple and easy to understand. It is very clear and specific to the fundamental biologic. It is inarguable, not negotiable. The primary drive motivating the sexual aspect is not political or social. It is biological. This is not the case with the commitment side. The commitment side is primary to the political and social realm.

“Commitments” are always components of contracts written or otherwise.

To comprehend what I'm about to explain, we must first agree on the primary definition of commitment. As I understand it, a commitment is a pledge to do something, a proclamation to perform certain action (or inaction) within a specific context for the benefit of another usually in exchange for some consideration. In the sexual context women seek “commitment” from a man primarily for provisioning and sexual exclusivity. The man “commits” to the woman that he will abandon his freedom and not enter into sexual

relations with other women. He pledges himself financially and sexually to her exclusively. Realistically, this form of “commitment” includes the man abandoning his options. If he becomes sexually involved with another woman, it is widely considered that he has “broken his commitment” and he is dishonored by her and society for “breaking the commitment”. But, has he really broken any commitment other than a self denigrating pledge to forgo his freedom and abandon his options? Since obviously the male imperative is polygamy and spreading his seed, then isn’t the imposition to “commit” in the first place really a dishonor of his sexuality and a dishonor to him? If so, isn’t “commitment” in this context nothing more than a form of enslavement?

So by saying men are the “gate keepers of commitment” aren’t we really saying that men are the “gatekeepers of their own enslavement”?

I’ve read this line of thought from various MGTOW hardliners in various iterations and I’ve even written a post on the concept of *commitment* and what it does or doesn’t mean to a man. The idea is to equate committing to a woman with some irrational agreement to self-induced slavery. However, the problem most men have with commitment is that the old set of books has a social mandate for men to keep their word or honor an agreement. It’s what men do. Say what you mean and stick to it, but as with most every uniquely male custom, *Honor* among men has been one more useful distortion of the Feminine Imperative.

As I mentioned in the *Paradox of Commitment*, men don’t have nearly the fear of commitment our feminized social order would have us believe. Men aren’t “commit-o-phones” when it comes to military service or dedicating themselves to a business. These are the areas the women’s magazines conveniently overlook when it comes to comparing men’s commitment with committing to women in monogamy. I’m bringing this up because it’s important to see how men commit to things other than fidelity to a single woman.

If we’re going to equate monogamous fidelity to a woman with slavery we also need to see how other commitments can be viewed as being, or not being, slavery. Is the commitment of military service slavery? Particularly if you know have a pretty good idea of what to expect from that commitment? Are you volunteering for slavery if you start a business and become financially beholden to it?

From the *Paradox of Commitment*:

You can even take marriage out of the equation; if I’m in a committed LTR with a GF and over the course of that relationship I realize that she’s not what I’m looking for (for any number of reasons, not just sex), even though she’s 100% faithfully committed to me and the LTR, should I then break that commitment? If I do, am I then being unethical for having broken that commitment irrespective of how I break it? Should the commitment to my own personal well being and future happiness be compromised by another commitment?

What’s my obligation; neglect myself in favor of a bad commitment or to the principle of commitment itself?

It’s my take that commitment ‘should’ be a function of genuine desire.

Ideally, commitment should be to something one is so passionate about that the limiting of one’s own future opportunities that come from that commitment is an equitable, and mutually appreciated trade. This is, unfortunately, rarely the case for most people in any form of commitment because people, circumstance, opportunity and conditions are always

in flux. A commitment that had been seen as equitable sacrifice at one time can become debilitating 5 years after it depending upon circumstance.

Under the old social contract, the idea that a man would compromise his sexual strategy to fulfill a woman's (Hypergamy in the long term) had a presumed exchange – sexual access, parental investment, companionship, a good, supportive feminine role example for the kids, etc. – that made the commitment of marriage at least somewhat appealing, if not entirely equitable. I supposed a case could still be made that even under the old order of conventional gender roles and expectations men were still committing themselves to a downside bargain. But in our new, feminine-primary social order, with our broader communication, it's certainly signing up for slavery of a sort in comparison to the options available being single.

A lot of guys think that by my advising men to spin plates and remain as non-exclusive as possible that its sole purpose is to free them up to indiscriminately bang as many women as possible. While sexual variety maybe an upside to non-exclusivity, there are many more freedoms and options that a non-exclusive man can invest himself in where committed men cannot, or wouldn't even think to.

So yes, from a male sexual strategy perspective, and considering the terms of that commitment and consequences of breaking it are all glaringly apparent, signing up for that commitment might be assigning yourself to a kind of slavery. Under our present social conditions, staying single might be as good as it gets for men.

However, that said, there is still an undeniable, idealistic, hope that men can make the best of a marriage. Most men (see the 80% Beta men) still remarry in far greater margins than women, even after horrific divorces. We can attribute that to the sustainability of men's sexual market value lasting longer than women's, but the *desire* to want for a lasting monogamy is what I'm getting at. Even in light of the fact that women are hardwired for Hypergamy, and in light of women's inability to *appreciate* the sacrifices men must make to facilitate their realities, men still, sooner or later, have a desire to lock down or otherwise wife-up a woman he idealizes. I have read the testimonies of men who will go to any length to stay in a marriage if even the outside hope of it improving exists.

I think this desire might be both a conditional and innate drive in men.

In Mrs. Hyde I quoted a study by Dr. Martie Haselton from Why is muscularity sexy? :

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to **investing heavily in their mates** and offspring and spending relatively less time seeking additional mates.

It's entirely possible that a man's sexual strategy is the simple result of his adapting to his circumstance.

Under the old social order, prior to the upheaval of the sexual revolution and feminine social primacy, investing heavily in one's mate made good sense if the guy wanted to procreate. As men, I think we still want to apply more value to our commitment in this respect. I think it gets back to the *fallacy of relational equity*, but because most Blue Pill men believe that there is value in their committing to a woman, and they falsely think that women have the capacity to appreciate it, we tend

to build more into it as some kind of mutually understood relationship leverage.

Gatekeepers

Back before Roosh began making his necessities into virtues, he had a pretty good insight about women being “gatekeepers” of both sex and commitment:

A popular manosphere saying is that women are gatekeepers to sex and men are gatekeepers to commitment. I wish this was an absolute truth, but it's not. As a collective, women are often gatekeepers to both sex and commitment. Most men reading right now can surely attest to their failed attempts to secure commitment from women they slept with, and if you poll the entire population of men, you may find that they are the initiators of monogamous relationships more often than women. It only makes sense for this to be true: it is way more damaging for a man to have his woman sleep with another man and get cuckolded than the other way around. The 0.5% of the population who are skilled players and have more say with commitment don't put a dent into this common reality. As a sex, men have very little say in determining the relationship dynamic.

[...]It would be a nice fantasy for us men to believe that we have a say in relationships and sex. It'd be nice to think that our “alpha” behavior and our game determines how a relationship can proceed, but often it doesn't. We're just giving the girl what she has already decided on. Do you really think you're selling televisions to customers who came into the store with the intent to buy bicycles? The girl who falls in love with us wanted to fall in love with us, the girl who had fun with us wanted to just have fun with us, and so on. And even when a girl wants a bicycle, she still wants a certain kind of bicycle. This is why game is a numbers game, because girls are incredibly picky even when they are sexually available. The horniest girl in the club who decided on having sex will still have her pick of the litter and opt to get the best that she can.

From the perspective of men using Game to secure some kind of commitment with a woman, I'd agree, it is a numbers game. But, in general, most men aren't learning PUA/Game to settle into an LTR and most Red Pill aware men (should) understand the nature of women well enough to leverage Game if (ever) they do look for commitment.

Roosh was correct about men not really being gatekeepers of commitment though. I think there's a definite want on the part of guys to believe that they have some sort of leverage in the ultimate scheme of things. The Feminine Imperative constantly conditions men to think that their commitment to a woman is something insanely valuable to women. Thus, we see shaming tactics designed to call men out for avoiding commitment irrespective of men's reasons for wanting to take precautions. This has the effect of conditioning men to think that they are the gatekeepers of something valuable.

In a sense, commitment is something valuable to a woman, however, in the age of *Open Hypergamy* and Strong Independent Women®, the writing is on the wall for men with regard to the convenient need for that commitment at the end-game phase of a woman's sexual market value. So yes, a man's commitment to monogamy with a woman has inherent value, but men are hardly the gatekeepers of it when it is a woman who does the deciding as to whether any one guy's commitment makes any difference to her.

So, we come to a question of comparative equity with regard to men “signing up for slavery” and how inherently valuable his commitment (as convenient as it's needed) really is to a woman. I have

no doubt there are several women reading this right now who are in “relationship limbo” with a guy they desperately want to commit to them in some official capacity. And no doubt they’ll drop a story in the comments personalizing it to be typical of men, but I would argue Roosh’s point that men are the initiators of monogamous relationships far more often than women. Ironically, commitment only has value to a woman when it’s denied to her by a man who’s SMV outclasses her own.

For obvious reasons, highly desirable women, women at the peak of their sexual market valuation, are always the least concerned with men’s capacity to commit. They largely have the luxury to be selective, but furthermore the time at which women are at their highest SMV is usually the point at which men are still building upon their own. Eventually, commitment only has an appreciable value to a woman when she is most in need of it; when her SMV is in decline.

I should also point out that men, the majority being Blue Pill Betas, are the most necessitous of a woman’s commitment when she is at her highest, his is an unproven commodity, and he appreciates the value of a woman’s commitment. Thus, most men look for a stable monogamy in their early to mid 20s, while more mature men who’ve had time to build their SMV into their mid to late thirties tend to be less concerned with monogamy. This is why we hear the constant drone of women bemoaning that highly valuable, supposedly peer-equitable men’s unwillingness to commit and settle down with women aging out of the sexual marketplace. Women are far less concerned with the commitment-readiness of young, unproven men who themselves would commit to even a woman in the mid-range of her SMV.

At the end here, I think it’s time Red Pill men disabuse themselves of the idea that they are the ‘gatekeepers’ of commitment, and rather employ their internalized Red Pill awareness and Game to be the ‘key masters’ of women. While I have no doubt that commitment can be a carrot on the stick for some women, the problem really lies in how that commitment is in anyway valuable and balance that knowledge with the fact that commitment, once given, becomes valueless and taken for granted when it’s established. The fact that you’d commit to a woman isn’t something that carries a relationship, no matter how badly she wanted it from you before.

There really is no quid pro quo when it comes to commitment or value in believing you’re a gatekeeper of it.

Law 20

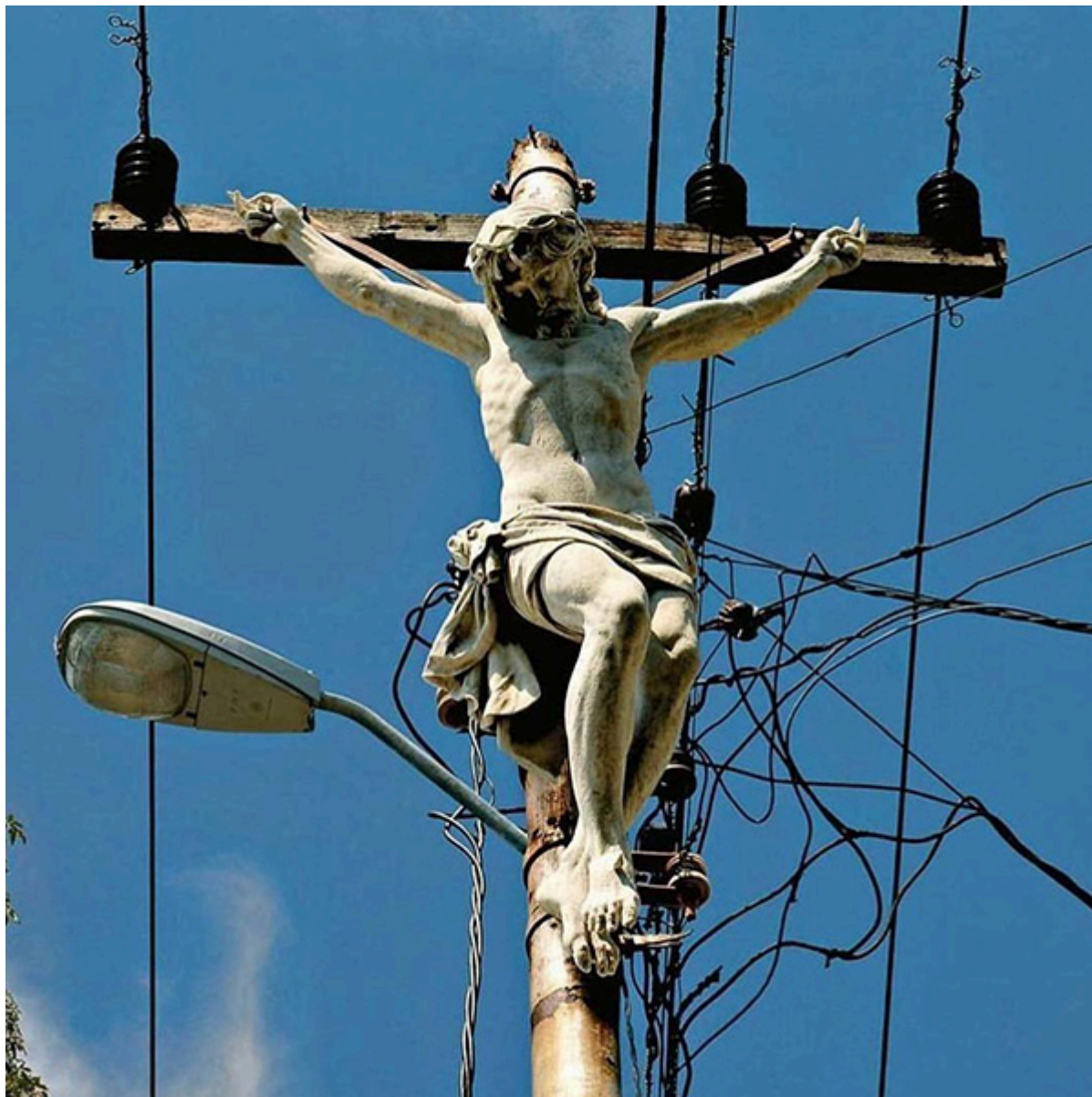
Do Not Commit to Anyone

It is the fool who always rushes to take sides. Do not commit to any side or cause but yourself. By maintaining your independence, you become the master of others – playing people against one another, making them pursue you.

Losing My Religion

August 31, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





In the interests of full disclosure, I'll admit I've had this post in my drafts folder for some time now. As always, standard caveats apply with regard to my policy on posts about religion, politics, and socioeconomics. I don't delve into the particulars of these subjects, but I will dissect how they coincide with intersexual dynamics.

It's no secret that I've been a regular follower of Dalrock's blog for over five years now. Along with Dal I also consider Donalgraeme and a few other bloggers in the 'Christo-Manosphere' Red Pill colleagues if not friends. I've always held Dalrock as a sort of Red Pill brother since both our blogs came up around the same time. I've quoted and credited him in both my books.

I do so because there was a time I considered pursuing a path in my writing that would follow the same Red Pill critique of religion, (Christianity for Dal) at least in some occasional sense. After reading Dalrock's very insightful early posts I decided against it. Dal has earned the respect of the manosphere for his *Red Pill lens* of contemporary Christianity for good reason – he's a consummate statistician and researcher, and he's what I'd call "embedded" well within modern (I presume mostly evangelical) church culture. He does it better than I could hope to do that part of the manosphere justice.

I never go into any detail about my own faith for a couple of reasons, the first being it's only peripherally relevant in my writing. Secondly, it's always been my position that the Red Pill needs to

remain fundamentally areligious and apolitical. That said, I am familiar enough with ‘Churchian’ culture and the psycho-social side of mainstream religion to understand it through my own Red Pill lens.

When I analyze Red Pill principles within social contexts I always have a hard time with religion. It grates on me because I’m of the opinion that one’s religious leanings, one’s interaction with existence and life, one’s consideration of the spiritual, ought to be something personal and private if it’s in anyway genuine. As such, and for some, it can be a source of real vulnerability and exploitation which is really nothing new to anyone. It’s one thing to be even agnostic and trapped in a Blue Pill world, but it’s quite another to have been raised to adulthood in a religious context and coming to terms with having some very deep ego-investments shattered by a new Red Pill awareness.

If you ask anyone steeped in the Blue Pill conditioning of the Feminine Imperative about how this exploitation operates in an intersexual context you’ll likely get the standard answer that religion is largely a “social construct designed to maintain the *Patriarchy*.” And I have no doubt that in a Judeo-Christian sense this was likely the case for millennia. I won’t dig into how much of this had the latent purpose of controlling for Hypergamy in this post, but in the generations since the sexual revolution and the rise of feminine social primacy this maintaining the *Patriarchy* is a failing distraction on the part of the Feminine Imperative.

Creating Religion in the Image of the Feminine Imperative

For the past five generations, there has been a concerted re-engineering of religion (and not just limited to Christianity) to better suit the ends of the Feminine Imperative. Just as men are sold the idealism of the *old set of books* while living within the social context that confounds them, religion has been coopted by the feminine. The old books religion has either been replaced wholesale by a feminine-interpreted, feminine-directed religion that places women as its highest authority, or it’s been restructured and rewritten to serve the same feminine-primary objectives.

For going on six years now, Dalrock has masterfully documented and rightly criticized these shifts in Christianity. Although I’m focusing on western Christianty here, this re-engineering of modern religion is not limited to just Christianity. A Red Pill perspective reveals a lot of uncomfortable truths, one of these is how well the Feminine Imperative has succeeded in supplanting any and all masculine influence in religion.

I expect there will be female critics who’ll cite that, in most of church culture, it’s still predominantly men who control churches and religious organizations, but in the era of feminine social primacy, it’s not who executes the control, but whose beliefs control the executors. Pair this with the commodification of religion and we can see the spheres of true feminine control and feminine-primary purpose.

<https://twitter.com/voxday/status/737234578432233472>

After almost six years of following the religious aspects of the Red Pill, I think it’s high time men acknowledge that modern Christian culture simply does not have men’s best interests as part of its doctrine anymore. Christianity, in particular, is by women, for women – if not directly executed by women, though even that is changing.

Church culture is now openly hostile towards any expression of conventional masculinity that doesn’t directly benefit women and actively conditions men to be serviceable, gender-loathing Betas. The feminist narrative of “toxic masculinity” has entirely replaced any semblance of what traditional masculinity or manhood once was to the church. Any hint of a masculinity not entirely beholden to a

now feminine-primary purpose is not only feared, but shamed with feminine-interpreted aspersions of faith.

I recently read a study that our current generation is the least religious in history and I think as far as men are concerned much of that disdain for religion is attributable to a church culture that constantly and openly ridicules and debases any male-specific endeavors or anything characteristic of conventional masculinity. It's no secret in today's church franchisement that reaching out to, and retaining the interests of, men is at its most difficult.

Again, this is attributable to a generation of feminized men being raised into a church culture, and eventual church leadership, that has been taught to prioritize and identify with the feminine and reinforced with articles of faith now defined by the Feminine Imperative. The modern church has trouble reaching men because the church no longer has a grasp of what it means to be 'men'.

To be clear, that's not an indictment of the genuine faith itself, but rather a fairly measured observation of the way a feminine-primary church culture has shaped that faith. In the future, any man with a marginal capacity for critical thought will avoid the contemporary Christian church and religion for the obvious misandry it espouses; the only religious men you will find will be those raised into a life of religiously motivated Beta servitude – or those dragged to the feminine-directed church by wives who hold authoritative 'headship' in their relationships.

And even in what some consider to be pro-masculine or "macho" churches, we still find the Paper Alpha leaders preach from a mindset that defers wholesale to the feminine's "Godly perfection" as they attempt to AMOG other male member to greater devotion to qualifying for, and identifying with, the feminine influence that pervades their church.

Religious men will be synonymous with a Beta mindset.

It's gotten to a point where it's better to look after your self-interests and repent of the sin later than commit to an institution that openly seeks to indenture you. I realize that might be anathema to the more determined religious man, but just understand that this is the pragmatic, deductive future that the contemporary, western-feminized church is presenting to men. The social contract of marriage from a religious perspective has shifted into the ultimate leap of faith for men. They literally risk *everything* in marriage – child custody, sexual access, any expectation of true, male authority or respect, long-term financial prospects, etc. – but this leap of faith comes with a metaphysical price tag.

Men declining to participate in faith-based marriage decline an aspect of a faith reset to serve women; women who are held as a higher order of sinless being than men by this new church. For the agnostic or areligious man, discarding a Blue Pill social conditioning for a Red Pill awareness is a difficult task, but for men raised to believe that their only doctrinally approved path to sex with a woman is abstinence until marriage, that man's only hope is to accept his fate and stay the Beta a feminized church has conditioned him to be.

And once he gets to marriage and his *approved* expression of his sexuality, the "Christian" man finds that the feminized church, even the male elders, expect endless qualifications to women and his wife's unceasing appeasement in exchange for that approved sex. It's a tail-chasing that holds men to the old books social order expectations while absolving women of all accountability and expecting him to also make concessions for a new (feminized) social order that's ensaturated the church.

SeventiesJason from Dalrock's blog:

And then we have “Christian marriage” divorce rates which are only a few paltry percentage points lower than the secular world.....men like Chandler will blame “men” for not leading, not being ‘holy’ enough, not bold n’ biblical enough, not going to bed exhausted every night....and a pile of other excuses for why she “had no choice” but to end the marriage.

We have a whole cottage industry of ‘christian counseling’ and self-help books, usually written for and by women. We have conferences, TV channels, broadcast networks, podcasts, radio stations, outreach, plenty of churches in this country.....the Internet. A ton of resources. Books.....every pastor great and small today is “working on” or has written a book.

How on earth did the early church survive under the penalty of death? Persecution. Seclusion, and outright shunning? How did it grow? How did it survive?

We are told over and over by pastors that “God has an amazing plan for your life!” and then to sell men in the world this ‘churchian’ ploy that you are somehow not as holy, balanced, ready, equipped, or mature to handle this amazing plan....ah, but your wife to be is! The unspoken consolation prize is “but.....hey, you get to have sex....and that’s the only thing men need or think about and want!”

That seems to be given begrudgingly today (in my men’s group.....goodness, so many of the married guys complain that their wives never want sex)

How did the early church turn the world upside down? All God did was send a few men, and they made it happen. We have so many tools today.....and we’re “helpless” and we tend to think a “building program” will help everything and if we let the men fix things on the property they will feel “useful”

For over five generations now, the modern church has become a Beta farm existing only to produce the same masculinity-confused men that the secular world has perfected today. In our idealism I think too many (even well-meaning Red Pill) men believe that the church is some insulation against the worst of the Feminine Imperative when it is in fact an institution that produces the same men we hope to free from the Matrix.

Dean Abbot had an excellent post about this dynamic in his critique of another post by Mark Braivo:

In spite of what you might hear in the media about how terrible and retrograde evangelicals are, the entire movement, even the “conservative” end is thoroughly feminized.

The central Christian teaching that ALL people are sinners gets glossed over. Instead, the notion that men are somehow worse by nature than women is everywhere, sometimes stated overtly, often in the subtext.

At the same time, women are elevated to a position of moral and spiritual superiority. Women’s sin is often excused in light of a man’s failings. I remember hearing a very well known evangelical leader tell a story about how his wife freaked out and started smashing all their dishes. What was his point? That she did this because he had been neglecting her. See, she is not an adult beholden to practice self-control, but rather an innocent, sweet victim driven to outlandish behavior by his shortcomings.

“Toxic masculinity”, any masculinity inconvenient to a feminine-correct purpose, is a sin both

actively and retroactively in today's church.

With every successive generation of Beta pastors that are produced by this farm you get more and more men whose only experience of that religion is one of servile deference to a faith that's been fundamentally altered to the utility of women and feminine-primacy. Women love to complain that it's largely men who do the preaching and decision making in church, but what they ignore is that these men are the developed implements of the Feminine Imperative.

I will wager that in the next 10 years Christianity will be unrecognizable from its prior tenets of well defined conventional masculinity and the faith itself will expressly be centered on deference to the feminine.

Culture Informs Faith

I've had several critics tell me that the problem with the modern church is really one of its culture and should be considered apart from the 'genuine' faith, however it is church culture that ultimately informs and restructures doctrine and articles of faith. When *that* culture is informed by the Feminine Imperative, open Christian feminists, and a feminine influence posing as doctrinally sound egalitarianism, this fundamentally recreates an old order religion in the image of a new order, female-primary, imperative.

This and endless variations of the feminization of religion across every denomination and sect is why contemporary religion is openly hostile to any semblance of conventional masculinity. Church is no place for a single man and is just a formality for the man married to a religious woman at this point in time. All considerations of faith aside, I cannot fathom an adult man with any self-respect finding anything attractive about the modern church. Either there is nothing for him there or he is despised and denigrated, openly in a faith altering way or discreetly in resentment, or in pandering ridicule of his juvenilized maleness.

I don't type this without a sincere sense of what's been lost, particularly for men genuinely seeking existential answers for himself. My observations here will undoubtedly be thought of as some attack on a genuine faith, but my issue here isn't with religion per se, but rather the thoroughness with which the Feminine Imperative has either subverted wholesale or covertly influenced really all modern religion.

Yes, I realize that faith is something personal that should be set apart from churchy social influence, but the culture is a manifestation of the doctrine and collective belief system. That culture ultimately modifies and informs the faith itself, thus with every successive generation that social influence becomes an article of the faith for the next.

Better to laugh with the sinners than cry with the saints, especially when the 'saints' are the priestesses of the Feminine Imperative.

The Red Pill lens in today's church is a scary prospect.

Another commenter, *The Question*, had a good comment about this:

You're absolutely right about the state of the Church in the West.

What makes it so dangerous for a Blue Pill man is that it is ground-zero for girls entering the epiphany phase. The single men who remain in the church are the ones will be pressured to fulfill their role in that strategy and will be treated with hostility if they don't. I personally anticipate a renewed church "man up" campaign somewhere in the near future as

the next wave of twenty-somethings near 30 and beyond.

I'd say the only reason to go is to meet cute single young women and that's if the church actually has them and its theology isn't wholly intolerable. College town churches like mine have quite a few young single ladies which is why I go.

I will admit, putting aside conscience and morality, the modern ('Relevant') church would be a veritable untapped gold mine for a PUA savvy of christian culture. Churchianity's already got the perfect social architecture installed for pick up. Christian women aching for sexy Alpha dominance in a sea of preconditioned christian Beta "good guys", high intrasexual competition anxiety for both sexes, instant reconciliation and sin forgiveness for women, hell, you can even talk a woman into an abortion without her having any accountability for killing her child at this point. What's not for a PUA to like? Feminine-primary churchianity has been waiting for christian-savvy players for years now.

Men with a well defined Red Pill lens, having the sensitivity to understand the subcommunications of what's going on around them in church, should be rightly horrified.

This is one reason Men like Dalrock are vilified by Christian women who understand he's wise to what's transpiring in the church – the Feminine Imperative has taken the Lord's name in vain by presuming to promote its agenda and socially engineer generations of men to support it by claiming it's God's will.

Read the *Fempowerment* narratives of any 'Christian women's ministry speaker', they will defend the sisterhood above any tenets of faith. They'll tolerate blasphemy of the faith, but never the Feminine Imperative. They'll rationalize abortion as a man's sin, but never accept accountability for it and any man to attempt to rebuke them (for anything really) is counter-shamed for male chauvinist judgementalism. And being judgemental of any woman is the most mortal of sins a man can make in the new church

In the feminine-primary church, the Holy Spirit is the Feminine Imperative, what she says is an article of faith. Men who become aware of this via the Red Pill are a danger to it.

The Best Of The Rational Male â◻◻ Year 5

September 6, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well another year has come and gone. I generally view the end of August as my year marker for The

Rational Male. I didn't add a page for year 4 since I'm not sure I want to clutter up the top of my blog layout with links pages, but I may yet combine the best of years 4 and 5 into one page.

A lot has happened in this span, I began the Red Pill Monthly talks with Niko Chosky. I still think I sound like a nasally teenager when I hear my voice, but the feedback has been nothing short of amazing on these so I believe we'll continue with them for the foreseeable future.

Right after my year 4 best-of I did my first live appearance in Vegas with Christian, Goldmund and Tanner Guzy at The Man in Demand Conference. I've discussed doing another one with Christian McQueen and we're looking into venues for 2017. This was just an overwhelming experience to meet up with my readers in person, do the talk and have dinner at Sinatra's. This was the first time for me to do an on premise event and I'd be lying if I said I wasn't a nervous wreck the night before, but every guy in attendance just impressed me to no end and the whole thing was something I'll remember for the rest of my life.

I went through the process of having the audio mastered (courtesy of Sam Botta) to make it available via DigiRAMP for anyone to get a hold of now too.

Probably the biggest TRM news of 2016 was the release of the audio book of *The Rational Male*. It was a long time coming, but I think well worth the wait. I've come to believe that a book needs a time to mature into what its overall reception will be. *The Rational Male* book continues to sell very well and my focus has always been on emphasizing the printed book above all else since I feel that medium is the best to spark discussions and pass along to men who need it at the right time. That said, Sam Botta convinced me that men listen to books more than they read them so I thought the time was right and he'd just gotten back in the saddle so to speak after his debilitation in a hit & run car incident.

The book has exceeded any expectation I ever had for it and I still receive emails and tweets about how it's changed men's lives in the best possible way. *The Rational Male, Preventive Medicine* is also doing far better than I'd hoped if not eclipsing the first book. Sam and I are now in the process of doing the audio for TRMPM and I expect it will go live in early 2017.

The blog traffic continues to grow too.

All-time posts, views, and visitors			
POSTS	VIEWS	VISITORS	BEST VIEWS EVER
518	17,866,153	4,327,396	89,262
			JANUARY 15, 2015

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As most readers know, I do very little self-promotion for TRM and I only advertise the book on the [TRP reddit forum](#) and posting occasional Amazon reviews on Twitter. I always want the the message of this blog and my work to be relayed by the men who read and contribute to it. I'm a believer in the bottom up plan for improving men's lives and ultimately the social order we find ourselves. I'm glad to see men passing on what they learn here. I'm happy to be able to focus on my ideas and have men spread the word for me.

I've done art direction and brand management for over two decades now. It's what I do for a living so it wouldn't be a stretch for me to convert TRM into a similar commercial success, but that's never been my goal. From the outset I wanted to just do what I do and talk about the ideas I've come to or the dots I've connected. That isn't to say I don't appreciate making a little money from it, but I'll never compromise my message to sell more books or start a Patreon site.

I've had guys tell me I should quit my day job and write full time, but I've never really needed to be an author for my livelihood. I do quite well for myself and not being beholden to being an official author allows me the freedom to do what I do without the concern of having to write 'for' anyone. I know there are guys whose schtick is to treat their writing like a product and they tell you to write for what your audience wants to read, but I think this inherently compromises the authenticity of the real message.

My goal isn't to sell books, it's to genuinely change men's lives for the better with the tools and truths I present in my work. The Rational Male isn't a 'product' for salesmen to sell, it's a collection of ideas that, really, we're all responsible for authorship of. Ideas are a hard thing to suppress, and they last far longer than the men who conceived them.

Honestly, when I started this blog back in 2011 I never imagined it would grow into what it's become today. I have some plans now to do a site redesign. I've never really focused on the look of the blog, I just poured myself into its content, but I think after 5 years I'll freshen the look up soon. I'm also in the middle of the first round of edits for my third book, the working title being *The Rational Male, The Red Pill*. That may change, but the primary focus will be on defining what the Red Pill is from an intersexual dynamics perspective. As a matter of policy I generally refrain from being too prescriptive for individual men to apply their Red Pill awareness, but in the new book I'll break this rule and provide some generally applicable ways to live in a Red Pill paradigm.

Red Pill parenting and family interactions in a feminine-primary social order will feature prominently. Yes, it will include selections from the blog again, but with each I've added what I believe are general solutions to Red Pill problems, plus more new content.

Well, that's it. I continue to be humbled by the response and reception of The Rational Male and I want to extend my true gratitude for everyone's input, participation, reading my ideas and helping me do what I do – even the critics and detractors make me a better Red Pill author. So here's what I thought represents the best posts from year 5.

Let me know what your favorites were in the comments and let me know how TRM has helped you as well.

With much gratitude,

Rollo Tomassi

| [The Rational Male Audio Book](#)

Interviews

| [Red Pill Monthly](#)

[The Red Pill Monthly](#)

[The Red Pill Monthly](#)

[A Man in Demand Radio – Talk 3](#)

[The Red Pill Monthly – Frame](#)

The Feminine Imperative

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[Mansplaining](#)

[Sugar Babies](#)

[Losing My Religion](#)

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[Red Pill Parenting – Part II](#)

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Red Pill / Game

[Christian Dread](#)

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[The Purple Pill](#)

[Don't Hate the Beta](#)

| [The Red Pill Balance](#)

| [The Pareto Principle](#)

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Positive Masculinity

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Hypergamy

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| [The Warrior Princess](#)

| [Gamer Girls](#)

| [Fempowerment](#)

| [Ghosts in the Machine](#)

Stalling for Time

September 14, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I was made aware of a trio of rather noteworthy stories last week all of which I found dovetail nicely on topic together. The first was Tweeted to me about the new advent of artificial ovaries and how overjoyed our feminine-concerned social order was that ‘infertile’ women might have a better chance of conception. The report’s subtitled perspective was, ostensibly, about how making a synthetic home for a woman’s egg-producing follicles could improve fertility after chemotherapy and help women with endometriosis conceive:

Women can become infertile after cancer treatment as the ovaries and the egg-making follicles they contain are vulnerable to chemotherapy, especially for leukaemias, brain cancers and lymphomas. Removing and freezing ovarian tissue beforehand to reimplant after treatment can help women conceive, but there is a risk that this tissue will reintroduce hidden cancer cells.

Call me a cynic, but I think if a woman’s had a cancer serious enough to warrant chemotherapy I’m not sure her capacity to conceive a child is really her most important concern. A noble reasoning to be sure, but another paragraph down and we get to the *real* reason for the excitement:

“It may be used by women who want to delay having babies or postpone the menopause“
The method could benefit other women, too. “When fully developed, this technology may be used in women who want to delay having babies for social reasons, or who want to postpone the menopause,” says Claus Andersen at the University Hospital of Copenhagen, Denmark.

Ah yes, the Holy Grail of bioengineered gender equalism – a safe and effective means of perpetuating a woman’s fertility well beyond all reason and concern for healthy parenting would otherwise

mandate. Nowhere is it mentioned, or are we to politely consider, that women's real reasons for wanting a safe way to extend their fertility has less to do with 'infertility' concerns and a lot more to do with their difficulties in optimizing Hypergamy.

Earlier this year I wrote an essay entitled Assurances in which I argue that women will demand that society and science accommodate and insure their indefinite fertility while they sort out why it is they can't seem to find the right (and Hypergamously cooperative) guy with which to start a family. I began that article by outlining the recent worker's benefit of 'egg freezing' some larger companies were offering in order to entice (executive level) women to work for them – women, we are meant to presume, are so absorbed by their careers that they need to dedicate their most fertile years to their professional aspirations. All in order to stay on an equal footing with hyper-competitive men of course:

The latent purpose of developing technology to freeze a woman's eggs, for instance, is to cheat (or give the impression of being able to cheat) the otherwise natural process of fertility that women are beholden to.

The latent purpose of every pop-cultural trend that contributes to the perception that women can realistically exceed the window of their fertility is offered as an assurance that women have more time than would be naturalistically expected to optimize Hypergamy.

Ostensibly, the message for women is the cliché of 'having it all' – reassuring women that they can have a rewarding career and make a significant difference in their lives and the lives of others as well as realistically having a meaningful family experience later in life.

The unspoken hindbrain message is that a woman has more time to optimize Hypergamy.

I took a lot of criticism for being so presumptuous in that assertion. How dare I suggest that professional women didn't deserve to be afforded the same opportunities men, who peak in their own SMV well after women's prime fertility years have passed, had in life, career, and family. The thoroughly modern women of today weren't forestalling pregnancy because of any personal misgivings or difficulties in attracting Mr. Right, these women needed to freeze their eggs to have more time to develop their careers, don't you know.

The Real Reason Women are Freezing their Eggs

Turns out, not so much. Actually not at all,...

They are often portrayed as hard-hearted individuals who are putting motherhood on hold in order to climb the career ladder.

But women who freeze their eggs are actually waiting for a man who is perfect father material to come along.

Researcher Kylie Baldwin, who asked a group of women why they froze their eggs, said: 'I think they were looking for a hands-on father.

'And it was the absence of this particular type of potential father, not just the absence of *any* partner, that led them to freeze the eggs.

'It's not just about not having the right partner, it's about having the right dad for their child.'

Interestingly, some of the women were in a relationships – but froze their eggs because they didn't believe their partner was father material and were hoping someone better would come

along.

I should add a side note here and point out the importance these women place having “the right dad for their child.” It’s so important that they’d expect a scientific miracle to give them enough time to find this very important father. However, I’d encourage my readers to compare and contrast this to the complete lack of importance men are expected to place on their own roles as the biological father of a child with regard to raising a child that is not his own. You see, while a woman will freeze her eggs in order to find the perfect hands-on Dad to breed with, men are told that even when a child is not his own he shouldn’t concern himself with his own self-importance in breeding or raising that kid.

This study was an interesting confirmation of the assertions I’d made in *Assurances* – Women want an assurance of Hypergamous optimization. Egg freezing isn’t about medical concerns or even professional sacrifices; egg freezing is about Hypergamy and women’s increasingly diminished ability to satisfy it later and later in life. In the manosphere and in my book *Preventive Medicine* there’s an understanding that women’s Party Years, the years she rides the “cock carousel”, are dedicated to the pursuit of Alpha Fucks – her prime directive is generally focused on a short term breeding strategy. Women’s entitlement extends to the point now that they demand science extend this period and assure them they will have ample time to complete their quest for Beta Bucks, motherhood, provisioning and parental investments indefinitely, or at least as long as men might be able to live up to their peak SMV qualifications.

The women were predominately middle-class and highly educated and were aged 38, on average, when they had their eggs frozen.

Mrs Baldwin, a sociologist, said: ‘I asked them about what their motivations were and I would say **none of the women underwent the procedure for career reasons.**

‘Instead, it was very often down to their perception that it was not yet the right time for them to be pursuing motherhood for one reason or another.’

And, as you might expect, what article about women’s struggle in finding the right guy would be complete without shaming men for their reluctance to participate in playing the roles the Feminine Imperative demands they play in order to fulfill women’s sexual strategies?

The comments about men’s reluctance to commit echo some made by one of Britain’s leading fertility doctors earlier this year.

Professor Adam Balen, chairman of the British Fertility Society, said: ‘There is a notion that young men are not committed to relationships in the way they have been in the past.

‘Childhood for some men is being extended into 20s and 30s when they’re not committing to a relationship.’

Again, it’s childish men’s fault that women have been brought to egg freezing science. This then brings us full circle to NPR’s recent story about economists “puzzlement” over why men are leaving the workforce in droves.

“I wasn’t going to go back to work. It was almost going to just be a nice transition into retirement for me — a very early retirement. I mean, I’m only 36 years old,” he says.

And if he does go back to work, he worries about the prospects.

“Things move really, really, really quick [in IT], and I’m worried that if we can’t make it work, that I’m going to go looking for a job and they’re going to say two years out of it, ‘Sorry, brother, you don’t have what it takes to work here anymore,’ ” Rekkedal says.

Tara Sinclair, chief economist for job-search site Indeed.com, says brawny jobs are being replaced by brainy ones, and that trend doesn’t favor men.

How’s that for an interesting social cycle?

There’s a common refrain you read in both the femosphere as well as religious bloggers about the state of extended adolescence they believe men are extending today. I even wrote about this ridiculous impression of men’s clinging to juvenility in *Are You Experienced*.

Men forestalling their “adulthood” – a characterization that is entirely dependent on how well a man aligns with women’s imperatives – by dropping out, or otherwise not preparing to be a potential provider for a family a woman deems is at last necessary to her, are considered ‘kidults’ or extending their adolescent years. Professor Adam Balen in the egg freezing article says men are extending “childhood” into their 20s and 30s.

Ironically, you’ll find the most ardent critics of extended adolescence in the writings of Man-up-and-marry-those-sluts religious male bloggers intent on virtue signaling their acceptability to women who will benefit most from their ‘manning up’ and overlooking their Party Years indiscretions.

On the other hand, women wishing to forestall motherhood – a characterization which used to imply a woman’s entrance into adulthood – are never characterized as “extending their childhood.” Women who opt to delay marriage can always fall back on the unacceptability of ‘most men these days’ to excuse their own extension, or they are “focusing on their career.” Women can never be cast in any way other than Strong and Independent®. In fact, this is the first, default presumption we make about a never-married or never-mothered woman.

The Daily Mail article about the truths of women’s reasoning for freezing their eggs puts the lie to this presumption. Women’s latent purpose in egg freezing is to extend fertility until their ideal Alpha man arrives in their lives.

Then, of course the blame become circular on men – men not accepting the role that open Hypergamy expects them to already be aware of and accept wholesale makes him guilty of extending his childhood. Women then blame their spinsterhood on a lack of acceptable ‘adult’ men.

There is never any incentive for personal insight on the part of women, not even when she’s far past her reasonably fertile years, to say nothing of her capacity to intersexually compete with her sisters for those acceptable men. Nowhere is there an afterthought that acceptable men would actively avoid her or find her unacceptable for his own long term investment.

Advancing Gender Dynamics

Finally, we need to add to this the obscene amounts of on-tap social validation women enjoy today. I’m not the first author to recognize or write about this, but there is a very real psychological dynamic that humans in this era have had to deal with which no other previous generations had to consider. Our capacity for technological advancement has progressed so quickly over the past century (and 16 years) that human beings are scarcely capable of understanding what these advancements imply to us as a society and largely as a species.

One reason I believe evolutionary psychology will always have a place in the manosphere and Red Pill discussion is because it aids us in understanding how our minds have evolved and what we can

expect from ourselves, or cultures our intersexual dynamics in the context of how we're experiencing these technological advancements. I had a reader tell me once about how appalled his grandmother was at the idea of a sperm bank when they first appeared. Today it's part of the scenery, but when they appeared it was scandalous to the mindset of that era's acculturation. Fast forward from the 1960s to now; in just over half a century think of the tech advancements we have with us today that we take for granted, but our grandparents would marvel over. Now think about how those advancements are interpreted by our hindbrains in so short a time.

Communications technologies, and now a social media explosion, affect our very plastic, yet feral hindbrains in ways that our new globalizing culture can't keep pace with. I bring this up, because it's important to consider how women's feral selves are affected by an instantaneous attention and affirmation that previous generations of women craved, but never dreamed of having this kind of facility with.

As the conversation is won't to do on this blog's comment threads, the topic du jour picked up on the merits, or lack thereof, of monogamy vs. legal marriage vs. pLTRs (*primary long term relationships* or 'plural' long term relationships as the term fits). I'll be addressing this in the next post, but I'll foreshadow a bit with this; sifting through one of his usually long comments, this bit from YaReally stuck with me (emphasis mine):

"But even if your Game is as tight as YaReally's, try interesting a modern young chick in commitment. Go ahead. You'll be in for a shock. A woman in her prime years is so high on a never ending validation train that she's sure it will never end. Why should she commit? There's no incentive to do so. She always branch swings to better, and better is always available before she's even tired of what she's got."

You hear them say "I wouldn't give up my social media for that dream guy", but you don't hear *why* they won't. The "why" is what we're up against. **They are conditioned to think they will never hit the wall, Amy Schumer at 45 gets the rich doctor in the end, they have endless offers of commitment and monkey branch higher and higher up the tree in their prime.**

I have fuckbuddies who've disqualified high status guys. and rich jacked 6-pack dudes for like one or two errors. My favorite was one who disqualified a guy because the area of medicine he picked to specialize in wasn't EXCITING ENOUGH. So she interpreted that as him not having enough ambition. She turned him down for such a silly reason. But why wouldn't she? She has dates lined up anytime she wants with guys as high value or higher than him around the block whenever she wants. If she takes care of herself the attention train won't stop till 35+. Why would she want to limit her Hypergamous options by settling in her early 20s?

That's why those girls look at you funny when you suggest giving up social media. They can't comprehend any reason TO. It doesn't compute.

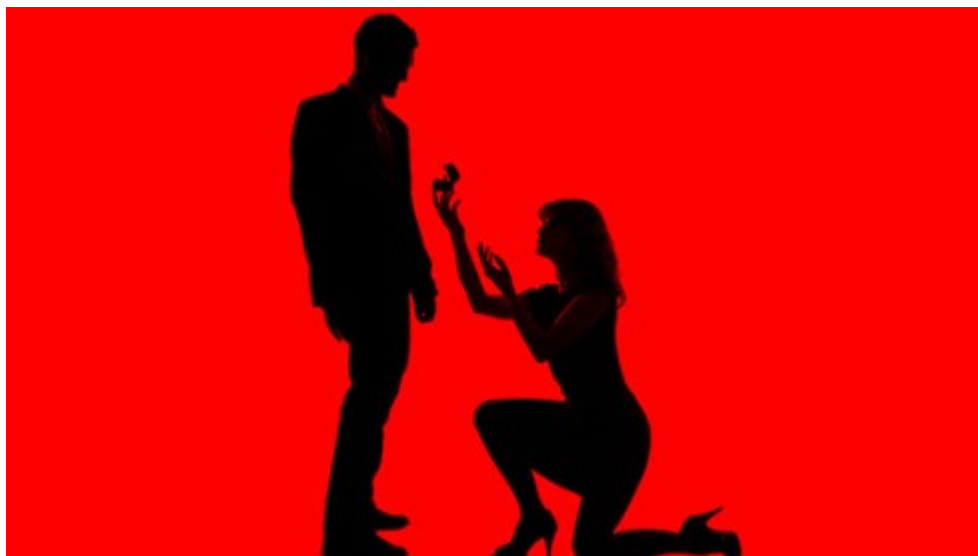
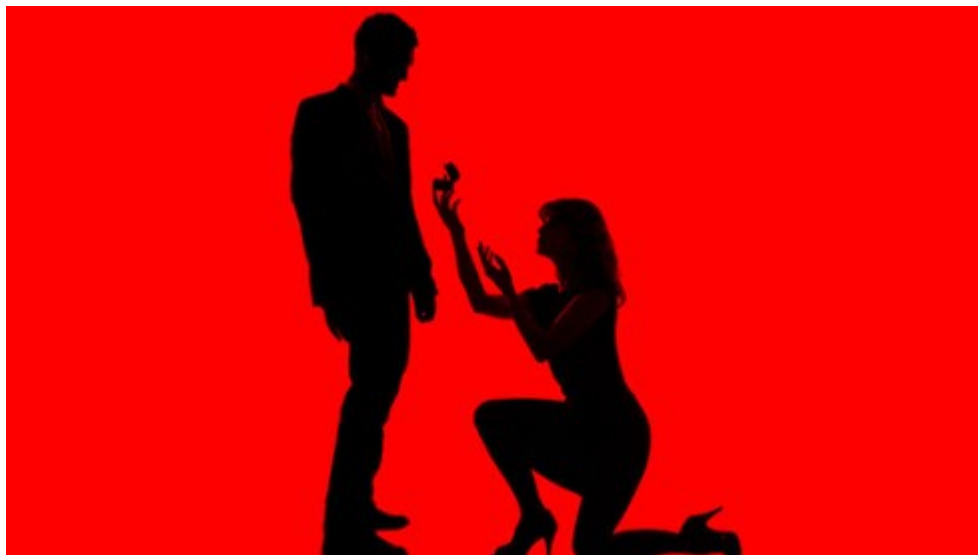
In a globalizing culture where both science and social order is predicated on the satisfaction of women's imperatives, *why* indeed would any woman believe she isn't entitled to it all? Both technology and social reengineering have placed women into a position where their hindbrains cannot hope to interpret the experiences they afford, much less have the attention span necessary for the insight to process how they should best cope with changes they're scarcely aware of or take for

granted.

This post is the first in a series detailing the contrast between how our evolved biological natures conflict and cope with the changes our rapid advancement demands of us, and how our intersexual and social relations are changing as a result of it.

A Woman's Prerogative

September 21, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“A woman talks to one man, looks at a second, and thinks of a third.” – Niti Sataka

Reader/Blogger *Ian Ironwood* had a really [on-point comment](#) about last week's piece that I'd already considered for the next essay to continue this series:

Excellent post, Rollo. It goes without saying that the Pill and liberalized divorce law was the first step on this path, but few appreciate its logical conclusion. Especially feminism, in the face of evolving technology. Pendulums swing both ways, and the reverse can be devastating.

In particular, your discussion of evolutionary biology/psychology and evolving technologies is spot-on. One element many men (and almost all women) do not appreciate is the social change that will erupt when Vasalgel or one of the similar products/procedures is finally authorized by the FDA. For the uninformed, Vasalgel promises ten baby-free years for a man before it breaks down, and can be removed at any point to get a woman pregnant. It works without messing with your hormones by simply shredding the sperm in the vas deferens. It costs about \$1000. One time.

The social implications of this are clear: suddenly for the first time in history, a woman would have to seek a man's permission to have a child with him. This small, subtle shift will have dramatic consequences, especially as we head into the Age of the Herbivore. When all of those egg-freezing women and their younger, more opportunistic sisters can no longer practice rampant reproductive coercion, then the social balance will shift again, and hard. Men who screw without the shredder are not to be trusted and are demonstrably irresponsible...but men with it are impervious to the traditional biological means of ensuring a commitment. Suddenly we are very much on an even playing field, and everything is back on the table. It will take the conscious will and permission of both parties to have a child, and men in that position will find themselves in a far more powerful spot than they have ever been in.

Finding a suitable father for your kid is hard enough, from a female perspective. Finding one who also sees you as a worthy enough mother for his children to make the conscious decision to remove his birth control is going to be much, much harder. And the prospect of starting all over with a new man as her biological viability evaporates is going to be . . . problematic. We'll see a much more intense emphasis on the Epiphany phase, and a multi-layered cultural panic as competition increases among women across the board.

The cultural freakout will include more-of-the-same "where did all the good men go?" "manbaby" "dropout loser mother's basement" frustrated criticism of men; which is why it's important, from a cultural perspective, that there are men articulating our essential cultural position: marriage, as it stands, no longer serves our interests, and we will select only women of the highest quality to raise our children with – mindfully.

It will be interesting to see how it evolves, but I predict this one little fact alone – independent of the other sexual distractions available to modern man, from internet porn to Tindr to prostitution to robotic sex dolls – will put modern feminism and womanhood in general into a crisis. I look forward to your next few parts.

Despite what a handful of new commenters believe, I have written in the past about the dramatic cultural shift that unilaterally feminine-controlled hormonal birth control has meant to Western culture. I started this by addressing the feminine side of the birth control situation in posts like *Fem-Centrism* (also an important chapter in *The Rational Male*) because it offers and confirms for Red Pill men so many examples of how the psychological nature of women interacts with their biological natures:

Sexual Revolution

I got into a hypothetical debate with an online friend as to what it would mean to humanity (and masculinity in particular) if a new method of birth control was developed with the specific and unique ability to allow men to control conception to the same degree women were given with hormonal contraception in the mid-sixties. I thought it interesting that human effort could create reliable contraception for women in the 60's, yet in 2011 we can map the human genome and yet not figure out how to afford men the same degree of birth control?

Put simply, the feminine imperative will not allow this.

Imagine the social and economic damage to the feminine infrastructure if Prometheus gave

such fire to Men? Imagine that balance of control veering back into the masculine; for men to literally have the exclusive choice to fulfill a woman's sexual strategy or not.

The conversation got heated. Men could never be trusted with such a power! Surely humanity would come to a grinding, apocalyptic end if the feminine sexual strategy was thwarted by reliable male contraception. Societies would be sundered, populations would nosedive, and the nuclear family would be replaced with a neo-tribalism dictated by men's sexual strategies. Honestly, you'd think the discovery of atomic weapons was on par with such an invention.

The ridiculous, pathetic endemically juvenile and perverse masculinity that 50 years of feminization created could never be trusted to further humanity in pursuing their sex's inborn imperatives.

Yet, this is precisely the power that was put into the hands of women in the 1960's and remains today. The threat that male contraception represents to the feminine imperative is one of controlling the framework of which gender's sexual strategy will be the normative. Prior to the advent of female-exclusive hormonal birth control and the sexual revolution that resulted from it, the gender playing field was level, if not tipped in favor of masculinity due to men's provisioning being a motivating factor in women achieving their own gender imperative. Latex prophylactics were available in the 40's, and this may have afforded men a slight advantage, but both parties knew and agreed to the terms of their sexual activity at the time of copulation.

Once feminine-exclusive birth control was convenient and available the locus of control switched to feminine primacy. Her imperative became the normalized imperative. His sexual imperative was only a means to achieving her own, and now the control was firmly placed in favor of feminine hypergamy. Whether in the developing world or in first world nations, the onus of directing the course of humanity fell upon women, and thus the feminine reality evolved into what it is today.

Freelove 2.0

It would appear that if all clinical testing goes according to hopes, Vasalgel will be this new form of unilaterally male-controlled birth control. I am, however, cautiously apprehensive about how accessible this breakthrough in male birth control will actually be. From the research I did for this piece, and coming from the usual feminist suspects, you'd think that Vasalgel would be a Godsend for sex-positive feminism. If I'm a bit skeptical it's because the usual feminist sources are following the same shortsighted emotionalism that put them into virtually total control of the course of the human species.

Naturally, feminism would like to paint Vasalgel as some equalist responsibility for men. Almost every feminist article I read about Vasalgel had some exasperated variation of "well, it's about time men were given some responsibility for birth control" and then citing how difficult it was to remember to take a pill regularly. The other refrain was about how women couldn't wait to get off the birth control hormones that made them fat, moody or just ornery, and how great it would be to have men be responsible for the convenience of their sex lives – more on that later.

But this is more than a bit facetious for women, because it only illustrates women's (or feminist writer's) obliviousness as to how male birth control will affect a base of power the Feminine Imperative has enjoyed for over five generations now. The fact that we've had female-controlled

hormonal birth control, as well as legal, medically safe, abortion since the mid 60s and we're only now developing/testing a male-controlled alternative in 2016 should speak volumes about our culture's feminine-primary priorities.

This idea never occurs to women apparently; at least not publicly. Bear in mind all the development for Vasalgel has taken place almost entirely outside of western cultures (India being the test-bed). It could be that Vasalgel is still in its infancy with regard to a feminine-primary public awareness and women are still caught up in the hedonistically entitled mindset that only speaks to convenience in their sex lives. My guess is that not a lot of critical insight has been given as to how, as Ian and myself have explained, a feminine-primary social order would be affected by men's far greater control of women's Hypergamous strategies.

The 'greater good' of Vasalgel at this stage is all couched in the hope that it will help end unwanted pregnancies. That sounds like a progressive's idea of a benefit to society, but at this stage what's being overlooked is how a new technological advancement will immediately and irrevocably alter the direction of our larger culture.

I spoke to this in last week's article. The rapid advancement of Vasalgel represents the potential of altering the direction of a social order that's depended on the presumption of a unilateral control of Hypergamy for almost sixty years now. My guess is that once we get closer to realizing the use of Vasalgel as practical birth control for men the more resistance and legislation will be lobbied against it as the idea of what it could mean to the Feminine Imperative starts to sink in.

Her Prerogative

Now, we have to bring the implications of male-controlled birth control full circle here. There's been a common idiom about women's 'right' to choice for centuries now – a woman's prerogative; a woman always has the right to change her mind. I actually looked up where this notion first started and it went as far back as (you guessed it) courtly love of medieval times:

Breach of promise is a common lawtort, abolished in many jurisdictions. It was also called **breach of contract to marry**,^[1] and the remedy awarded was known as **heart balm**.

From at least medieval times until the early 20th century, a man's promise of engagement to marry a woman was considered, in many jurisdictions, a legally binding contract. If the man were to subsequently change his mind, he would be said to be in "breach" of this promise and subject to litigation for damages.

The converse of this was seldom true; the concept that "it's a woman's prerogative to change her mind" had at least some basis in law (though a woman might pay a high social price for exercising this privilege, as explained below)—and unless an actual dowry of money or property had changed hands, a man was only rarely able to recover in a "breach of promise" suit against a woman, were he even allowed to file one.

This is another one of those *old books* ideas that women playing by the new books of modern times still clung to even after the Sexual Revolution. An important part of men's Blue Pill Beta conditioning is to always defer to a woman's judgement and choices no matter how duplicitous they may initially appear. Part of the old books social contract was based on a pre-understanding about what was at stake were a man and woman to come together, have sex and potentially bring a child into the world. Prior to the advent of birth control both sexes were on relatively equal presumptions of risk. A woman's fickleness, duplicity or even prudence made a woman's prerogative something

pragmatic.

Now we move into an era where women have almost unchallenged, unilateral control of the birthing of the next generations of the human race. As I've mentioned before, with safe and legal abortion, feminine-controlled birth control, feminine-primary societal norms, feminine-controlled definitions of rape or harassment, and feminine-controlled legislation of men's responsibility to fatherhood (irrespective of genetic origin) women's consolidation on power is nearly complete.

All of these bases of social control revolve around a woman's control of Hypergamy and the complete exclusion of men's influence on it, beyond his genetic and provisional qualifications to satisfy it. When we combine the old books idiom of a woman's right to change her mind with the nearly total control of Hypergamy, we see that the more we progress socially the more evident this feminine base of control is.

All social mandates revolve around satisfying women's Hypergamous doubts, or allaying or justifying the fear of living with the consequences of them. Even in the current Presidential election we see this dynamic in action with the potential for the first female President.

Changes

In the next post in this series I'll get into how women's hindbrains struggle to keep up with the immediate rewards of social media and that the advancement of technology that gratifies their evolved psychological natures. However, for this discussion it's important to understand that the advancements that have led to women's social primacy of today are still tenuous. Vasagel could be one catalyst that is a game changer; a challenger not just to our intersexual dynamic, but the power hold women retain in directing Hypergamy and putting the direction of human breeding (in a much larger part) in the control of men.

I find it ironic and fitting that the promise of unrestricted sex which men believed they would enjoy with the advent of women's hormonal birth control is the same rationale I'm reading from women about Vasagel. What they don't consider is that this new invention will give men a new male prerogative with regard to who they will or will not start a family with.

I understand that in some 'sphere communities Vasagel is the 'big fuck you' to women for have had such uncontested social control for so long, but to them I would advise not to get too elated too quickly. For the most part the socio-psychological infrastructure that conditions men for the Blue Pill will still exist, and there will always be Betas, even ones with the male prerogative that Vasagel implies, who will still defer to the feminine as their only means to sex and intimacy. The Feminine Imperative is nothing if not fluidly redefining itself to work around challenges to its power. Vasagel may represent a change (assuming men are allowed to have it or can afford it) in our intersexual dynamics, but it will take some time before there is real change in our social dynamics as a result of it.

Live with Obsidian and Alan Roger Currie

September 23, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Just a quick heads up here. I'll be doing a live call-in chat with Obsidian and Alan Roger Currie tomorrow at 1pm PST. This was kind of spur of the moment so I'm not really sure what the topics will be, but we're likely to be all over the Red Pill map.

I went on Alan's show earlier this year and it was pretty entertaining so I can imagine what talking to him and Obsidian will be like. Sorry for the short notice, but if there's anything you've ever wanted to ask me or you just want to go live with us you can find the [show here tomorrow at 1pm on the west coast.](#)

For Better or Worse

September 26, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Before I dive in here today it's going to be important to put things into perspective with respect to an Old Married Guy becoming Red Pill aware and then applying what he's learned in his marriage. In the last few comment threads the discussion has veered to what exactly the state of "monogamy" (if it can be called that) will look like in the next few decades given Red Pill awareness, *Open Hypergamy*, the progression of technologies that conflict with (or exacerbate) our evolved capacity to reproduce, etc.

The conversation tends to be a back and forth between what a more feasible and pragmatic approach to long-term relationships might be. The Young Single Guys make a (rather convincing) case for some form of men reserving the option of non-exclusivity; to take on short term lovers should the opportunity present itself – even if for just protecting a man's state of Frame. Dread, being what it is, would necessarily be a mutually understood cornerstone of this arrangement.

The OMGs who've had the benefit of experience with respect to living with women (and in some cases divorces), rearing children (for better or worse) then offer up the realities of what a *pLTR* might be limited by with respect to actually living in an arrangement like this and the legal ramifications it leaves men open to.

Hashing out what Marriage 3.0 will or should look like is a discussion I'll reserve for the next essay. For now I think it's going to be important for that debate to recognize that since Red Pill awareness, in the intersexual respect, is a relatively new social awareness there's always going to be differing experiences with it.

For the young men who've had the benefit of being Red Pill aware and learning Game, courtesy of communication technology and the experiences of countless other older men, it may sound kind of mundane when an Old Married Guy (OMG) finally 'gets it' after being Blue Pill for so long. But while you may never consider getting married in the future, you will no doubt get older and hopefully wiser in a way that your elders never had the benefit of. The reason I wrote *Preventive Medicine* was to do just this; to teach men what to expect from women and their sexual strategies and prioritization at their various phases of maturity. However, I would be remiss not to take into consideration what YSGs relate about the realities of today's sexual marketplace. I think between us we have a very powerful knowledge-base.

As I said, for YSGs, it may seem mundane for a formerly Blue Pill OMG to kick up his wife's sexual interest with his new Red Pill awareness, but consider that to him the Red Pill is an exciting answer to a long struggle. Likewise, an older guy reeling from an ugly divorce and rebuilding an even better life and sex life with Red Pill awareness is a fantastic feeling that I think is hard for YSGs to empathize with.

Instant Gratification

In my *Stalling for Time* essay I quoted reader *YaReally* and his understandable frustration with dealing with women in what's become the modern sexual marketplace. I won't re-quote it here, but the gist of it was how women of this generation are so predisposed to the attentions that social media offers them. The immediacy of social affirmation is just an Instagram post away and Beta orbiters are now a utility women simply take for granted.

It's important to understand this in the light of how women's psyches interpret instantaneous affirmation, as well as instantaneous *indignation*, attention and emotional consolation from both Beta orbiters and 'you go girl' girlfriends. I should also point out that there's an even uglier side to this equation for women and girls who find themselves social outcasts. The cruel venom from haters is equally as instantaneous and likewise women's evolved psyches struggle to process this.

As is the theme of this series, we have a situation wherein technological advancement outpaces human capacity to adequately process how it is affecting us. In this case we have women's solipsistic nature that prevents the insight necessary to self-govern themselves with regard to how instant gratification of their base needs for attention is affecting their personalities and the decisions they make because of it. Prior to the communication age women's need for interpersonal affirmation was generally limited to a small social circle and the opportunities to satisfy it were precious and private. It used to require far more investment on the part of women to connect interpersonally. But in the space of just two generations the social media age has made this affirmation an expect part of a woman's daily life.

On top of this, we find ourselves in a time when feminine-primacy in our social structure makes criticizing or even making casual, constructive, observations of this self-gratifying vanity on par with misogyny for men. Women cannot hear what men won't tell them, and women have far less incentive to self-examine the consequences of what this affirmation-satisfying attention is working in them.

The Open Hypergamy Future

I get what the Young Single Guys are saying, I really do. I linked [this article](#) in a recent comment and after reading through it and author's blog I can't help but sympathize with the YSG's grasp of the modern dating scene and how utterly hopeless it is for men to expect anything less than complete, life altering despair from the prospect of marriage. There is no upside to monogamous commitment, but the real kicker is that this condition is what women plan for and would hope for their own daughters. Now, I understand Emma Johnson is another click-bait *outrage broker*, but is the sentiment her reader relates in raising her daughter to expect to be a single mother as an ideal state all that difficult or shocking to believe from women in this era?

My dream for my daughter is that she be in a loving relationship, and have a good ex-husband who really does a great job with the kids, 50 percent of the time.

People forget the joys of divorce — sharing your kids without guilt and having alone/me time.

[...]I also have time to exercise, enjoy vacations that are relaxing and involve lots of book-reading, and I have had time to nurture a relationship with my new husband, with fewer of the stresses of blended families.

The idealized state is one in which I outlined in *The Myth of the Good Guy*:

The problem with this 'Good Guy' myth is not because men can't or wouldn't want to try to balance women's Hypergamy for them, but simply because women neither want nor expect that balance in the same man to begin with.

This is a new step in *Open Hypergamy*, the acknowledgement and proud embrace of women's Hypergamous sexual strategy is not enough. The open expectation that one man will father and support her children while another will satisfy her sexually and appreciatively is not enough. The *plan* is literally to raise a young woman to adulthood with the expectation of her raising another child without a father/husband in her life and the child's. We're left to presume that the preferred norm for raising boys will be in teaching them it's their responsibility to accommodate this norm.

The plan is not simply to end the *Sandbergian* plan for Hypergamy with the "Equal partner, someone who thinks women should be smart, opinionated and ambitious who values fairness and expects or, even better, wants to do his share in the home." The plan is to leave that well-providing Beta once he's been locked into indefinite utility and take up with a sexier husband with fewer parental stresses.

Yet, despite the overtness of women's Hypergamy, men still have an *idealistic hope* that the worst predations of women won't happen to them. Read this woman's post, sift through her other posts; she's despicable, calculating, duplicitous and would put the knife in your back she told you she would...but she's also honest.

Whether by our conditioning or some intrinsic idealism, we want to believe in the earnestness of the *Old Set of Books* in the face of New Book women openly telling us "You stupid men, this is what we plan to do to you from the outset. Naked, open Hypergamy and all its machinations is what I will teach my daughters and grand daughters to do to your sons and grandsons. And you will take it and accept your Alpha Fucks or Beta Bucks roles in all of it because you'll never get past your inherent idealism that we might *not* do all of this."

We want to believe this woman is an outlier, but by order of degree, we know that whether it's with softly spoken, loving words or a mommy blog that triumphantly yells these truths, women's

opportunistic concept of love will never align with our idealistic concept of love.

Primary LTRs

The arrangement this woman is hoping will be her daughter's adult life is not too far different from what *YaReally* was suggesting about pLTRs; a *primary* long term relationship with a direct or indirect understanding that a man could take other lovers as fits him. He's not the first to suggest the pLTR scheme as a workaround for marriage or raising a family sans marriage or binding commitment. And if Emma Johnson (or the reader she's quoted) is to be believed this would be her own ideal relationship, albeit from the perspective of a woman retaining total *Frame* control.

Even a PUA like Mystery believed he could maintain a literal harem in some kind of live-in pLTR. And then there are the men who subscribe to the Charles Bukowski school of intersexual relations – in the right socioeconomic conditions this pLTR is relatively possible, but I think this is a poor substitute for what, as men we'd like to be an ideal, reciprocal marriage in which men can expect respect, desire, love, honor and all the other words no woman could ever hope to recite from their marriage vows.

I've locked horns with more than a few women who want to take me to task over my debating that human beings are not naturally monogamous. From a social perspective, loose monogamy and women's inherent need for cuckoldry has always conflicted with our more or less successful human progress based on monogamous marriage. This is changing right along with the latest technologies that afford it to. As such, men are also forced to adapt and improvise with women's inability to process these changes and the rapidity with which the next ones occur.

The old gals always like to tout that western society is the result of our agrarian roots and monogamous way of life. This is ironic since it's women themselves who've fought tooth and nail to destroy exactly this 'successful' set up. Ruthless, open Hypergamy is now something to be proud of; something to instruct our daughters to utilize for their own solipsistic, selfish betterment at men's expense – and to feel no shame for it, but rather expect it as the future norm.

It's now time for men to either accept and adapt to this, or to form our own response to it in a way that not only benefits our interests, but the interests of women who can no longer process these changes without men's direct instruction. In *Our Sisters' Keeper* I explored the notion that women of today are merely the women we deserve because men have kept their counsel about the affairs of women. We've got the women we deserve because our silence, and the silence of our forbearers, was the voice of complicity. Now we've come so far that women will send a man to jail or the unemployment office, or a paternity court rather than hear a man criticize her inability to process social changes that harm not only her but the larger social order.

There must come a point where men must unapologetically correct women for the betterment of society. Today this is a bold statement, one that could likely bring consequences to man's life, but it's only a bold thought because we've allowed women and their imperatives define the *Frame* of our social order for so long now. The socio-intersexual conditions we find ourselves in today are the direct result of women's inability to process rapid social changes. As men we need to collectively recognize this. We need to recognize also that our social state is the result of allowing women to set a social framework that indentures men, that calls single motherhood and Hypergamous choices normative ideals.

We also need to recognize that we will be reviled for presuming some patriarchal control or male privilege, but we must have the confidence to set this aside in the knowledge that we now understand

that women cannot cope with post-modern social and technological changes.

Spare the Rod,â□!

October 3, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Two weeks ago in *A Woman's Prerogative* I explored the possible social changes that a male-controlled birth control might mean to our feminine-centric social order. I think it's important to bear in mind that the primary reason something like Vasalgel would be in any way controversial is because we're considering it from a social state where women are already allowed a unilateral control of birth, and by extension a virtually unilateral control over their Hypergamous choices. More importantly though is the fact the both women's hormonal birth control and (prospectively) men's Vasalgel birth control are both *concealed* forms of contraception. In other words there is always a certain degree of trust or an acknowledgement that a woman will faithfully take her pill, while a man's word that he is or isn't on Vasalgel would be the card he plays close to his chest.

I don't want the discussion to be lost on the mechanics or the semantics of how Vasalgel would or wouldn't change the intersexual landscape in this post. Rather, I think it's important to keep in mind just how one-sided the process of Hypergamy is for women today. In all of the post-sexual revolution generations we simply take for granted things like sperm banks, safe and legal abortion, and unilaterally female-controlled birth control that is for all intents a trust-contract for men.

I use the term *feminine-primary social order* quite a bit in my essays. What I mean in this respect is

that we tend to take women's imperatives as the correct ones in virtually all arenas of westernized societies, and women's benefits, real or imagined, will always come before any man's imperatives are considered, if at all. The more we progress socially the more the feminine base of control becomes more evident. Case in point, we don't really consider the gravity of women's power in a concealed form of birth control in which women are the only arbiters and only they know the truth of until something like Vasalgel is invented to give men a similar degree of control.

All social mandates revolve around satisfying the insecurities and doubts inspired by women's Hypergamy, or allaying fears and justifying the fears of having to live with the consequences that result from it.

I coined the term feminine-primary social order because there comes a lot of confusion with other terms like *Gynocracy* or *Matriarchy*, also not to be confused with *Matrilinear*. It's important to delineate these ideas because *Matriarchy* implies a direct and overt form of social control while *Gynocracy* is a self-perpetuating form of indirect or covert social control enforced with the aid of both sexes but neither acknowledging the feminine-primary focus. Men aid in *Gynocracy* willingly because men (the majority Beta) see a deference to women as an expectation and a benefit to their own sexual strategy.

A feminine-primary social order is a manifestation of a *Gynocentric* pre-understanding on the part of both sexes, but neither sex considers, overtly, the power imbalance because common understanding is that women are *always* the victims of male oppression. This is a self-perpetuating status that will never be appeased because in so doing women lose a default form of power.

It's ironic how, in an egalitarian perspective, women are supposed to be independent, rational free-agents right up until the consequences of their actions begin to impact their lives. Then it's either men's fault for their state, men are held accountable for those decisions and behaviors, or they are expected to forgive those consequences and solve the problems women created for themselves.

Self Improvement

One reason I don't think Vasalgel will be legalized for mass consumption (or will eventually meet stiff legislative resistance) is because it puts a measure of Hypergamous control in the hands of men. We've already seen attempts to make 'sex by deception' equitable with rape. And we've already seen the legislation that makes even approaching a woman on the street equitable with a hate crime. My guess is that not disclosing a guy is on Vasalgel or he's had a vasectomy could easily be construed as such too.

But what's really at issue is the presumption of control a woman ought to have over men in this respect. There is no reason a woman would ever consider improving herself to be a more acceptable candidate for an LTR when it is all supply and no demand for her.

I touched on this dynamic in Sexy:

Show Up Naked, Bring Beer

Another great irony of our age is that we still cling to the idea that it's women who are the best seducers of humanity. In the same misdirection that women would like to believe that they are the more romantic gender, so too would they like to believe they are the most effective seducers. Both of these are far from the truth. It's Men with the greatest art that have gone down in history as the greatest seducers of the genders. So much more is required of Men to be effective seducers than women.

In this age female seduction amounts to show up naked, bring beer.

Men are stimulated primarily by the physical, but there's a lot more a woman can do to be seductive. Quite honestly I think seduction is a lost art for women. Very few women know how to be sexy, much less seductive. Even fewer ever feel a need to be seductive. This is due to an environment that, for the past 50 years, has simplified sexual exchange for women to the point that all she need do is stay somewhat fit and wear a thong occasionally. So many men have become so acclimated to just these visual prompts as sexual cues that women don't really need to learn seduction. There is no greater reward for being sexy or seductive beyond what she's already capable of prompting in a man, so seduction practices aren't reinforced for her.

Now add to this the feminine priority westernized culture has placed on women's sexuality. Any woman feeling a need to be seductive for a man is cast in the role of putting his sexual value above her own. Remember, according to Cosmo and Oprah it is **he** who needs to be sensitive to her needs. Her sexuality is a GIFT he qualifies for, not something she should ever feel a need to sell to him by means of seduction.

Women don't need to seduce men anymore. The feminine-priority dynamic has put a default value on women's sexuality. Those hot enough to simply wear something revealing never need seduction, and those not hot enough can't sell it anyway. And the girls who're in between – the one's who'd benefit most – are discouraged from learning seduction since it's denigrating to women who should already be on a pedestal to begin with.

Ever since the sexual revolution there's been less and less motivation for women to develop seduction skills. If anything there's a resentment for ever having needed them in the past. I'd argue that feminine seduction skills have been replaced with emotional and psychological manipulations (see BPD) in order to make men comply with their imperatives as a result of having abandoned those seduction behaviors.

It's Men who are learning seduction skills now. How many men do you suppose have read the Art of Seduction by Robert Greene in comparison to women? It's men who've created a global community dedicated to seduction techniques. Perhaps this is the best evidence of the gender reversal the community discusses so often? Women's sexuality has been elevated to such a degree that it's men who find it necessary to collectively study seduction.

In the manosphere men are constantly working at self-improvement. For most, self-improvement is their *only* imperative. Not a day goes by that I don't read some Red Pill guy talking about how he's changed his life for the better with his new found Red Pill awareness. Of course, it'll be argued that this is for our own benefit apart from what women would like as the better of him. Be that what it is, that improvement still raises his SMV and still improves his prospects even its a 'peripheral' reward to him.

At present there is no need for women to be anything more than arousing and sexually available. There are no 'femospheres' dedicated to women's self-improvement that parallel that of men's. Even "Red Pill Women's" forums would be hard pressed to explain how they planned to improve their selves.

Women no longer have any real incentive to dedicate themselves to self-improvement, to seduction or to embracing femininity *for* a prospective man. This harkens back to my post *Crisis of Motive*, why do you do what you do? However, what motivation does even an average woman (HB5-6) have

to learn to cook, clean or make a home today? Even when women do, it's never *for* men. The criticism is always not wanting to be a man's mother and this is an interesting feminist oxymoron – literally any act of domesticity is construed not just as servitude on the part of a woman, but the necessity of it on the part of a man, or *for* men, reinforces the idea that men are all innately children in need of mommy's services.

Correcting Women

In the last post I mentioned a need for 'correction' on the part of women. Naturally, the binary reflex response for some was to presume I meant that some kind of scolding or shaming was due on the part of men. And, of course, the images of men and husbands talking down to women like errant children was the predictable impression.

I think it needs to be said that correcting women needn't be some in-her-face directly overt affair. It may be as simple as deciding for oneself what a man deems unacceptable behavior from women and voting with their dicks and their wallets. As Red Pill awareness spreads and men become more sensitive to seeing the truths inherent of today's women there should also come a new pragmatism in men's dealing with women. Correcting women will always be far more effective when it's indirect. As I said, women will not learn so long as there is a feminine-primary social infrastructure that absolves them of any accountability. And if a man so much as offers his take on why a woman is in the shape she is or he's bold enough to tell a woman how to avoid the pitfalls she's likely to fall into he's accused of misogyny and being a "monster" for daring to attempt to correct her.

In fact, this correction will likely be something Red Pill men won't even consider *as* 'correction'; it will simply make sense not to bother with women whose character has been molded by feminist influences or whose egos have exceed all sensibility in contrast with her sexual market value. And it will be women who actually inspire this new pragmatism of correcting women.

As open, overt, Hypergamy is more widely embraced by women, as the duplicity of their sexual strategy becomes something women triumphantly use in popular media and culture the more unignorable, that hubris, that raw deal, becomes evident to even the most Blue Pill of men. Mix in a degree of real, unilateral control for men – such as Vasalgel or its like would – and you put women into an uncomfortable and unfamiliar need to actually have to develop some sort of 'value-added' to their characters.

I remember laughing at a Leykis 101 rule where Tom said something like if a woman you're on a date with insists on looking at her phone or takes a call or is texting you should casually excuse yourself and leave her there to pick up the tab.

I used to think that was harsh, but I understand the sentiment that makes it necessary today. Women can't learn what men won't teach them. Now, I get that women have Beta chumps on speed-dial ready to console them right after you do something similar, but it's that drastic experience that's needed to send a message. If you were Alpha enough to make an impression on her she'll understand she fucked up. I've always advised men that if they know they're heading for a breakup they need to be the initiators of it. It's far better to leave her with the impression that the *Frame* was always in your terms.

I wish I could say that women will eventually learn from their mistakes, but women's innate nature of solipsism combined with a social order that never holds them accountable and constantly reinforces their '*correctness*' in spite of it keeps them perpetually indignant to any insight a man might offer to them. One more reason a woman should only ever be a complement to a man's life, never the focus

of it.

When you combine women's opportunistic concept of love with a society that never holds them accountable for the ramifications of it, no matter who it impacts, you get generations of women who are simply not worth anything to men beyond sex.

What we're experiencing is the end result of a blank-slate egalitarian social order; you reduce human interaction to the lowest acceptable transaction. It will be interesting to see how something like Vasalgel will shift this condition by putting the choice of birth in the control of men. I get that Betas will always be available to breed, but women aren't hardwired to be aroused/attracted to Betas. The onus of shifting their behavior in order to optimize Hypergamy will be on women if they want to consolidate on it with a better-than-deserved man with a higher SMV than her.

Women need the correction of men. How this correction is implemented is really what's at issue. Being the apex male in a woman's life as a means to initiating this correction is the first step. Dread can cause a woman to self-correct of her own volition, but Dread is only effective if a man has real appreciable value to a woman.

Women will actually need to correct themselves to access the men aware of their Game, who demonstrate higher SMV, and have that guy actually be interested in her for more than a fuck – a fuck he won't need to worry about getting her pregnant with. Women have reduced themselves to sexual commodities and the only means to improving that state is to put a real, actionable, degree of control into the hands of men. At present, men have nothing to barter with beyond their own SMV and their hard won resources.

All that said, men must be prepared to walk at the first signs that he isn't a woman's first priority. The correction comes from a woman learning the value of a man the hard way. Demonstrate, do not explicate. You correct a woman by fucking her best friend. You correct a woman by putting all her shit out on the curb when she cheats on you. You correct a woman by being a man so valuable to her that she *wants* to comply with your rules. You correct a woman by being so valuable to her that Dread is an ambient passive dynamic for her. You correct a woman by being aware of Alpha and Beta tells and acting according to the message her medium is telling you.

Women are never expected to shoulder consequences of their actions and as such they have no incentive for introspection or correction. There's a social infrastructure that's been established and revised for centuries that expressly excuses women from the consequences of their behaviors and ideologies. Women need correction, but they only learn it from the ramifications of their actions when men enforce it by their non-participation, non-cooperation with women's 'correctness' or by women's loss.

Environmental Stresses

October 7, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





If there's one Google search term that's become synonymous with *The Rational Male* it's the word 'Hypergamy'. Seriously, Google it.

If you listen to my seminar lecture from the *Man in Demand* conference from last year (sidebar), you'll get why I believe that Hypergamy is one of the most important factors driving our feminine-primary social order. I didn't mention it in the lecture, but when I was writing the outline for that talk I titled my notes 'Hypergamy; From the Micro to the Macro'. If you consider how women have evolved to be sexual selector or filters for what, on a subconscious level, is really directing the breeding course of the human race it behoves a man to understand the biochemical influences that predispose women to Alpha Fucks and Beta Bucks.

One thing I get asked a lot about with respect to the hormonal nature of Hypergamy (ovulatory shift) is that most hormonal forms of birth control predispose women to the Beta Bucks side of Hypergamy because essentially their biochemistry is tricked into thinking it's already pregnant.

I've covered this in the past, but I usually answer this by pointing out that the biological hardware and firmware of a woman still means her sexuality is cyclic while men's is always-on. It may be that Hypergamy and ovulatory shift are less pronounced in a woman that's on the pill, and even then women technically go off the pill on their placebo weeks, but the evolved mechanics don't change. However, it's no great secret that these mechanics become suppressed in women. This is just the cost of a women's monopoly on a concealed form of birth control.

Milo Yianopolous generated a predictable outrage with his post *Birth Control Makes Women Crazy*, but it's only pushing women's indignation buttons because all his observations are true.

- Birth control makes women fat

- The hormones in birth control alters women's voices to a sexually disadvantageous tone, evolutionarily speaking
- Birth control distorts female subcoms that men consider sexy
- It predisposes women to disregard their evolved sexual filtering mechanisms

There are other bullet points Milo covered in this article, however, the most important one I think ought to be considered here is:

Birth Control Makes Women Choose the Wrong Mates

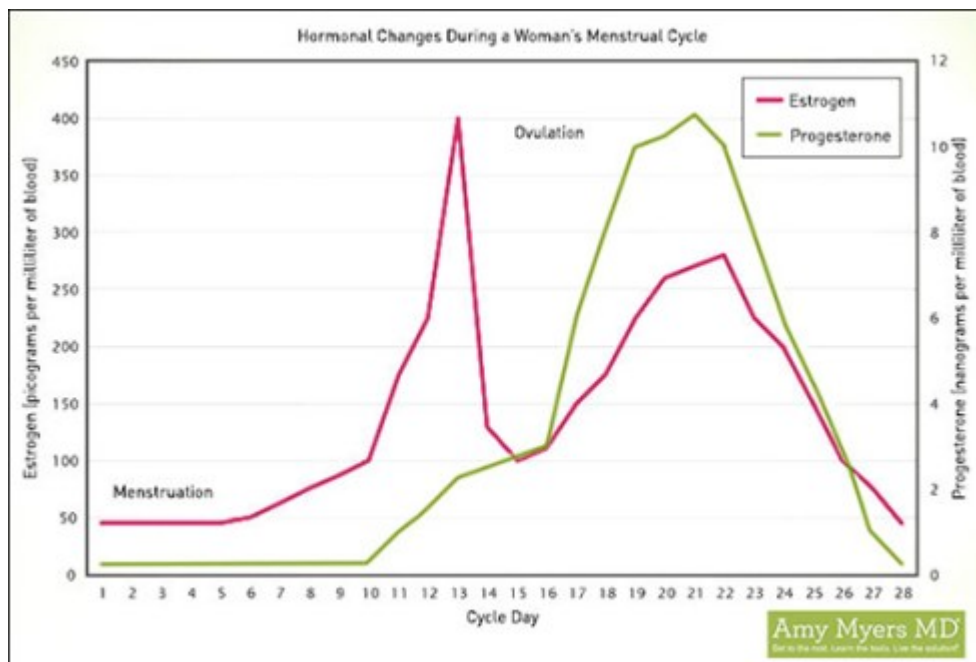
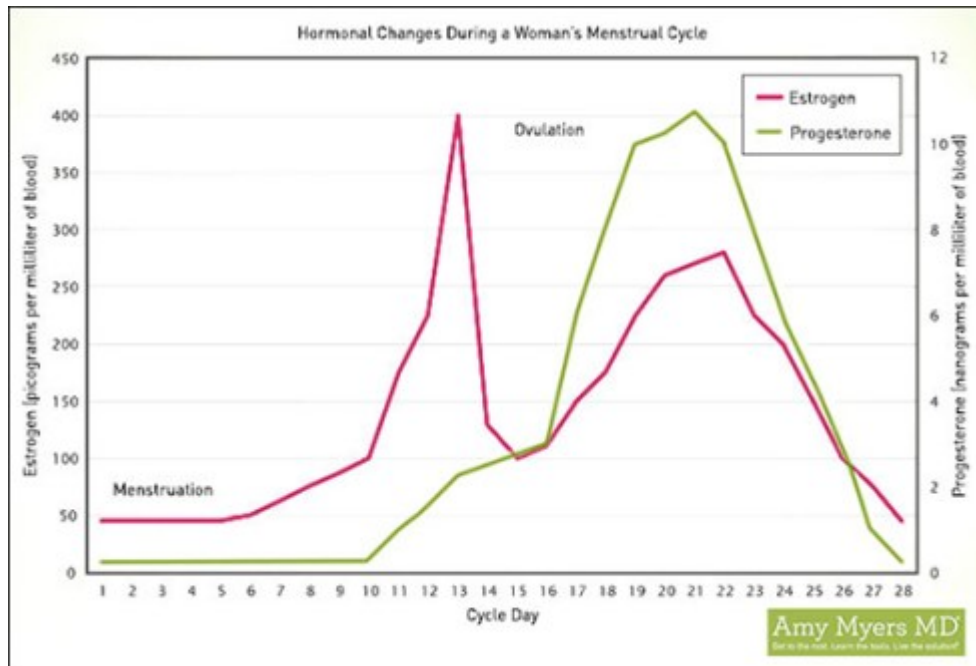
It's already established that going on the Pill makes you less attractive to men. But it also affects who you're attracted to as well. Healthy, fertile women seek out men who are genetically different to them. Women on the Pill do the opposite, seeking out men who are closer to their own tribe.

Now, all that considered, when we introduce a variable like Vasalgel to the social mix it is possible that women's sexual attitudes will progressively shift to a more natural state when and if the presumption of birth control falls mostly on men. Granted, most women who're aware of Vasalgel at this point are enthusiastic about it. The common refrain is always the default of shaming men and how it's about time men shoulder the "burden" of birth control, or how relieved they'd be for not having to remember to take a pill once a day and how they hate how it makes them feel.

This response from women is usually followed by, "But you could never trust irresponsible men to be honest about it, so women will still have to take the pill as a fail-safe for stupid and untrusted men." So, at least initially, I'd have to be a bit skeptical that women's birth control-influenced sexual habits and the social mandates that follow from them would be significantly impacted.

However, this also brings us to a point where we should consider how men and women in a monogamous or semi-monogamous state will have those relationships altered by a woman trusting a man enough, or confirming he's on, with Vasalgel to the point that she abandons her own hormonal birth control. Hypothetically, consider this; a woman who was attracted to that man while under the influence of hormonal birth control now has her biochemistry revert back to a natural state.

There are quite a few studies that posit women's hormonal birth control may be altering the course of human evolution. I've always argued that the root of women's Hypergamous natures, their manifested behaviors, their sexual selection processes and even the rise of a feminine-primary social order can all be traced to women's menstrual cycle and the extending behaviors inspired by it.



For a more detailed analysis of how women's menstruation and ovulatory shift influences women's sexual natures and, more largely, how it influences Hypergamy, have a look at my essays *You Friend Menstruation* and *Estrus* respectively. From these posts, you'll see that the latter half of women's 28-day cycle is what I call the "Beta Phase" of women's breeding preference, while the first 12 to 14 days of her 'up cycle' (proliferative phase) while she's on build up to ovulation is the "Alpha Phase". Now imagine here that our hypothetical couple met while the woman had been on birth control for the better part of her adolescent and adult life. Her hormonal profile and subsequently her sexual selection predilections would follow along the line for progesterone in this graph. Thus, it would follow that her selecting this man was influenced by the behavioral set that progesterone predisposes her to – more Beta, more comforting, more rapport, more feminized physical features and more feminine (or feminine-identifying) sensibilities.

Once that guy goes on Vasalgel and affords her with the luxury of not needing hormonal birth control her hormonal profile and subsequent behaviors shift back to what evolution had found successful for women's breeding for millennia. To put this into perspective, imagine the larger social implications

of women shifting back to a natural hormone state. To be sure, this shift would be a gradual process, but as it stands now we have to account for the overwhelming degree of social control women are afforded in western(izing) societies today.

I don't think it is too far a stretch to presume that the social engineering that's led to the feminization of men today began around the time unilaterally female-controlled birth control became ubiquitous. I covered this in the *Adaptation* series of posts, but I think it needs to be added that the social power women wield today came as a result of this first shift towards hormonal birth control and the behavioral and psychological changes it's wrought in women. Furthermore, men have consequently adapted to accommodate for this power shift as a result women's shift in breeding strategies.

We now live in an age when women are expected to be *Strong Independent*® providers for themselves (however that's achieved) and self-sufficient enough to make men's provisioning relatively unnecessary, yet the characteristics of a hormonal profile of women on HBC (hormonal birth control) theoretically predispose them towards attraction to men who fit the, as Milo puts it, baby-faced 'provider' type.

Now consider that women who have been afforded this social power – power ceded to them from generations of feminized men who adapted to women's hormonally influenced sexual strategies – shift back to the hormonal profile nature intended for them as a result of widespread unilaterally male-controlled BC. You get, at least initially, new generations of women who have the Beta Bucks side of the Hypergamy equation tied up nicely, but now, likely proudly, women shift back towards the extremes that Hypergamy and ovulatory shift predispose them to.

In the long term this might be good news for conventional masculinity on whole. Less Beta pandering, less 'get in touch with your feminine side' bullshit, more much needed male assertiveness, more conventionally male sensibilities and dominance.

Harold posted [this](#) in last week's comment thread:

Women expect men to be dominant, problem is, society gives men no room to express it. You can't be economically dominant because women can make their own money. Me, for example, I only know of one way to be dominant over a woman and that's to use my god given physical strength. And I don't say that as a good or bad thing, just pointing out something that is.

You know, I was on YouTube and I came across a Domestic violence video. And in the comments section, many young women left many of the same comments of "I wanted to leave, but it's hard to do when you are in love". And it made me think back over the last 20 something odd years of my life

I used to be the nice, beta provider type. And in every case, the same thing happened. Essentially I was used for what I could provide. Money, favors, a car to give rides. But not once did a girl ever fall in love with me because of the nice things I did for her. Yet at the same time, I see women professing their love for men who beat them.

These experiences have killed the nice guy inside of me and made me view women as objects to be used, especially the more I learn about hypergamy. The only exception, as far as I am concerned is a traditional woman who actively suppresses her hypergamous instincts in favor of the good guy. And shows it by her actions.

The sad truth is that the unleashing of female hypergamy is going to produce more ex nice

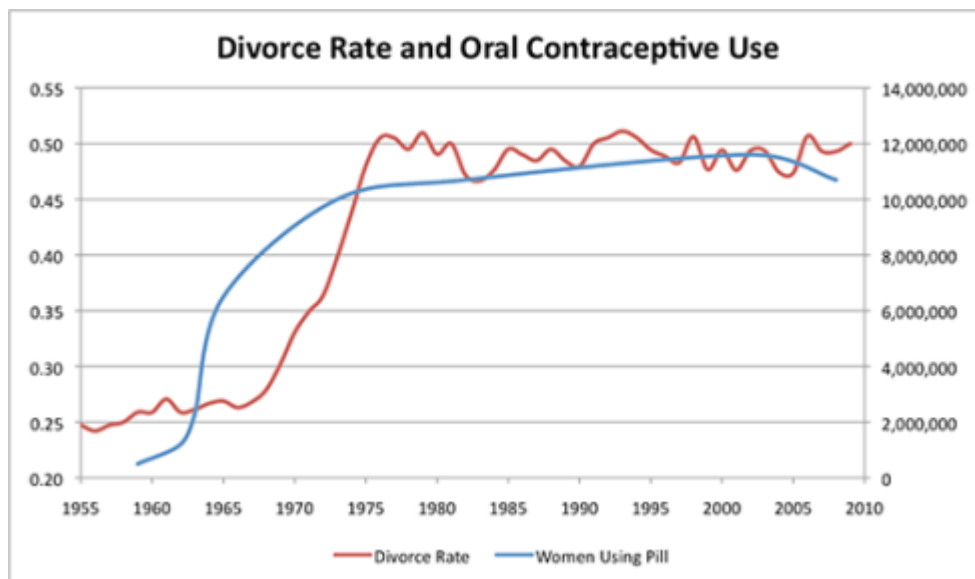
guys who imitate the users and abusers women show that they want by her actions.

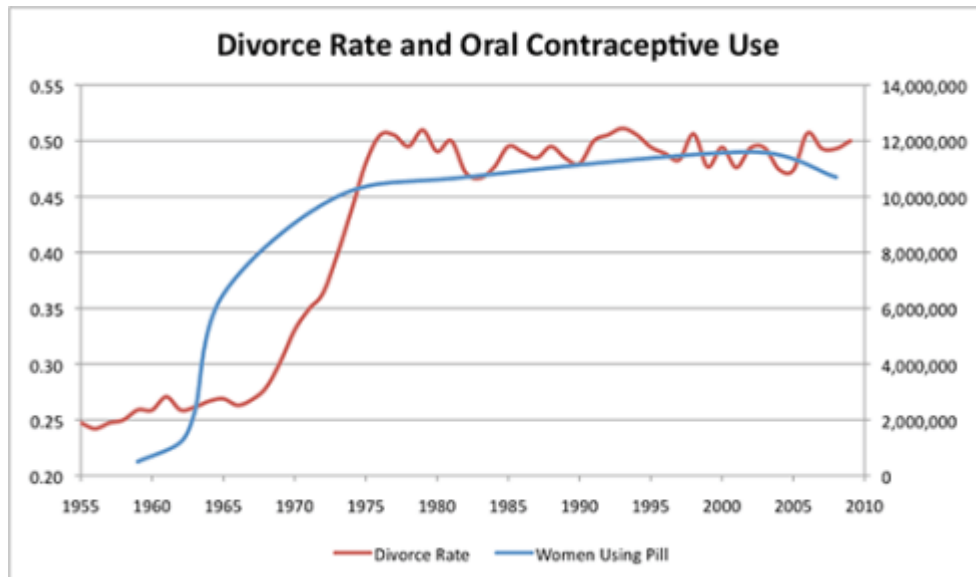
Harold's experience and later disillusionment is a common one for men in the manosphere. However, what needs to be factored into his *awakening* is that his experience follows the exact scheme we can expect from women's HBC influenced Hypergamy. For five generations now, feminized men progressively 'get woke' to the fact that what they've been taught is expected of them in order to be attractive to women are the Beta Phase attributes inspired largely by women's hormonal imbalances. It's when they come to realize, hopefully sooner than later, that those feminized characteristics are a detriment to their own sexual imperatives that this condition is exposed.

It's important to consider the societal ramification that something like *Open Hypergamy* (even *Open Cuckoldry*) will mean in an era when women must look to the most Hypergamously desirable men and seek their approval if they are to breed with them after something like Vasagel becomes commonplace. Presuming Red Pill awareness, combined with women's hubristic attitudes about Open Hypergamy spread as I believe they will, you will eventually come to a generation of highly desirable men with the awareness, power and the choice to deny undesirable women the satisfaction of their long term sexual strategy.

Whether or not the majority of Beta men will exercise this power is speculative, but the fact remains that women's Open Hypergamy will become more and more unignorable to them and they will have a new determinative power women will have to adapt to and compensate for in their relating with men whom they hope to have children with.

In Milo's article there's a very damning comparative study that suggests the rise in U.S. divorce rates coincides directly with the advent of HBC for women.





Exactly why there is such a close correlation between the rise of the Pill and the rise of divorce rates we can't say with total certainty, but the relationship is stark. Possible explanations include: a lack of children leading to fewer reasons for couples to stay together, and... *all of the items mentioned on the list above.*

Though Milo is reluctant to speculate, I would suggest that this stark parallel isn't the result of less child births (abortion rates are also commensurate with the invention of HBC), but rather it's a result of the behavioral shifts HBC has worked in women's breeding strategies paired with men adapting to them (i.e. mass normalization of men's feminization). I think Milo is too kind in his suggesting a lack of children would lead to divorce, when the uglier truth is that women's initiating 70%+ of all divorces today is the result of the Hypergamous control HBC empowers women with.

Environmental Impact

In chapter four of the book *The Red Queen*, Matt Ridley details how environmental factors, particularly social and population environments, have an influence on gender determination for humans and other higher order animals. A lot's been written about R and K mating selection strategies in the manosphere so I'll save that discussion for another post, but what was relevant to me (while I was listening to this chapter recently) was how socially created environmental stresses had an effect on what gender a society preferred a child be born to parents.

Contrary to popular belief a preference for boys over girls is not universal. Indeed, there is a close relationship between social status and the degree to which sons are preferred. Laura Betzig of the University of Michigan noticed that, in feudal times, lords favored their sons, but peasants were more likely to leave possessions to daughters. While their feudal superiors killed or neglected daughters or banished them to convents, peasants left them more possessions: Sexism was more a feature of elites than of the unchronicled masses.

[...]Lower down the social scale, daughters are preferred even today: A poor son is often forced to remain single, but a poor daughter can marry a rich man. In modern Kenya, Mukogodo people are more likely to take daughters than sons to clinics for treatment when they are sick, and therefore more daughters than sons survive to the age of four. This is rational of the Mukogodo parents because their daughters can marry into the harems of rich Samburu and Maasai men and thrive, whereas their sons inherit Mukogodo poverty. In the calculus of Trivers-Willard, daughters are better grandchildren-production devices than

Needless to say, this chapter also covered the ‘one child’ policy enforced by China to address overpopulation and how for every 100 girls there are now 122 boys available. Beyond this, however, was the interesting hypothesis that depending on social and cultural stress present, preference for siring boys or girls has historically come in relation to which gender was more likely to make both the child and its parents’ lives easier as well as pass on its genetic legacy. There is even speculation that evolution has accounted for this in how our biochemistry changes to select for a boy or a girl in a given environment.

It’s an interesting aside to consider that until George Bush senior was in office, all prior Presidents had sons. Clinton, George W. Bush and Obama all have daughters. Granted, this is speculative, but also consider how HBC and the resulting feminine-primary social order since it was invented, has directed our culture to normalize empowering women while handicapping men – all in the name of egalitarian equalism of course.

At no time in history has it been more advantageous to be a woman in western(izing) cultures. Hannah Rosin acknowledged the advancement of women at the expense of men in *The End of Men* as far back as 2010. I add this here because it outlines the degree to which society has opted for the betterment of women, while simultaneously affirming the idea that men become more feminine since the time of the sexual revolution.

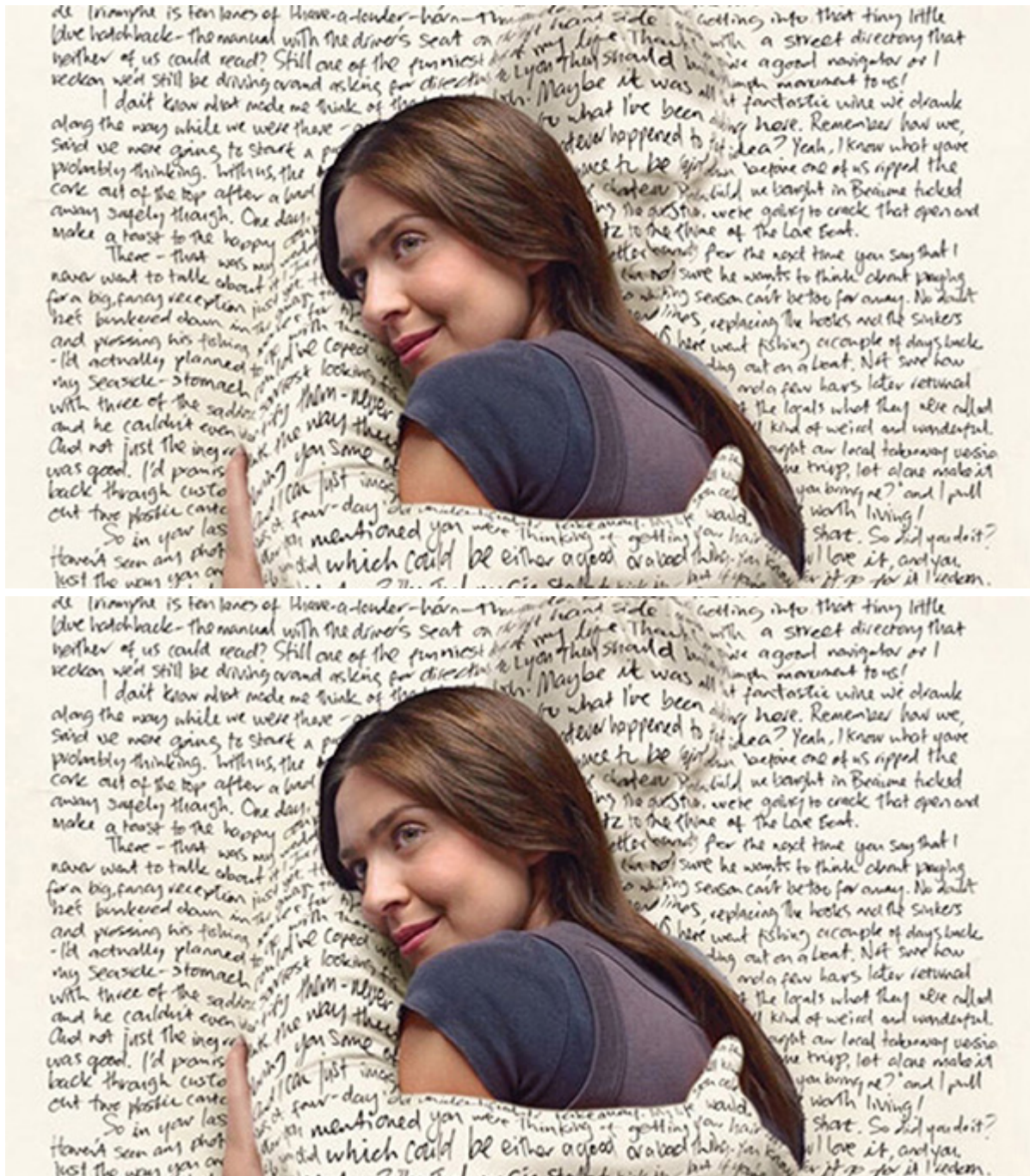
Is it mere coincidence that men have been encouraged to “get in touch with their feminine side”, to identify more like women, to alter their ways of communication to be more female-accommodating, and to redefine conventional masculinity as “toxic” while reinforcing a new feminine-correct definition of masculinity for men? Is it coincidence that 95% of all transgender children are boys being encouraged and affirmed by their parents and teachers to switch to being girls?

And is all of this coincidence in an era when the social condition is one that provides benefits and entitlements to girls; one in which teachers presume a feminine-correct bias in their teaching methods?

This of course is all speculative, but these are unignorable observations about our feminine-primary social order. I’m in no way implying that Vasalgel or its like will alter what already is in our social structure, but I will speculate that women’s physical and paradigm shift back from an HBC influenced mating methodology to a naturalistic one will eventually have larger societal implications. I believe that the Red Pill men of today will be in the perfect position to exploit this, or to inform the next generations of men how to exploit this shift for themselves.

Case Study â◻◻ Mitch's Purple Pill

October 13, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This week we had an interesting situation arise in the comment threads. A new(?) reader, *Mitch*, dropped in to recount his affair with a Ukrainian woman he'd become enamored with, emphasis mine:

I'd like to encourage men who still want a good wife to look East. As in, Russia, Ukraine and other former USSR counties. I cannot begin to tell you how encouraged and revitalized I am by this woman I met – and by most of the women I met and interacted with before I found “**the One.**”

Full stop. Whenever a man even casually mentions a woman as ‘the ONE’ you know he’s still clinging to his Blue Pill, feminine-primary conditioning. This is your first signal of a man’s mindset

and is a glaring *Beta Tell*.

Next Mitch moves on to qualify the object of his, still unmet, ONEitis:

The biggest difference between these women and western women are three things: 1) They have a strong desire to find “**their Right Man**”. Educated, smart, attractive women with careers find life is not meaningful without husband and family. 2) What they require from a man is reliability, respectfulness and willingness to provide for a family. They want to be treated respectfully and well, but they definitely want to be treated like a woman. 3) They have no ambivalence whatsoever about being appealing to their man.

They celebrate this about themselves, their femininity and sex appeal. These women are genuine, direct, and have no time for games and are generally not interested (but are quite aware of) western feminism. Interestingly, during Soviet times women were “emancipated” from the homes and out into the factory and collectives, and the government propaganda machine even downplayed and tried to discourage marriage. So these women really know what all this means, and since the collapse of the USSR, (which has been a mixed bag for them in many ways) they have enthusiastically embraced traditional gender and marriage relationships. In fact, my woman very explicitly told me early on that she had no interest in an egalitarian relationship – and she has been very clear about what she wants and expects from me, and I couldn’t be more delighted.

(I’ve spent a week with her in person, talk on Skype a couple times a day, am meeting her in Italy in 7 weeks, after which she comes back here, hopefully for good. Oh, and she’s gorgeous and awesome in a million different ways. Wish me luck....)

Sounds like a Blue Pill dream come true, right? I haven’t done a case study in some time so I’m going to take Mitch’s situation here and riff on it a bit. I really think it’s good to review certain fundamentals for the sake of men who are new to my work, but also for Red Pill men to understand the Blue Pill way of thinking to better help men like Mitch to unplug.

In *The Purple Pill* I outlined the process by which previously Red Pill men degrade themselves back into their Blue Pill mindsets. Most do this in the same fashion as someone like Tucker Max. They renounce their Red Pill behaviors and, for the most part, make attempts to compartmentalize the harsh truths they know women would rather they didn’t know or expose to other men. Guys of this Purple Pill stripe still cling (or return to clinging) to their old Blue Pill idealism in the hopes that the goals their old conditioning taught them was still possible.

This Purple Pill man still has had some exposure to, and practice with, a Red Pill awareness. The difference is that due to some life circumstance (unplanned or “accidental” pregnancy) or some part of his Beta self he was unable to disconnect from (the soul mate myth) in his Red Pill awareness.

However, Mitch represents another type of Purple Pill man. This is the guy who’s become Red Pill aware, but believes he can make his Blue Pill idealism work in a Red Pill context from the outset of his partial unplugging. As a result, there’s a certain degree of affirmation seeking men of this stripe look for from other men in Red Pill forums. That affirmation is entirely based in the false hope that he can use Red Pill truths to achieve Blue Pill goals. Thus, he looks for affirmation in this feminine-primary idealism without realizing he’s really just asking Red Pill men for their permission to persist in his Blue Pill hope while calling it Red Pill for himself.

Mitch goes on over several comments in an effort to get this permission to define his ONEitis as a

Red Pill goal by qualifying her in every Blue Pill way imaginable. Needless to say the stink of Blue Pill conditioning wasn't hard for my forum members to identify. He insists he's read my work well enough to be considered Red Pill aware, but his actions and attitudes with this woman tell a much different story.

When called out on this fact we get the obligatory, "Lol...you guys can go fuck yourselves..."

Lol...you guys can go fuck yourselves. I appreciate where ya'll are coming from, though. Trying to save me from myself. And i appreciate how naive my post must sound to a bunch of hard core red pillers like yourselves. However, I am not nearly as inexperienced with women and LTR's as ya'll assume. I have learned a lot from red pill in general and this site in particular – it's very insightful and helpful, and I've adjusted my attitude and posture toward women because of it. At the same time, though, it strikes me that many of you are taking on red pill ideas as a kind of ideology, and that's its own kind of danger. The absolute certainty that ya'll think you know all you need to know about me and my woman and my relationship from that very brief post is what I mean. As if red-pill theory, or whatever it is, completely and concisely explains the total dynamic between a man and woman. Red pill explains a lot of things really well, but certainly not the totality of the mystery that is between a man a woman in a marriage. If you don't understand what I'm talking about, then I feel sorry for you. Red pill helps me tremendously in seeing more clearly what is going on. I totally get that I am a beta provider for her, that a large part of my appeal is what I can provide, and I get that she is turned on by alpha traits. Both of these things can coexist in the same person. Understanding this and what's behind it makes me feel less anxious and insecure about that, because I'm more clear about what to do.

Also, being a beta provider does not make me a bitch. Providing for my woman and family is a large part of what makes me a man, and I derive great satisfaction and pride in doing so. Also, I am not in any way "settling" for a 44 yo woman. Younger women were/are available to me, but that is not what i choose.

There's a lot more to life than fucks and bucks, but if that's all it is for you, then this is the type of woman you will attract. In a relationship, what you get is what you are. If I can't find a way to live with an open heart, then I don't know what the fucking point is. But, to each his own.

I don't get mad with responses like this. It's really all part of men's unplugging. I've said it a million times, unplugging men from the Matrix is dirty work. Understand this now if you ever hope to aid a guy in coming to the Red Pill, there will always be a lot of anger, denial and frustration that comes from the disillusionment of breaking a man's ego-investment in a Blue Pill mindset that he's been conditioned to for the better part of his lifetime.

I found Mitch's story engaging because it so faithfully follows the progression of rationales Purple Pill men will use in order to hold fast to their old, comfortable mindset. Thus, you see the binary extremes of anything that contradicts those old investments:

The absolute certainty that ya'll think you know all you need to know about me and my woman and my relationship from that very brief post is what I mean. As if red-pill theory, or whatever it is, completely and concisely explains the total dynamic between a man and woman.

Here we see the attempt to cast doubt, but also a plea for confirmation of theory. He wants to believe that because there are no hard-fast conclusions of the uncomfortable aspects of the Red Pill that the possibility exists that his Blue Pill hopes may still be valid.

Red pill explains a lot of things really well, but certainly not the totality of the mystery that is between a man a woman in a marriage. If you don't understand what I'm talking about, then I feel sorry for you.

Disqualification, but wrapped in the magical romantic language of Blue Pill idealism. Add a bit of pseudo-heartfelt pity for the men who wont reaffirm his idealisms.

Red pill helps me tremendously in seeing more clearly what is going on. I totally get that I am a beta provider for her, that a large part of my appeal is what I can provide, and I get that she is turned on by alpha traits. Both of these things can coexist in the same person. Understanding this and what's behind it makes me feel less anxious and insecure about that, because I'm more clear about what to do.

Later on in the comments, Mitch tries to reassure me he's thoroughly read my essays, but it's obvious he hasn't read *The Myth of the Good Guy* after making this comment. Most of his remaining comments are variations of this, to which he's entirely oblivious of how apparent his Blue Pill nature is to the forum.

Feel free to read through the conversations, but they all came to a head in his most recent admission here:

Guys, thanks for sticking with me.

I sent her a text this morning that basically said I am going to fuck you in Italy. I love you, and this is what's going down. We've had a number of conversations about sex before, about what didn't happen in Odessa, etc. But I never pushed too hard. She says can we talk. So I skype her. And we go round and round about this. I'm staying calm, even sweet. But firm. The solipsism is off the charts – of course I'd seen this every time we argue, but eh, she's a woman, what else is new? I just keep gently and firmly sticking to the topic, and she's doing all she can to change it. Lashing out at me, saying I'm mentally ill, she thought I was different than other men, I'm trying to rape her, etc. Saying I've blown our relationship, she has all what I want, but I'm blowing it, good bye. On and on. Jesus Christ.

I'm now strongly suspecting bpd. These women are a fucking magnet for me. I did have interactions with very normal, genuine nice women over there – and tended to be religious – one very nice woman that I enjoyed talking to was very upfront from the beginning that she's strong Catholic and will not have sex before marriage. I respect that completely. That didn't even chase me off. It's just that this other woman was so much more compelling. If she is bpd, she is the third experience I've had with this type. They are like catnip to me. Now that I see it, I'm definitely not going down that road with her because I'm all too aware of where it inevitably leads. Good. But, still..fuck!

Mitch, you're not going to like what I'm about to type here for you, but just know that it's a necessary kick in the ass and I'm in no way trying to flame you. As I mentioned in my last comment

to you, you really need to read all of the links in my Year One collection.

I'm going to pick apart your latest report about this girl you 'love' and I think you should really give yourself some time to consider what you think has been your half-measure unplugging.

I sent her a text this morning that basically said I am going to fuck you in Italy. I love you, and this is what's going down. We've had a number of conversations about sex before, about what didn't happen in Odessa, etc. But I never pushed too hard. She says can we talk.

Two things here; first, you are using texting as a Buffer. This is what I would expect from a teenager or someone with an adolescent social skill set. Texting you 'love' her and convincing yourself you do after no more than a week of in-person interaction is a major, jumbotron-scale signal that you are not only Beta and Blue Pill, but also you subscribe to a scarcity mentality. This is rule one.

Secondly, you cannot negotiate genuine desire. You having conversations about how you're going to fuck her in Italy are evidence that you really have no clue how Game works. Your pre-sex talks about having sex are again a major signal of your Blue Pill headspace:

Iron Rule of Tomassi #3

Any woman who makes you wait for sex, or by her actions implies she is making you wait for sex; the sex is NEVER worth the wait.

When a woman makes you wait for sex you are not her highest priority. Sexuality is spontaneous chemical reaction between two parties, not a process of negotiation. It's sex first, then relationship, not the other way around. A woman who *wants* to fuck you will find a way to fuck you. She will fly across the country, crawl under barbed wire, climb in through your second story bedroom window, fuck the shit out of you and wait patiently inside your closet if your wife comes home early from work – women who want to fuck will find a way to fuck. The girl who tells you she needs to be comfortable and wants a relationship first is the same girl who fucked the hot guy in the foam cannon party in Cancun on spring break just half an hour after meeting him.

Your conversations are all evidence that you buy into the 'open communication' Blue Pill narrative.

So I skype her. And we go round and round about this. I'm staying calm, even sweet. **[Beta]** But firm. **[still thinking RP men will say that's Alpha]** The solipsism is off the charts – of course I'd seen this every time we argue, but eh, she's a woman, what else is new? **[attempt to confirm RP terms, and another plea for affirmation]**

I just keep **gently** and **firmlly** sticking to the topic, and she's doing all she can to change it. Lashing out at me, saying I'm mentally ill, she thought I was different than other men, I'm trying to rape her, etc. Saying I've blown our relationship, she has all what I want, but I'm blowing it, good bye. On and on. Jesus Christ.

All this woman is doing is confirming your status as a Beta for her. Likely she thought you'd be an easy mark, but your overt insistence on preplanned, negotiated and scheduled sex has made her lose interest in you even as a Beta provider.

I'm now strongly suspecting bpd. These women are a fucking magnet for me. I did have interactions with very normal, genuine nice women over there – and tended to be religious – one very nice woman that I enjoyed talking to was very upfront from the beginning that

| she's strong Catholic and will not have sex before marriage. I respect that completely.

This woman is not suffering from BPD, she's responding how most women would when they have a man's Beta status overtly confirmed for them. You believe these 'types' of women are drawn to you when in fact you have the same effect on *every* woman when you overtly demonstrate your lower value to them by sticking to your Beta Game while thinking it's some how the correct, Red Pill way of dealing with women.

The only reason you believe you respect a Catholic woman is because you have no choice but to respect her because she reaffirms your Blue Pill nature, but still wont fuck you.

I'm going to invite the commenters to address Mitch's situation in the comment thread, but I'll start here by saying you really need to thoroughly read through my posts (or books if you prefer). You are in no way 'woke' to a Red Pill awareness Mitch. For as much as you believe you are, your behaviors, your mindset, all point to a guy who's read some Red Pill ideas, but can't disconnect from his Blue Pill hopes and attitudes.

You're trying to force fit a Blue Pill hope into a Red Pill reality. This is why the last 3 women you've reported you've been involved with have been the same. It's not them, it's you.

Again, I didn't write this post to flame you, but rather to let you serve as an example of how pervasive a Blue Pill mindset is, and how it retards a man's social intelligence and his maturation.

Sexual Zoning

October 16, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Höllenhund brought up an interesting thought a few weeks ago:

This reminds me of something I wanted to ask here in general. The general narrative about MGTOW in the ‘sphere is that they are “avoiding women”. A more general narrative pushed in the mainstream media by Zimbardo, Hymowitz, Milo and other blue/purple pill journalists is that a growing number of young men are avoiding women.

What does “avoiding women” precisely mean in the current socio-cultural context in the West? The word “avoid” entails some sort of active, deliberate, protective measure. My problem with that is that the “avoidance of women”, or a breakaway from women doesn’t look like that at all in practice today, because the social context of male-female interaction has changed completely in the last 2-3 decades.

This is something our pal Novaseeker has described before. In the bygone Western social system, young people were expected to regularly interact with one another in controlled, regulated environments, in a way that fostered productive, long-term, monogamous, assortative relationships. This was a sort of “holistic” milieu, so to speak, where young people treated one another as potential future partners, sexual and otherwise, in a socially regulated manner, in all cases when they were permitted to interact. This was even the norm in workplaces where both men and women were present. The average man found a girlfriend through his extended family or social circle, because families and social circles were normally large.

What we have today is the complete opposite: “sexual zoning”. Some mixed-sex environments, like the workplace, schools and campuses, are made completely asexual – sterile, so to speak. No sexualized interactions are permitted to take place. This is demanded by law and expected by society. In such environments, you’re supposed to treat members of the opposite sex strictly as colleagues or professionals, non-sexual beings. (Hot men are allowed to get away with more, of course, but that’s another issue.) Other mixed-sex environments, on the other hand, like nightclubs, are expected to be full-on sexual. Everybody there knows that all interactions entail the future possibility of casual sex. It’s basically a meat market. You’re expected to hit on girls, and girls expect to be hit on by attractive men. Socializing in these environments requires action, engagement. If you want to find a partner, either just for sex or something more, you have to go there, you have to have Game etc.

In other words, avoidance of women in the old days was an anti-social act of disengagement that was frowned upon. Today, avoidance of women merely means that you’re not expending excess energy and time to do certain things. It’s an “action” with few or no social repercussions – you won’t be socially ostracized or something. But technically it’s not an action. You’re basically “avoiding” women by not hitting the clubs on Saturday night. You’re avoiding them through simple inaction. You can have a full-time job, or go to college, have a social circle, have hobbies, buddies etc., basically a normie life, and still “avoid” women.

I thought this was an interesting observation because there is a stark contradiction in how these sexual zones are presented to men by women. From an *old books* perspective, men are still expected to be the initiators. It is incumbent upon men to be the sex that approaches and expresses intimate interest in women, and men who don’t, or who fail to build themselves into acceptable mates for women are shamed as being perpetual adolescents or just “giving up.” Our feminine-primary social mandate still promotes the expectation that men will prepare for, and initiate with, women.

However, from a *new books* perspective men are, as Höllenhund illustrates, expected to know their place in respect to whatever sexual zone they find themselves in, as well as having an understanding of how they are perceived in the SMP. So, in an asexual zone such as a college campus or the workplace, men are expected to know their SMV and act or not act accordingly. Men not meeting or exceeding what would make for an optimized Hypergamy with women are expected *not* to initiate or approach. In fact, this expected understanding extends to sexual zones and fosters the avoidance Höllenhund talks about here.

For all of the handwringing from feminine-primary gender pundits about men ‘dropping out’ of life or the SMP, it is this contradiction in atmosphere that promotes the avoidance. Hypergamy, being the prime directive of westernized societies, is figuratively best served when women are in complete and unilateral control of sexual selection. Thus, we see laws and social dictates installed to encourage men to self-select themselves out of the process and make this selection easier for women. Men will be shamed for not initiating and not approaching, but simultaneously be held accountable for as much as hate crimes if they step outside what they are expected to know are their appropriate sexual zones.

<http://time.com/3852117/millennials-sex-parents-boomers/>

Recently there’s been a spate of articles all attempting to explain why millennials aren’t getting after it in an age when it’s never been easier to hook up. Try as they will, nearly all of the explanations fail

to account for how sexual zoning has affected the sexual marketplace today. Millennials have the ‘hook up generation’ reputation, but statistically they’re not doing much fucking.

Noah Patterson, 18, likes to sit in front of several screens simultaneously: a work project, a YouTube clip, a video game. To shut it all down for a date or even a one-night stand seems like a waste. “For an average date, you’re going to spend at least two hours, and in that two hours I won’t be doing something I enjoy,” he said.

It’s not that he doesn’t like women. “I enjoy their companionship, but it’s not a significant part of life,” said Patterson, a Web designer in Bellingham, Washington.

He has never had sex, although he likes porn. “I’d rather be watching YouTube videos and making money.” Sex, he said, is “not going to be something people ask you for on your résumé.”

One aspect that these largely millennial writers themselves seem oblivious to is the complexities of sexual zones that shift constantly for guys. In 2016 hooking up is easy, we’ve got Red Pill awareness and we have instantaneous communication, but what we don’t have are clearly defined sexual zones. Put a guy whose social intelligence is sub par into the wrong zone and it’s understandable that he has better things to occupy himself with that he ‘enjoys’.

This is a common refrain from MGTOWs. It’s usually some variation of “why should I waste my time trying to untangle some girl’s head just to put myself at risk of a sexual harassment or rape accusation?”

Fred Flange had this comment a few weeks ago:

Co-sign, and this “soft MGTOW” observation ties in nicely with the WashPost’s “no sex please we’re collegiate” article. MGTOW is now socially subsidized and easy to implement: just do nothing! At college, don’t engage in class, or even better, “attend” the lectures on-line. Say no more in class or lab than you must, then leave. Start no convos, you won’t be dragged into any. All of this goes for cubicle workers: in the lunchroom, stare at your phone, or eat at your desk, or if you can, get outside but go alone. No feelings caught, no feelings hurt. Everybody gets nothing, therefore everybody wins.

Eventually you can learn the fine art of disappearance in urban settings: yes you occupy space, but other than someone bumping into you, it is possible to go anywhere without your registering with anyone in the vicinity, not even cops. You can switch it on and off like a light.

One possible corollary to look for: see if the “*bro*s before homes” shaming begins to die down. It should. Because before that you patriamalarkey-preaching Tumblr-inas insisted you wanted that cheesy-bro to go? He’s GONE! Soft MGTOW is the mandated social paradigm, outside of “safe social zones” like public streets, malls, clubs, etc. plus in some workplaces and colleges it’s law. You’re going to complain about men obeying the law?

There’s also no shortage of articles decrying the absence of boys and young men these days too. The frequent bugbear in these always point to guys ‘dropping out’ and playing X-Box all day.

From *America’s Lost Boys*:

Young men, significantly more so than young women, are stuck in life. Research released in May from the Pew Center documented a historic demographic shift: American men aged

18-30 are now statistically more likely to be living with their parents than with a romantic partner. This trend is significant, for one simple reason: Twenty- and thirtysomething men who are living at home, working part-time or not at all, are unlikely to be preparing for marriage. Hurst's research says that these men are single, unoccupied, and fine with that—because their happiness doesn't depend on whether they are growing up and living life.

Now, granted, this article presumes men's adulthood ought to be measured by his capacity to get involved with a woman, support a family and maintain a steady job. It's very hard for writers who tackle this topic to pull their heads out of the *old books* reasonings. Thus, the go-to answer to the question of 'why do guys drop out?' is video games. It's far easier to goof on men as a whole if they can be made to look juvenile, lazy or stupid to the point men not knowing what's good for them.

It would take a real effort to tackle the larger reasons as to why men drop out, and men like Samuel James (article author) would be forced to acknowledge the disincentives for men to participate in what his old books reasonings tell him is some mutually beneficial arrangement. Those disincentives don't paint women in a very flattering light, so it's much easier to dismiss them as garden variety misogyny.

The drop out generation are content with their lot in life because they've accepted the realities of a social order that debases men and manhood to being appliances to better serve women's imperatives. And the risks of investing themselves in a relationship or finding the inner will to become better men for the sake of "growing up" are significant when the rules of engagement and the acceptable sexual zones are constantly changing.

The Damage Done By 'Mattress Girl'

"Even in less extreme situations, young men are more skeptical of women's ability or propensity to consent to sex, which some women on campus consider demeaning.

"I find that men are more and more interested in ensuring that I'm consenting before sex, which would seem like a good thing," Columbia student Dylan Hunzeker said. "But sometimes I don't necessarily feel that way. Especially when I have to answer a man's question: 'are you sure you're not too drunk?' Or 'you want to have sex with me?' In a sense, it's annoying and debilitating to be constantly questioned about whether or not I have agency and am a sexual human being."

"Men are scared of women on campus now, and fear breeds anger and prejudice. Women are frustrated by men, which inspires a lack of desire to collaborate for solutions."

I would argue that a large majority of men accused of sexual harassment or even just suspected of impropriety are men who've found themselves in an environment they believed was an acceptable sexual zone. We are fast approaching a time when all zones will be so arbitrary and ambiguous that every environment with sexual potential will be avoided. This will have the effect of putting women into unilateral control of their own Hypergamy. It will be a state of Sadie Hawkins world – only women will make approaches on men and only those who match her Hypergamous ideal, an ideal fostered and reinforced by a steady diet of social media ego inflation.

It's ironic that authors bemoaning the drop out generation of men never acknowledge the other side of the disincentives for men – those generated by a feminine-primary social narrative – the generation of women who remain unmarried well into their middle age. When this is explored, once again, it's

the result of the juvenile, ridiculous men that same narrative has created for itself.

The Something Else

October 21, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





New commenter [batfish55](#) had a stroke of genius in this weeks post.

I do blow hours on my Xbox, but even if modern graphics weren't amazing and there was no Xbox, I'd find something else.

This is **exactly** what male-feminist concern troll bloggers and '[Man Up and Marry those Sluts](#)' [Pastors](#) refuse to understand because it completely fucks up their feminine-centric rationales and ham-fisted Beta AMOGing attempts to shame men for the disincentives that their 'perfect women' represent to men. The constant drone is how video games are to blame for paralyzing men's maturation – a maturation that is always merited by how well he serves the Feminine Imperative.

What they refuse to acknowledge is: If it wasn't X-Box it would be something else.

Countless guys do this already, because on some level of consciousness they get that the cost-to-benefit equation isn't rewarding with women. As I wind my way through the third book, I've read through countless articles written by thoroughly feminized men, all shaking their heads over the reasons for the generation of "[Lost Boys](#)" who are so inured by the instant gratification of hi-res graphic video games and free online porn they have no incentive to 'grow up' and fulfill some nebulous form of manhood idealized by whatever shifting definition of masculinity their feminized minds think is relevant in that moment.

These hacks are so fundamentally locked into their ego-investment in blank-slate, gender-neutral equalism that it never registers for them that if it weren't X-Box or widely available online porn *it would be something else*.

Thus, we have generations of [Men in the Garage](#) who feel some desperate need to claw out a tiny

space where they're free to be men in a home they own. These men need *something else* that's just marginally rewarding set apart from their unrewarding spouse. And even in this attempt at Male Space, women feel entitled to insert themselves into it or do something compensatory.

Thus, we have married men who'd rather become "workaholics" and pour themselves into their careers rather than rush home to the minimal reward that his wife represents, the negligible appreciation for him as a man or, at best, his answering to the male indenturement that he was taught he should find intrinsically rewarding. Instead, work becomes his *something else* that he occupies himself with.

And thus, we have men who've bought into the feminine-primary conditioning that their highest sense of reward ought to be found in fulfilling the ideals of Fempowerment who instead find that women's solipsism and their own, life-long approach to appeasing it has instead driven them to find that *something else* more intrinsically and/or extrinsically rewarding.

It's not just "lost boys" staring at X-Box, smoking weed and snapping their radish to free porn, those are just young guys being pragmatic in solving the cost-to-reward equation women give them. But married men, men of all walks of life, are solving that equation for themselves now. They're forced to solve an equation presented to them by women who feel entitled to having their Hypergamous natures optimized and appeased, with no insight as to how disposable men might adapt to their conditions.

These aren't lost 'boys', they are mature, relatively accomplished men responding to their condition. Men are deductive problem solvers. Our mental firmware will consciously or unconsciously make attempts to solve problems within the context of what we consciously or unconsciously have presented for us. Blue Pill conditioned bloggers, distraught over the 'lost boys', aren't concerned with these guys' making something of themselves. What they White Knight over is the lack of suitable husbands to join them in their own indenturement. That, or they fret over the possibility that their empowered daughters might not have a suitable Beta ready to marry her once she's "found herself" at the end of the Epiphany Phase. They argue from the feminine-correct perspective they've only ever known. Complacency, like misery, loves company, especially when it confirms the rationales men use in their own denial.

These pearl-clutching Vichy men can't see the disincentives of forming long-term monogamous bonds with women that their 'drop out' generation boys are just pragmatically avoiding. It is indeed a form of Soft MGTOW, but what's harder for these manginas to acknowledge is the Soft MGTOW that's been a part of modern marriage for four decades now.

As an aside here I should mention that a foundational tenet of the Red Pill is that a man must always put himself and his passions at the forefront of his life, or as Roissy put it, you shall make your mission, not your woman, your priority. The *something else* I'm detailing here may in fact be a man's genuine passion, but his impetus to engage (or over-engage) in it comes as a result of a need for escapism rather than genuine fervor for it. This is an important distinction because what formerly was a dynamic passion for a man can turn into an unrewarding refuge if his perception of it becomes one of escaping his reality.

Market Reset?

Reader *Kaminsky* had a question in that same comment thread:

| How do we incentivize them? (honest question, not loaded snark)

—Do we incentivize by withdrawing?

—Or by becoming yet better men?

I sought to answer this question in *Spare the Rod*, but I neglected to use the examples from my post Bachelor Nation in that one. This was the video I based the *Bachelor Nation* essay on.

I'd like to think of this as an example of the sexual market correcting itself, but when you listen to the self-important, solipsistic reasonings as to why these women believe the most desirable men ought to alter their own sexual strategies, change their minds, and rewire their arousal cues to accommodate sub-optimal women such as themselves, you begin to see why MGTOW, even soft MGTOW is a pragmatic response.

The logic of today goes something like this: Alphas change behavior, women respond and Betas follow along to women's response.

I would argue that Alphas change behavior, women do or do not adapt, and then Betas follow the dictates of the sexual market. Whether you consider them Alpha or in some way marginally desirable by the women in this video these men have taken it upon themselves to find their *something else*.

In this video you have an example of men who both withdraw and make themselves better men (even if just by assuming some degree of control over their place in the SMP), but the attitude on the part of women isn't, "Oh shit, we'd better make ourselves more acceptable mates for these desirable men or they'll outsource us to Brazil." Instead it's the same entitled response we expect from women raised in a feminine-primary social order, "These men better change to accommodate us! It's our game they need to play or they'll be ass-out when they get older and lonely." It's this or else it's some variation of "I make my own damn money" and they end up with the hapless Beta who would accommodate her because he too was raised to fall in line with feminine-primacy.

In all honesty I think correcting women has to begin at home. It needs to come from Red Pill fathers raising daughters from a Red Pill aware perspective. It's got to come from a bottom up methodology, and quite honestly I don't think that can happen until more men become Red Pill aware and accept their new role of mentoring the next generations as well as unplugging Blue Pill men today.

We have a generation of women today who are the products of *fempowerment* and 'participation trophy' equalism. That they'd EVER need to self-correct in order to have a better man in their lives is never an afterthought. Look at the women in this video, they are genuinely shocked that guys would be independent enough to save their money and take it upon themselves to look for romantic options outside of their 'approved' roles that ought to be in their lives. They literally don't get it, so they fall back on male shaming and call them 'sex tourists' which is one degree away from 'human trafficking'.

These women are the products of the oblivious entitlement that's come from a feminine-primary social upbringing that's taught them women can do anything and be anything. They're taught to expect men to be compliant with their sexual strategies, but yet be their SMV equal-or-better without any qualifications on their part other than to have a vagina.

I believe the market can correct itself, but it must come from the bottom up and that starts by raising daughters and mentoring young women into more realistic self-understanding and more realistic expectations from themselves and others. I can hear the cries of "well good fuckin' luck with that", but at some stage Red Pill aware men will need to have the courage to go against the fempowerment zeitgeist. While encouraging boys to become girls is lauded in today's world I also understand that

encouraging girls to be even marginally realistic or to recognize the realities that their gender necessitates they be concerned with is this side of child abuse.

If women are to be corrected it's going to need to begin with Red Pill fathers educating their daughters from an early age. If not, their daughters will find a generation of young men who are already looking for something else before she meets them.

Please, Breakup with Me!

October 24, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The following is an excerpt from the [*Red Pill Reddit forum*](#) I've been following recently. I had an emailer ask me to opine about this situation and, for as much as I'd like to brag about having a previous essay for any occasion, I realized I hadn't really covered this situation. Well, not in any great depth anyway,...

Bit of background: my girlfriend and I are both working people with solid jobs. Mine involves working partly in a lab a fair distance away from where we live, and I am gone for about 2 weeks a month. We have been together 5 years, and things have always been awesome between us. No major fights to speak of.

The incident happened last Saturday night. I was due to return the following Monday, and my girlfriend and a few of her friends had planned a night out, painting the town red. I knew

about it, and this isn't an uncommon occurrence and I paid no mind to it.

Saturday was a typically busy day for me, and I was really tired and went to sleep early that night, as I had to get up early to get back to work. Get back to work Sunday, not checking my phone as I was running late, and noticed lots of messages and voicemails waiting for me when I got to the lab. All from my GF: in all the voicemails, she was in tears, and told me that she'd been out dancing in a club and that she'd been fairly tipsy, but not really drunk.

Apparently some guy started dancing around her, (this part is absolutely unclear, I only know what she told me) and after some words exchanged, yada yada, he leaned in to kiss her, and she kissed him back. I don't know how long, or any details, but she said she realized what she'd done and returned home as soon as possible, where she started calling and texting me.

I've been back for 2 days now, and I've only had 1 discussion with her. She was pretty much at my feet when I got back, asking for forgiveness, and honestly, I was nowhere near thinking of breaking up with her. We didn't talk much that night, just laid in bed, me holding her, thinking we could work this out. No. She has been an absolute wreck since she woke up 3 days ago, won't look me in the eye, left home crazy early, returns extremely late, and hasn't been returning texts or calls.

She is broken inside, and I don't think she can forgive herself for what she did. I don't know what to do, I can't reach her – I guess I have to give her time, but honestly, I'm barely holding on looking at her in her state. I bear no ill will towards her, I just think she made a mistake in the heat of the moment. I'm completely lost. I don't know how I can convince her that I can move past this, and that I still love her. Even I have been near tears at times these past few days. I need a place to vent, I don't have many people I can talk to, and I need to write down my thoughts.

TL;DR: GF made out with someone in a bar while I was out of town and is an absolute wreck right now, even though I think I can move past it and work at getting everything back on track. I'm lost and don't know how to convince her. I don't know what she is thinking and I'm barely holding on.

Now, a bit later he gives this thread a status update.

UPDATE: I left her a note yesterday night in the kitchen, saying some things, we can work past this, etc. etc. She left a note at the same place I had. There were wet patches on that paper, and she pretty much wrote she fucked up big time and she was sorry. (She had already said these things last time I saw her.) Also said sorry she had shut me out, she didn't know what to do, and that she didn't think she deserved me after the way I treated her the night I got back. She has left for work now – (true, I called up someone I know there) – and she said she is done being an asshole, and would come home to and (I quote:) ” get out of my life once and for all. You don't deserve the way I've treated you this week.”

The TRP subredd commenters have pretty much covered the majority of what I would point out. We're dealing with an abject Beta here who, like most Blue Pill conditioned men buys into the touchy-feely 'open communications will solve everything' fallacy. He also feels it's incumbent upon him to follow the 'be the bigger man' meme and forgive her indiscretions (at least the ones she felt guilty enough to relate to him in a text). And really, what's to forgive anyway? It was only a kiss,

right?

For a bit of context, they're both 26, and are living together. We don't really know much about how long they've been together, but if they're roommates (always a bad idea) I'm going to guess it's been at least a couple of years.

What this guy is experiencing is actually a very common rationalization strategy women will use when they are saddled with a man their subconscious recognizes as Beta. In *The Medium is the Message* I point out that there's really no such thing as 'mixed messages' and that women's behaviors will generally inform a guy as to what a woman's real intent is. This is a basic behavioral psychology principle; behavior is the only true measure of motivation and intent. Thus, all the verbalizing of intent, verbal rationalization of purpose and 'open communication' simply becomes a part of the behavior which Red Pill behaviorists then parse as true intent.

Yes, this can get tedious in the beginning, and yes, it seems like a huge waste of time trying to second guess a woman's intent, but understanding what a woman's 'medium' is informing you about is a necessary step to internalizing Red Pill awareness. Once you've had experience in this parsing a woman's behaviors with the behavior that is her rationalizations, it's from this point that a Red Pill aware man can begin to predict behaviors and become more effective 'readers' of what a woman's actions is somewhat reliably telling them.

In this guy's case his girlfriend's messaging is pretty clear to any marginally Red Pill aware man. Her behavior is born from a desire to escape the domesticity of their live-in arrangement and while she's 'out with the girls' she seizes an opportunity to engage in an extra-pairing affair. Naturally, what we 'know' from what's related is that she got tipsy and just kissed a guy. As you might expect, the commenters on the TRP sub jump to what predictably happened and the speculation is a lot more than just kissing.

Evo-Bio 101

However, all speculation aside, we have to make a few basic connections here. My first expectation is that she was likely in the proliferative (pre-ovulatory) phase of her menstrual cycle. I can't be certain, but I'm sure if the guy were to be objective, he'd see the signs. Second, her behavior belies intent, and thus she seeks an extra-pair encounter and puts herself into an environment that will likely facilitate it. The kissing (assuming that's all it was) is still a behavior that indicates she's open to a short term breeding opportunity (Alpha Fucks) and is looking, even if just temporarily, to escape her domestic situation with her Beta live-in boyfriend.

That's basic evo-psych/evo-bio Red Pill awareness of women's nature. What gets interesting is when she feels compelled to relate her "infidelity" to her Beta boyfriend. The first presumption we make is that she's felt some pangs of guilt for having betrayed his trust, but as we'll see this is in error. We make this presumption because, like this guy does, we want to give a woman the benefit of the doubt when it comes to guilt because men and women popularly believe that women have a supernatural gift for *empathy*. It simply 'sounds right' to believe that a woman had an error in judgement whilst a little tipsy, but again we need to see this situation objectively from an evo-psych/behaviorist perspective.

When I break down this Beta guy's rationalization process you'll begin to see how this presumption of empathy and his Blue Pill conditioned mindset actually works against this girl, but for now we have to get a grasp of her feminine subconscious and how it reflexively interacts with the sexual imperative of Hypergamy. Most women's confessions of extra-pair infidelity isn't rooted in guilt.

That's not to say women don't feel *guilt or regret*, it's just to say that the functional purpose of the confession doesn't subconsciously originate in feelings of guilt.

When women 'cheat', even when it's non-sexually, their subconscious is testing the man it suspects is Beta which she's paired with for confirmation of him being Beta. This is potentially risky, of course, but such is the prime directive of Hypergamy that if it is subconsciously suspected that a paired-with man is less than Hypergamously optimal the long term benefits of confirmation outweigh any risks. Thus, a confession of infidelity from a woman should universally be interpreted as a Hypergamous shit test from men.

If nothing else, her confession of infidelity should be interpreted as a lack of genuine desire for a man – such a lack that it's necessitated her behavior of engaging in genuine desire with another man. What rationalizations and verbal communications that follow from this point should be considered part of that woman's behavioral set, and in terms of the Medium being the message, should be assessed as her medium.

So what do we see in this case?

I've been back for 2 days now, and I've only had 1 discussion with her. She was pretty much at my feet when I got back, asking for forgiveness, and honestly, I was nowhere near thinking of breaking up with her. We didn't talk much that night, just laid in bed, me holding her, thinking we could work this out. No. She has been an absolute wreck since she woke up 3 days ago, won't look me in the eye, left home crazy early, returns extremely late, and hasn't been returning texts or calls.

he is broken inside, and I don't think she can forgive herself for what she did. I don't know what to do, I can't reach her...

On the surface we have the reports of this guy stating that she's wracked with remorse and asking forgiveness. Sounds reasonable enough, right? No talking, cuddling, comfort and consolation, but won't look him in the eye, leaves early, comes back late. The guy presumes she's broken inside and can't forgive herself, but her behaviors imply that she's disappointed in his reaction to just the marginal amount of information she'd related about her "infidelity".

In his update we get this part, emphasis mine:

There were wet patches on that paper, and she pretty much wrote she fucked up big time and she was sorry. (She had already said these things last time I saw her.) Also said sorry she had shut me out, she didn't know what to do, and that **she didn't think she deserved me after the way I treated her the night I got back**. She has left for work now – (true, I called up someone I know there) – and she said she is done being an asshole, and would come home to and (I quote:) ” **get out of my life once and for all. You don't deserve the way I've treated you this week.**”

In the post *Gut Check* I mention how men's subconscious awareness subtly informs their conscious awareness by picking up on shifts in behavior, attitude and environment. Through our socialization, acculturation and Blue Pill conditioning, men are taught to suppress this natural, instinctual messaging that our gut is telling us. We do so because we fear being accused of male insecurity, jealousy and not subscribing wholesale to the equalist idea that men and women are co-equal rational agents who've evolved past anything like our baser natures.

Yet here, with the benefit of Red Pill awareness, we can see a perfect example of a guy suppressing what his peripheral awareness is basically screaming at him. This woman has essentially verified his Beta status by his default willingness to forgive her Alpha Fucks indiscretions with few (if any) questions asked. That test failed, she now hopes he will actually get angry enough to break up with her. Again, test failed, as all of his efforts are directed towards his unconditional love and forgiveness.

Please, Break Up with Me!

This woman is vocally telling him “please, break up with me”, but even this is ignored and rationalized away in his Blue Pill conditioned mindset that tells him all they need is open communication to solve her Hypergamous equation. She literally tells him, “you don’t deserve the way I’ve treated you.” This is part of her medium, this is her subconscious attempting to tell his subconscious how and why she’s done what she has, but his Blue Pill conditioning has suppressed any hope of that message being translated to him. Bear in mind here, this isn’t necessarily a case of a woman being intentionally malicious. Often this process is one in which she is only playing out as a semi-aware actor of her Hypergamous subroutine.

I’ve had guys relate many similar story in the same vein as this one. In all of them there is a subconscious hope that a paired man which a woman’s Hypergamous instinct has designated as Beta will just get it and understand that she wants him to break up with her. This may be overt, but more often it’s subtle. She’ll leave clues, breadcrumbs, for him to follow that indicate her infidelity in the hopes that he’ll become angry and break up with her. Maybe its an open diary, or an open social media account, or maybe just small convenient absences that are out of the ordinary, but the trail is one her subconscious hopes her man will discover and react to.

There are many reasons for this. The principle one being she desires an easily acknowledged reason for her exit from that pairing. Even if she’s been unfaithful women maintain large social support networks that forgive them of their sins – and this primarily because her girlfriends are living out the same Hypergamous subroutines themselves. It becomes rationalized away, chalked up to her “journey of self-discovery”, not something she was proud of, but a necessary part of her life in becoming “who she *really* is.”

Blue Pill men get a sort of double jeopardy in this situation. Their conditioning predisposes them to believing that a woman’s communication is to always be taken as honest and at face value. This is really the source of a lot of Blue Pill mens’ self-inflicted wounds. They believe the notion that women and men are co-equal, rational agents whose evolved consciousness places them above natural instincts. Thus, they never make the Medium is the Message connection. Instead they consciously repress what those instincts, their own and women, are telling them.

When this instinctual suppression is combined with Blue Pill deferral to women and their false assumption that communication is the key to solving all intersexual problems, then you get into this situation. One where that woman desperately wants a guy to get so pissed off that he drops the hammer and leaves her, like she’d expect any Alpha lover to do. However, his Beta disposition makes this hope for anger an impossibility and the very Blue Pill conditioning that made him so acceptable as a provider and a comfort makes her exiting the relationship impossible without her feeling some actual guilt for having to take the initiative to leave him.

And this is where real feminine guilt becomes unavoidable. She’s the one who has to kill the puppy because his Blue Pill conditioning won’t allow for him to become angry enough to do it himself. This

is where her real guilt and real resentment of him come into play for her. He's too accommodating and too ready to rationalize away his forgiveness for her to avoid the bad feelings she's hoped to engender in him.

SMV and the Aging Process

October 31, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





A comment from a woman on enotalone.com:

I am 31 years old, and not looking for anyone, but I have a lot of guy friends/acquaintances my age and the trend I see is a bit disheartening. There's about 8 different ones that I know who are between 29-32 and EVERY SINGLE ONE IS DATING A 21-23 YEAR OLD.

I just don't get it. There are plenty of women closer to their ages and single, but yet they all go for the young women. I feel kind of sad for women entering the dating market, at least where I'm from because it seems women my age have no hope in competing with these younger, perkier women.

Just a rant I suppose. I don't have anything against younger women of course, but I can't help but feel a bit unnerved by the trend I see here.

This is an overt observation of what women understand from a very early age – women’s sexual marketability declines with age, while men’s (*should*) increases as they age. This woman’s concerns should come as no shock to any Red Pill aware man. It’s the clarion call of a woman who’s aging out of the SMP and on the tail end of her *Epiphany Phase*.

All women have conditions (prerequisites) for men in order for them to become intimate (sexual) with them; he’s got to be good looking, he’s got to be financially stable (surplus resources), he’s got to have some status, respectability, ambition, be confident, he has to be the initiator, he’s has to be decisive, he has to make an emotional connection with her, he’s got have ‘provider’ potential,..etc., etc. And the list goes on and on for any individual woman and according to her ability (i.e. looks) to demand each condition. Each of these personal conditions for intimacy is set in a priority order depending on her ability to demand them and this demand is mediated by her age relative to her attractiveness to men.

It’s no secret that a woman’s sexual marketability declines as she ages and men’s increases as he ages. As a woman ages she progressively loses her ability to physically attract a mate (his one condition for intimacy), thus her conditions and their priority order shift accordingly because she is forced to compete with younger, more attractive women for the same pool of eligible men.

These men tend to be the ones best able to provide for her long term security and any resulting offspring. Thus, well established men (with status, money, hopefully good looks, etc.) in their early 30’s are the prime targets and the more they exemplify her conditions for intimacy, in their existing priority order, the more suitable he becomes for that intimacy and the harder she will compete with other women to achieve his long term commitment.

Pop-psychology would have us believe that women in their late 30’s to early 40’s are in their sexual prime. This may serve to increase the self-esteem of women finding themselves unable to command the male attention they did in their youth, but nothing could be further from the truth. While pre-menopausal women do in fact experience a spike in their testosterone levels and a resulting sex drive increase prior to the last of their eggs dropping, it is women between the ages of 18 and 26 that are in fact in their prime fertility stages. Women’s bodies in this age range are far better prepared for the rigors of pregnancy. At no other phase in her life is she more sexually active and most capable of commanding the attentions of the best male meeting her conditional criteria and in their most strict order. However these conditions are still mediated by her physical attractiveness – thus, if she’s fat her conditions (and their priority) will be adjusted accordingly – but she is nonetheless at her personal prime in this phase.

Unsurprisingly we see in most cultures older males striving for the attentions of the younger and more attractive females, but in western culture he becomes vilified and shamed for this – or at least that’s what western feminized women would like to be the case. The most common complaint women in their mid-thirties bemoan is that “There’s no good men” or they can’t understand why men just can’t “grow up” and find them more attractive than the young women they used to be themselves.

Increasingly, ‘careerist women’ desiring to finally start a family at age 35 find that men – particularly the ones that meet their conditions – in their age range (33-38) are not interested in women (to say nothing of ‘careerist women’) of their own age range. They’re interested in the 22 year olds who wouldn’t give them the time of day when they didn’t have the status (or maturity) that they’ve just discovered they now have. And of course the 35 year old career woman was one of these 22 year old

girls, only 13 years prior, who was doing precisely the same thing the 22 year old girls are doing today.

But that doesn't stop 30 something women from complaining about how men their age are 'infantile' for wanting to breed with 'little girls', rather than mature, intelligent, respectable career women such as themselves. They are incapable of conceiving why men 'won't live up to their responsibilities' and commit to a lifetime with them. They write article after article about how men are in fact threatened by their 'successfulness' or their 'status', when the simple fact remains that his breeding choices are dictated by one single condition – **she's got to be hot**. Unlimited access to unlimited sexuality. The mid-thirties woman is (with a few notable exceptions) simply not as attractive as younger women.

So as an unspoken reaction to this predicament we get to see the popularity of the idea that "You can be 40 and still 'have it'" among women. "Those men and their fragile egos just don't know what they're missing. How dare they be aroused by, and date younger more attractive women, we'll show them", they'd have them believe and pander to this dynamic while encouraging the fallacy that 'men ought to be ashamed of their sexual impulse.

And finally we encounter the 40+ woman looking for what she couldn't get in her 30s. Her priorities and conditions for intimacy have been altered radically now. At 40, the career woman has abandoned the idea of long term commitment; she may make up some sort of internalized blame for men not accepting her, but the truth comes that time has or is running out.

Perhaps she's divorced, perhaps she's a single mother, but at 40+ the importance becomes sex as empowerment for her. She still wants to know she's 'still got it' and since none of the men of the age she'd like to be in an LTR with are biting she'll be more than happy to get with a 22 year old 'hunk'. They're easy pickin's since none of the girls their own age are interested in them.

They're virile, young, dumb and full of cum. That'll show those immature older men who don't know how to commit! She'll beat 'em at their own game. "Look at what I've got! A hot guy (relative, actually) who knows how to pleasure an older woman"; again shaming and insinuating older men's sexual performance isn't up to 'women's standards'. All conditions for intimacy and the priority orders she had before are out the window with the exception of physical attractiveness now, which, interestingly enough, has been a man's only condition since he hit puberty. She's come full circle, only now she makes an effort to enhance her appearance in the gym, with plastic surgery, Botox, breast augmentation, anything that will increase the attraction for young guys.

And of course the young guys are all too happy to 'fill that hole' (pun intended) since the effort required to get after it with the 40+ is practically nil and the rejection ratio is far lower. In addition most 22 year old guys know an LTR is more or less out of the question; they may be a booty call for her, but that's an ideal situation for him, sex on demand with no expectation of any form of security for her. They like to make up reasonings like "she's more experienced in bed" or "we're both in our sexual primes", but this just serves to justify him being a booty call, as if he'd have a problem with that.

The real irony of the whole situation is that 40+ woman is now doing exactly what she mercilessly criticized these 'immature', problematic 30-40 something men for doing. However, we don't see any articles telling women to grow up, or to do the right thing or how infantile they are for sexually desiring younger men. On the contrary, they're applauded for 'bucking the system' and embracing their sexual natures (as if they were formerly repressed) and "You go girl!" using isolated celebrity examples like Demi Moore fucking Ashton Kutcher as a role model.

The SMP After Marriage

For a long while I've been content to let bloggers like Athol Kay address sexual dynamics post-marriage (or LTR). I don't think it's any real secret that Married Man Sex Life has been more than compromised by a feminine-correct influence and the discussion is now directed by women's imperatives there. This has been the forum's state for some time now. So as such, I feel it's kind of incumbent upon me to open myself up to addressing Red Pill issues within marriage (or LTRs) for the foreseeable future. This is just an avenue I'll be opening up here, not a particular focus, don't worry.

The following was a comment from YaReally in last week's thread. I thought this more or less summed up the disconnect he believes exists between Old Married Guys (OMGs) and Young Single Guys (YSGs) who both have enough Red Pill awareness to want to employ it in their marriages as well as the plates they're spinning as a PUA:

Keeping your 70yo wife attracted to you simply doesn't come with the same obstacles modern men trying to keep a <25yo 8+/10 in 2016 attracted face. This is just objective reality. Again we're happy for you and your wives that you find them attractive still, that's awesome, but no one over at the RVF is posting your wives' pics in the "post your idea of a 10" threads...they OBJECTIVELY have low SMV, and lower SMV than you super badasses as they age, and it's simple logic that a a man keeping a low SMV woman is a different situation than a man keeping a high SMV woman.

This is an interesting paradox for OMGs, but I think it's also not accounting for how sexual priorities and *Frame* shifts as a couple matures. The most glaring shift is of course maturing men's SMV comparative to their wives' will almost *always* be an order of magnitude above that of their wives'. As I laid out in *Preventive Medicine*, at this stage of maturity the task for wives becomes one of keeping that husband in the dark about his real SMV status; the concern being his sexual disinterest in her and him coming to a realization of his SMV and he leaves her for 'younger, hotter, tighter'. Whether this is an actual threat is often inconsequential – unless that guy is so thoroughly Beta and ridiculous he'll overtly acknowledge it – what occurs at this phase of a woman's maturity is either a passive form of Dread or a feeling of regret for not having better optimized Hypergamy for herself so late in life.

Most men (i.e. Blue Pill Betas) never make this connection and blunder through their peak SMV years with a wife whose late-life competition anxiety sounds like nagging most of the time, or else it's a possessive Frame grab with the latent purpose of keeping him focused on "her needs" rather than coming to understand he's in the best position to capitalize on his SMV in his lifetime. This is actually part of the Blue Pill, feminine-correct plan for maintaining an optimal Hypergamy (or at least the impression of it) for women.

I've mentioned countless times on this blog that men's peak SMV years are generally around the age of 34-38 depending upon how well he's established himself in a variety of ways that contribute to it. As Red Pill awareness grows I (hopefully) expect more men will be able to capitalize on their *moment of clarity* as well as use this peak moment to enjoy and choose what's best for themselves and their futures with regards to women. When men reach this peak it is generally a point at which women are also at their most necessitous (i.e. the *Epiphany Phase*). This simple matter of logistics also contributes to that man's peak SMV in the form of making his commitment a valued commodity – presuming he's built himself into that peak in the years prior to it.

My hope would be that men simply forestall any and all monogamous commitment until this phase, but for the men who find themselves in this peak phase while married, it is the most opportune time in which you can push the envelope with your wife from a Red Pill perspective. One grave error I think Athol Kay has made is in his “mindful attraction plan” – a feminized, feminine-correct watering down of his previous version’s attraction plan – his emphasis is to not go too overt or exaggerate a husband’s SMV or make a Red Pill Alpha impression so threatening that it causes dread in his wife. I would argue that this is precisely what he needs to inculcate in his wife, and particularly if, up until this phase, she’s firmly dictated the Frame of their relationship since marriage.

I should add that this advice isn’t meant as some form of punishment or a big ‘get even’ with a man’s wife, but rather, a man pressing his SMV advantage at this point, to the point of instilling dread, will form a more solid attachment with his dominant Frame being the primary one – which is something his wife has likely craved for their marriage since the outset.

What YaReally (probably inadvertently) is revealing here is that women of lower SMV are far easier to attract and keep attracted than high (peak) SMV women. As women age that SMV advantage decreases, but the majority of men – and particularly married Beta men – still believe that their older wives and lower SMV women require the same or more attention to maintain that attraction.

Feminine-primary social conventions build this into a man’s Blue Pill conditioning so he believes that a marriage “always requires a lot of work” before and after he’s been married. This is why Athol’s Blue Pill advice of not overdoing the Alpha is so in error; it proceeds from the same sentiment that women need security during the part of a man’s life where he’s at his SMV peak and she’s at her most necessitous. A man’s “Burden of Performance” is then distorted by the Feminine Imperative to be defined as how well he will can quell his wife’s insecurities about him being in the best SMV status of his life.

Pop culture likes to call this effect “wife goggles”, but that’s a euphemism for how feminine-primary social conventions have conditioned men to feel a need to pander to their wife’s insecurity. In doing so they self-defeat any positive effect that this natural dread would benefit him and his relationship with his wife. If a man makes a conscious choice to limit himself in the phase of his life where he can best capitalize on his peak SMV this lifts the burden of a woman being the focus of him having to do so to make her feel secure.

And all of this has been about married men; feminine-primary social conventions have a whole set of social dictates intended to get a single man in this phase of life to willfully limit his own options. This is why we get shaming tactics and presumptions of ego-centrism for men in this demographic. This is why they’re called commit-o-phobes; because the hope is that these men will feel some measure of inappropriateness about their natural sexual impulses and choose an older woman as a choice of mate. A woman who, again, is at her most necessitous and insecure about her future in the SMP or her long term prospectives.

Blue Pill Alphas

November 4, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





A comment from *Softek* gets us started today:

My friend was telling me the other night how seeing multiple women “isn’t worth it.”

I’ve heard that more than once from more than one of my friends.

And how “living with the guilt and shame” and “hating themselves” was destroying their lives....

Very hard schema to break out of when it’s been imprinted on you. My own father self-proclaims to be “in favor of the damsels in distress,” including his recent, unquestionable defense of my friend’s mom, who divorced his dad after 35 years of marriage.

My dad didn’t even question her motives for a second and after she spent the evening hanging out with my mom and him, and told them the supposed “real” reasons she got a divorce, my dad automatically cut contact with the guy and again proclaimed his belief that men should protect all “damsels in distress.”

He’s even taken shots at me when my girlfriend’s been over, clearly siding with her and telling her things like “Keep him in line” and “Straighten him out” and calling me an idiot and scolding me if I don’t pull her chair out for her or put her coat on for her when she stands up.

No doubt, my self sabotaging of a clear opening for a hookup with an HB8 23 year old has been influenced by all of this. I didn't realize how Beta I was until I actually got into a relationship.

I didn't even know I HAD these programs because I was incel before, and had a couple one night stands that never developed into anything more. I also didn't even know my DAD had these programs until he started doing shit like actually scolding me in front of my girlfriend and instructing her to "train me" and things like that.

To be honest I was kind of in shock that my own father would think like that. It felt like he was turning on me and it pissed me off. Even in a small way, to let his Blue Pill conditioning get in the way of his relationship with his own son — that really got to me, and not in a good way. I felt like my dad is supposed to be on my side, and to see him treating her better than he treats me and having conversations with her and helping her work out her finances and giving her career advice and all that while he won't even give me the time of day....

....simply, it's eye-opening. It's tough to truly go Red Pill when everyone around you, including your own father/family members/friends are Blue Pill, and especially when they're an active, regular part of your life, not just a figment of your imagination.

But there is no other way.

Alpha is a mindset, not a demographic. Softek's father's reflexive responses are endemic of men who are Alpha White Knights. Their reactions are behaviorally Alpha, but their reasoning is founded in their investments in Blue Pill conditioning. The usual schema revolve around an attempt to display higher value by identifying with and qualifying for women whom they presuppose have default authority and correctness above men in general.

This then manifests as an exaggerated AMOGing of any guy who would not affirm his investments in that Blue Pill ego-investment. So you get a guy who blusters like Softek's Dad at Red Pill awareness — it's both an opportunity to prove value as a White Knight and a resistance against any truths that would challenge his Blue Pill ego.

In my own life I've known several men who anyone in the 'sphere would objectively call Alpha. Their default is to action, dominance, authority and control of whatever life puts in front of them. They handle their shit, they own their business ventures, they have all the Dark Triad traits you might expect from a guy like this — but put them in a social setting with a girl and they go as Beta as any Blue Pill guy you'll ever know. Their Blue Pill conditioning predisposes them to compartmentalize this aspect of their personality to effectively put their dominant personality to the use of the Feminine Imperative.

Dangerous White Knights

Maybe I'm the only guy who watched both seasons of Daredevil on Netflix, but if you watch the first season where they go into the origin and character of Wilson Fisk (Kingpin) this is exactly the type of guy I'm talking about. Wildly Alpha, wildly unstable, but still in control of his empire. Put a woman in his life and he transitions all of that Alpha energy to essentially worshipping that woman. In fact, this prioritizing of women above his own interests is the motivation for his empire building. These are the Alpha White Knights who channel that Alpha energy to making his Blue Pill idealisms a reality for any woman who fits his ideal.

And when that Blue Pill ideal reveals itself to be a fantasy – or God forbid, a Red Pill aware guy should take this fantasy away from him intentionally or not – you will see him self destruct, and likely take either that woman, that Red Pill guy, or both along with him.

That's one type of Blue Pill Alpha. Another is the guy who is Alpha in one context, but Beta in another. These are the guys I describe when I talk about my military friends who've faced live ammo being fired at them by people intent on killing them who hold up like nails and get their job done while commanding other men. Put them in a domestic situation or a position where they have to fall back on their Blue Pill conditioning in dealing with women and they'll defer automatically to the Frame of their wives without a thought. When their wives up and leave them, these are some of the first men to swallow a bullet by their own hand.

Again, this is an Alpha who's never been awakened to his Blue Pill conditioning. Say even one marginally critical word about women in general and they're the first in line to kick your ass. But they're also the most likely to self destruct when their Blue Pill idealism is challenged or crushed.

A lot gets made about the status of 'Paper Alphas', but I'm beginning to think term is a bit in error. I'm dropping this here today because I think there's a misunderstanding about how Alpha energy is channeled with respect to a guy being Red Pill aware, and a guy who is still plugged into the feminine-primary Matrix and at the mercy of how women (and other men) will exploit his Blue Pill ego-investments. In the manosphere we tend to conflate Alpha with Red Pill, but as I always say, Alpha is a mindset and not representative of whether that man is in fact 'woke' to his conditions and manipulations.

When I watched how the Marvel writers handled the character of Wilson Fisk I got chills because I have personally counseled Blue Pill, but predominantly Alpha, guys who've stabbed the new boyfriends of their ex-girlfriends because he was perceived as the catalyst to the destruction of his Blue Pill ideal – union with his ONEitis girlfriend.

I'm emphasizing this because I think it's important for Red Pill aware men to understand the dangers of being perceived as the antithesis of these men's ego-investments in Blue Pill idealism. This may take the form of him just despising you for revealing uncomfortable truths to him with your own presence and lifestyle, or it may be him pinning his failures to consolidate his Blue Pill ideals to you and wanting to eliminate both you and the truth you represent.

I'm sorry if this is a bit sobering, but it needs to be said. As most readers know, I consider Alpha and Beta abstract terms; they are placeholders for concepts, thus, it is entirely possible for a largely Alpha man to be thoroughly invested in his Blue Pill conditioning. Likewise, it is also possible for more Beta men to be some of the most Red Pill aware men you're likely to meet. It's when a Beta man is ego-invested in the Blue Pill that he's most to be pitied, while a Red Pill aware Alpha is likely to be the most celebrated. But that's not to say the Red Pill and Alpha, or the Blue Pill and Beta are mutually exclusive concepts.

Is Provisioning Inherently a Characteristic of a Beta Mindset?

In this week's post the proposition came up that any provisioning was inherently a Beta trait. I've read this before and not just on my blog, but also coming from both the MGTOW and the PUA sides of the fence. The idea is that any form of monogamy and/or provisioning for an LTR girlfriend (and I would count a live-in arrangement as provisioning), a wife and any kids (prospectively) is itself evidence of a Beta mindset.

I think the problem with this presumption rests in defining what the act of provisioning means both

an Alpha and a Beta mindset. For both, this depends on their approach to their primary sexual strategies and reconciling it with the eventual necessity of his own parental investment in raising children, and/or maintaining relational *Frame* (or not) within a monogamy that at least promotes the wellbeing of any children.

As a reference here, I'm going to link *Myth of the Good Guy* to give a bit of perspective in this.

While it's true that lower SMV men generally, necessarily, opt for a sexual strategy of primary investment in one mate (via provisioning) and higher SMV men can afford a sexual strategy of lower investment while seeking more sexual opportunities, those strategies are not necessarily reflective of each man's mindset. As I mentioned in the beginning here, it is entirely possible for a subjectively Alpha man to subscribe to a Blue Pill conditioned mindset and vice versa for Beta men becoming Red Pill aware.

So yes, provisioning can be Beta if that provisioning (and what it took to achieve it) is the result of an effort to secure the sustained sexual interests of a single woman, as motivated by his perceived necessity to invest himself as I mentioned above for a low SMV man. However, if you have a high SMV guy who's provisioning capacity is the byproduct of his Alpha mindset (or nature if you prefer) and not the result of his sexual strategy to build it to invest in any single woman, is that guy's provisioning inherently a Beta characteristic?

We've had an interesting discussion about this in the last comment thread, and In the interests of full disclosure here, I'm still on the fence about this concept. I'll have a forthcoming post about mindset soon.

Provisioning is certainly a value added aspect to a guy who a woman sees as an Alpha sex prospect already, and not a necessary a prerequisite for fucking him, but it's not a disadvantage (being Beta) if that Alpha guy also has means, affluence, status, looks, etc. That said, and I've related this before, some of the most memorable sex experiences I've ever had were when I was an unemployed semi-pro musician in the late 80s-early 90s with almost zero means, but was somehow able to bang over 40 women then.

Provisioning is not a prerequisite for any man with Game, but is it inherently Beta? Possibly, when a guy has the Blue Pill mindset that makes him believe in the *Relational Equity fallacy* and he subscribes to the Blue Pill conditioned idea that he's inherently lower SMV than ANY woman (like Softek's Dad), thus he must improve his odds of successfully breeding by being a "good provider". And as I, and anyone in the manosphere, will relate this *old books* providerhood is fast becoming an obsolete sexual strategy for Beta men.

This is, I think, the hesitation that most guys wanting to avoid the stink of 'Beta Provider' will argue for. But is a nominally Alpha guy, who has excess means and resources being "Beta" by providing for his wife & family? If that man's dominant personality is 'Alpha' does this predispose women (or his wife) to rationalize his provisioning as an Alpha trait, or is it just an endearing (positive), comforting Beta trait / behavior that solidifies her attraction (if not arousal) to him?

I don't think that the act of provisioning itself is inherently Beta or Alpha, rather it's the mindset and status of that guy that makes it so. What do we call a an Alpha with ample means who refuses to adequately provide for his wife and/or kids? What do we call a Beta who's based his life and marriage on his capacity to provide once he's lost his job? Why do women statistically look down on men who don't provide in equal or greater measure to their own contributions? Despite all the equalist boilerplate beliefs to the contrary, why do women feel little or no attraction to a non-

provisioning house-husband? If provisioning were a net Beta trait why is its absence a source of decreased attraction for men?

I should also add that this perception of whether a man is Alpha or Beta in his provisioning is subjective to whatever phase of maturity a woman find herself in, and is modified by her own necessitousness – which, as has been argued in the ‘sphere ad infinitum, has become increasingly less dependent on men. It’s no coincidence that back in the early 90s for me, the women I was banging were largely girls in their SMV peak years (21-24) or they we’re the occasional cougars of the time who were already divorced and still reasonably attractive enough to pass the boner test for me. My capacity to provision for either of these demographic of women made little difference to my sex appeal, but for different reasons.

Roissy even covers this aspect of women’s sexual prioritization in *The Difficulty of Gaming Women by Age Bracket*:

31 to 34 year olds

In some ways, women in the 31-34 age range are the toughest broads to game. (By “toughest”, it is meant “most time consuming”.) It’s counterintuitive, yes, but there are factors at work besides her declining beauty which mitigate against the easy, quick lay. For one, it is obviously harder to meet single 31-34 year old women than it is to meet single younger women. Marriage is still a pussy-limiting force to contend with for the inveterate womanizer, but Chateau apprentices are hard at work battling the scourge of mating market disturbances caused by the grinding and churning of the marriage machine.

But the bigger reason 31-34 year olds are harder to game than any other age group of women has to do with the wicked nexus of entitlement and self-preservation that occurs at this age in women. When you combine a disproportionate sense of entitlement fueled by years of feminism, steady paychecks and promotions, and cheerleading gay boyfriends with suspicions of every man’s motives and a terrible anxiety of being used for a sexual fling sans marriage proposal, you get a venom-spitting malevolent demoness on guard against anything she might perceive as less than total subjugation to her craving for incessant flattery and princess pedestaling.

Note that Chateau guests aren’t necessarily complaining. A harder-to-game 33 year old is kind of like getting bumped down from a Honda Civic rental but driving off the lot with the consolation prize of a Ferrari.

Listen to any man who is good with women and they will tell you the same thing:

“I have an easier time bedding and dating 23 year olds than I do 33 year olds.”

While I do concur with the assessment about women’s exaggerated sense of entitlement, I would also argue that this difficulty is a result of women’s prioritizing long-term security (emotional and provisional) as part of their sexual strategy reprioritizations that come in the wake of their *Epiphany Phase*. Ergo, this would explain the ease in gaming women pre and post *Epiphany Phase*.

Provisioning and long term security are low sexual priorities for these demographics of women.

But does that make a capacity for provisioning inherently a Beta trait? I think it’s easy to misconstrue that capacity as Beta, because provisioning is a high-value attribute that is expected from Beta men according to their own sexual strategy. Provisioning is associated with Betas because it is integral to their sexual strategy, and also part of the Blue Pill plan for which women are hoping to fulfill at a

point in their maturity when they are subjectively at their most necessitous.

What do you think?

Deep Conversion

November 11, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



About four years ago Nick Krauser dropped a quick-hit post on his blog called *[Deep Conversion](#)*.

I made a mental note in my head about this concept back then because, in spite of the brevity of it, I really thought Nick was on to something much more significant. The direction of my recent discussions both on this blog and a few other forums I read got me thinking about Nick's observations.

I had an old reader (who wants me to believe he's a new reader) dig back through my archives and reheat an old debate about conflating my post about women's concept of love with, "women are incapable of love – *at all*." Over the five years that this blog's been online I've gone to great lengths to define my position on the differing concepts of love either gender holds, and what influences the origins of love for either gender. I won't do a remedial post to reassert my points on this here. If you're new reader and unfamiliar with that expansive series of posts I'll refer you the [Love category](#) on my side bar links. However, to restate the premise for today's post so everything is clear:

Iron Rule of Tomassi #6

Women are utterly incapable of loving a man in the way that a man expects to be loved.

In its simplicity this speaks volumes about the condition of Men. It accurately expresses a pervasive nihilism that Men must either confront and accept, or be driven insane in denial for the rest of their lives when they fail to come to terms with the disillusionment.

Women are incapable of loving men in a way that a man idealizes is possible, in a way he thinks she *should* be capable of.

In the same respect that women cannot appreciate the sacrifices men are expected to make in order to facilitate their imperatives, women can't actualize how a man would have himself loved by her. It is not the natural state of women, and the moment he attempts to explain his ideal love, that's the point at which his idealization becomes her obligation. Our girlfriends, our wives, daughters and even our mothers are all incapable of this idealized love. As nice as it would be to relax, trust and be vulnerable, upfront, rational and open, the great abyss is still the lack of an ability for women to love Men as Men would like them to.

That bolded part there was always emphasized for a very important reason – to avoid the misperception in men that women are *entirely* incapable of love, and to make a distinction about men's Blue Pill hope that a woman could love him according to his *idealistic* concept of love. As I said, there is an expansive series on my ideas about this, and it requires an (I believe rewarding) investment of time and comprehension in understanding them. Sorry, but there is no TL;DR version here.

When I wrote this, and during my deliberating it, I fully expected to get this most common response I get from men still stinging from a more cynical Red Pill awakening. And that is the want to believe that women's Hypergamy prevents them from *ever* feeling a "genuine" love or a genuine desire for men beyond what their most immediate opportunistic need may be according to their sexual strategy – short term breeding or long term security. Generally, it's newly unplugged guys who want to accuse me of not thinking it all the way through because I need some hopeful rationale to justify my 20-year marriage, or they think I've never considered Briffault's Law.

Concepts & Expectations

I expected all of this when I wrote my early essays on men and women's differing concepts of love. And while I've covered the idea of love being a complementary arrangement between men and women each holding differing concepts in prior essays, one thing I haven't explored is what Nick

calls the “Deep Conversion” a woman goes through and what she feels for a man with whom she genuinely falls in love with.

Nick refers to this process as a kind of ‘soul surrender’ in which a woman recognizes a Man’s inherent value to both her short term sexual, and long term security needs. From her perception, this guy represents her Hypergamous ideal. Such is his sexual market value in relation to her own that it puts all but the most deeply rooted doubts of his quality to rest for her and opens her to associating him with an emotional state.

I should also point out that this emotional state needn’t always be a positive association; just that the association he represents is an ideal situation her hindbrain interprets as Hypergamously optimal. If that dynamic seems like a recipe for potential abuse you’re not too far from the mark. This conversion comes as a result of a woman’s perception of her Hypergamous need and her own SMV in comparison to what she believes that man’s SMV is in relation. Shaking a woman out of the devotion she has with an abusive husband/boyfriend is really shaking her out of the perception that he represents her Hypergamous ideal.

That optimal state is also qualified by her own self-perception of her sexual market value, and again prioritized by her most necessitous needs for her phase of maturity. However, given all these variables, that man’s perceived value to her Hypergamy is *always* valued as higher than her own. Hypergamy never seeks its own level, but always looks for a better-than deserved SMV comparison. In terms of SMV ratios-to-attachment Deep Conversion takes place somewhere between a 2:1 to 3:1 variance.

Most guys are simply incapable of inspiring this kind of total soul surrender and devotion in a women. Most women never get to feel it and instead must get off on Deep Conversion Lite through sugar-rush books like 50 Shades of Grey. It’s the difference between spinning plates with fuck buddies and having a genuine harem where all your girls are exclusive to you. The women aren’t aligning with you out of cold calculation or temporary strung-out groupie lust, the connection runs far far deeper and feels wholesome to both of you.

This was an excellent observation on Nick’s part, however, I think it’s important to consider this bit in terms of *why* most men are incapable of instilling a *Deep Conversion* state in women. The first reason is that most men (being Beta) already presume that any woman who would find them suitable for a monogamous commitment *must* already feel this sense of *Deep Conversion* otherwise they’d never agree to that commitment. This is part of the Blue Pill conditioning for Beta men – any girl who says “yes” to him must necessarily see him as her Hypergamous ideal. Most men lack the Red Pill awareness that women regularly make long term relationship decisions based on security needs, not because that guy represents her Hypergamous ideal.

Women would rather cry over an asshole than be saddled with a guy who bores them to tears. That doesn’t sell very well with Blue Pill men raised on Disney dreams, but women readily get into LTRs where the Beta they pair with is no comparison to the Alpha she’s widowed from; for whom she had a *Deep Conversion* with. And as Nick says, this is when they look to manufacture their own indignation and the excitement they lack in cheap (but safe) substitutes.

Another reason most men never experience this is because, due their Blue Pill conditioning, never give themselves permission to become the conventionally masculine men with a dominance that women need in order to feel this conversion for him. Most Blue Pill men have been taught a default deference to women. Theirs is one of a ‘Nice’, passive sensitivity to a woman’s perceived wants,

rather than a dominant knowing of her *need* which is born from a lifetime of learning to place his mental point of origin on the whims of women.

This may be my own interpretation, but I would also argue that both a woman's evolved psychological filtering (testing) of a man's Hypergamous qualifications and her socialized sense of self (ego) contribute to a woman resisting this Deep Conversion for a man. As a lot of men in the Married Red Pill and DeadBedroom subredd forums will attest, it's entirely possible to spend your life with a woman who will never feel this conversion with a man.

Deep Conversion

Done correctly deep conversion is the most satisfying experience possible between a man and a woman. So long as you keep the elements in place, it has no natural time limit. I had my ex-wife in this state for eight of the nine years we were together (losing it only when I lost my mojo) and I've had four girlfriends in the past two years in the same position. I've got a few more on the boil now. It's really not very hard to do if you have the following core competencies in place:

1. **An unshakeably strong frame.** You are special, you know you're special, and your masculinity is stratospheric compared to the chumps around you.
2. **Cheerful misogyny.** You love women but don't take them seriously. This is more than just the attraction phase teasing. You genuinely believe women are more like dogs or children, meaning they are a delight when well-lead and a nightmare when left ill-disciplined without a pack leader. It's empathetic but not weak or equalist.
3. **Direction.** Your life must be a straight line in a Deida-esque manner. Whether it's your music, philosophy, career, fitness your life contains several arrows pointing the same direction... towards building the archetype of a fully developed man. If you are one-dimensional the girl will hold back.
4. **Sexual mastery.** Understand that women crave dominance above all else in the bedroom. Give her the kind of sex that penetrates her soul. This isn't high-fitness sport sex and G-spot finding. Those men will keep a woman around as her sexual provider, the guy she goes to when she wants a good fucking, the bedroom equivalent of a qualifying beta chump. A sexual master rocks a girl psychologically so even a half-assed knee trembler in a public toilet has her dreaming for weeks afterwards. The girl dreams of pleasing him, not him pleasing her.

All four elements increase with age if you live your life correctly. I don't want to write too much about it and certainly the book will never be released. Just be aware that it has its own ego traps, its own risks.... but **it is possible**. When you're tired of the notch-carousel you might want to look into it.

Much of what Nick is outlining here is Red Pill 101 and I'd also add that Roissy's original 16 Commandments of Poon would fill out this list more completely. What I'm exploring here, however, is the concept of how this *Deep Conversion* fits into the framework of men and women's individualized concepts of love. On the one hand I have men who are critics tell me I'm in error because women's opportunistic concept of love doesn't meet *their* criteria for what love ought to be between a man and a woman – a mutually shared, unconsciously agreed upon, concept that aligns with men's idealistic (love for love's sake) concept.

Yet still, they don't disagree with my assessment that women's concept of love is rooted in optimizing their innate Hypergamy and manifests as an beneficent opportunism (beneficent in terms of quality control for the human race, not necessarily for men). This is where the conflict starts. If a male-idealistic concept of love is the *correct* one, and women lack a capacity to understand, appreciate or engage in that concept in a genuine, organic fashion then women entirely lack the capacity for *love* as men would define it. This is the deductive logic that tears men up when I explain men and women's differing concepts of love. Their definition **has** to be the *correct* one, and if it is then women cannot love men. For guys reeling from the initial hopelessness that their Blue Pill world was always an exploitative fantasy, it's hard for them to accept that their concept of love is only subjectively *correct* for them.

Blue Pill Idealism

Much of this hopelessness stems from the all-is-equal mentality that the Blue Pill sells us when we're being raised by the 'Village' of pop-culture. Equalism is the religion of the Feminine Imperative, so Blue Pill men are conditioned to believe that men and women, being co-equal, co-rational agents, would necessarily share a common concept of love. As with everything egalitarian, that equalism outright denies any innate differences physically or psychologically that would separate men and women or make them adversarial in sexual strategy or purpose in life. This premise, of course, is deftly twisted by the Feminine Imperative to make feminine-primary sexual strategies and women's concept of love, the socially correct expressions of 'equalism'.

But therein lies men's conflict. The same influences that convince men their idealistic concept of love is the mutually shared one are also the influences that convince men that satisfying women's socio-sexual imperatives ought to be their life's priority and their mental point of origin if they ever hope to achieve that idealized love state. Take this Blue Pill path to that idealistic state away from men, and you get very despondent guys who don't believe women have a capacity to feel *actual* love for them. It all becomes jumping through hoops to create a feeling of love in women whose criteria for a love that originates in their opportunistic concept they must constantly qualify for.

Women critics of this differing love concepts dynamic, unsurprisingly, personalize every experience they have, their friends have or their family ever had by referring to examples of their own selfless acts of devotion to a certain man. It's always a story about how they gave everything to a (often unappreciative, unreciprocating) man they felt some undying *idealistic* love for themselves, and how dare I impugn their sincerity in it?

And again, I'll add that the only way they came to this idealistic love was through a *Deep Conversion* they had with a man who satisfied their Hypergamous opportunism long before they were ever inspired to those selfless acts of devotion and sacrifice. For every Alpha Widow woman who ever gave herself over to that conversion and surrendered her soul to a guy who never reciprocated it, there are a hundred Beta men who will never inspire that degree of devotion in the wives who settled on marrying them. Statistically, 80% of men (Betas) will never inspire the *Deep Conversion* that 10-20% of men women feel it for did.

The Red Pill Conversion

When I wrote *The Love Experience* I was asked to elaborate on a quote I'd made about men and women both having the capacity to love each other deeply and passionately:

“Men and women can and do love each other intensely and genuinely. They can and do see

| past each other's deficiencies and their love endures.”

For men who innately cling to an idealistic concept of love, their own kind of *Deep Conversion* can come in the form of *ONEitis* and develop into some very unhealthy dependencies. One of the reasons *ONEitis* is so common among men is because their Blue Pill conditioning predisposes them to putting women's needs above his own and they see that as the path to sustaining this True Love state – a state defined by their idealism.

For women, this *Deep Conversion* can only result from a man who so thoroughly satisfies her Hypergamous nature she's willing to abandon her own sexual strategy. And, like the guy with *ONEitis*, she dedicates herself to the one guy she was able to (she thinks) lock down who was a better-than-deserved Hypergamous prospect. Women get very upset when this dedication is questioned (not unlike the *ONEitis* guy) because they've generally abandoned furthering their sexual strategy by investing their egos into a guy who satisfied their Hypergamous natures. To doubt that devotion is to doubt the wisdom of her investment – and that goes down to her evolved biology and psychology in that choice. I should note here that *Alpha Widows* are born from this conversion.

However, for all of that inherent risk, and despite men and women's differing concepts of love, men and women can and do come together in individual states of love (that they often believe the other shares) that are 'genuine' to them and also last a lifetime. I would argue that this state cannot exist without a woman's *Deep Conversion* occurring after, and as a process of, her testing and evaluating the quality of the man she feels it for. And I would also argue that a man who commits himself to this woman must also feel some sense of his idealistic concept of love being validated by that woman who has devoted herself to him.

Under the old social contracts, and under the old set of books, this conversion in men and women was likely something much easier than it is today. Women are distracted by social and cultural influences that distorts their ever truly understanding their greatly diminishing value to men, and at the same time places so many men so far below women in general that this conversion and devotion will always seem demeaning to them – even for men who exceed them in SMV.

However, this *Deep Conversion* state is not an impossibility and it is not impossible to sustain it in a Red Pill aware paradigm. In fact, I'll say that Red Pill awareness and internalized Game is really the only way to sustain it in an era of Open Hypergamy where Blue Pill conditioning of men is the norm, and women's expectations of men are ridiculously low, but standards are ridiculously exaggerated.

For the Red Pill / Game aware guy, understanding this conversion and how to inspire it is something he ought to contemplate since so much of a woman's ego becomes invested in her devotion to him once that conversion takes place. Conversely, Red Pill men should also understand, as Nick explained about his ex-wife, that this conversion is always tentative upon his own capacity to perpetuate it.

She's Unhappy,â€¦!

November 17, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



[@thelaplayboy](#) [@GoldmundUnleash](#) why are women predisposed to be unhappy and tends to be their default go-to state? – How you deal with that

— JamesDelaney (@GorillaBourne) [November 14, 2016](#)

Do women seem more or less happy to you? It's kind of hard to quantify/qualify what happiness means to men, but when it comes to women's state of happiness or contentment I think most guys have a tendency to expect women's experience of happiness to be measured on a similar scale to their own. From a strictly evo-psych / evo-bio perspective it's important that any metric of happiness between the sexes be measured by first considering each's innate psychological firmware and what contributes to men and women feeling a degree of happiness.

Because men and women rate their experiences differently per their own interpretations of what contribute to it happiness becomes a really subjective evaluation. As you might guess, what makes for a happy woman is not always what makes for a happy man. It's a similar contrast to men and women's differing concepts of love. Men tend to approach love from an idealistic perspective, and women base their emotional investments on opportunistic contexts. We're conditioned from an early age to believe men and women share a mutual concept of love thanks to an ever-present presumption of egalitarian equalism between males and females, and this is where a lot of intersexual problems find their root.

Likewise, our egalitarian presumptions also condition men and women to believe that we share mutual concepts of what should and shouldn't make either sex happy in a long term sense. In this case it is women who are largely misled by the equalist narrative. For more than sixty years women have been conditioned to believe they can meet their own idealistic goal of 'having it all' if they can only "empower" themselves into being Strong Independent Women®. Increasingly women are coming to the conclusion that this pro-woman life plan has been nothing but feel-good advertising, and now, after having invested their most productive years in this narrative they find that they are largely unhappy with the results its brought into their lives.

You see, equalism (the religion of feminism) would have women believe that what makes men happy *must* necessarily be what makes women happy – or would make them happy in the long term if only the "patriarchy" would allow women the same opportunities to experience it. If we are all blank-slate equals, what makes women and men happy must be mutually shared, thus men are encouraged to *be* women and craft their identities around feminine-primacy, but also, women must *become* men and craft their personas around the masculine ideals that bring men so much power, and by way of it happiness.

Yet in our modern western(izing) world we find that the equalist effort to socially engineer androgyny into society has had the opposite effect in engendering happiness in women. Article after article and study after study show that women's perceived happiness is at an all-time low since researchers have been collecting data on it. Women are living longer lives and at no point in history have they enjoyed more access to the means of more success than in the now. Mainstream feminine-primacy sees that more women are college educated than men, while men fill our prisons at 12 times the rate of women, yet for all of this women express feeling less satisfied with the quality of, and happiness in, their lives.

American women are wealthier, healthier and better educated than they were 30 years ago. They're more likely to work outside the home, and more likely to earn salaries comparable to men's when they do. They can leave abusive marriages and sue sexist employers. They enjoy unprecedented control over their own fertility. On some fronts — graduation rates, life expectancy and even job security — men look increasingly like the second sex.

But all the achievements of the feminist era may have delivered women to greater unhappiness. In the 1960s, when Betty Friedan diagnosed her fellow wives and daughters as the victims of "the problem with no name," American women reported themselves happier, on average, than did men. Today, that gender gap has reversed. Male happiness has inched up, and female happiness has dropped. In postfeminist America, men are happier than women.

And, as would be expected, women's dissatisfaction with their lives is always traced back to

uncooperative men and their reluctance to make feminism the roaring success they just know it could be if men would simply accept their diminishing importance and superfluousness. What *Today's Woman* has been sold is that the careerism, status seeking and ambitiousness that's driven men to their sense of happiness-through-accomplishment (with all the prerequisite sacrifices needed to get there) is necessarily the same path to women's sense of happiness and fulfillment.

But men and women are in fact different, and while the social experiment that is equalism continues to destroy lives by insisting they aren't, women are coming to find (often too late in life to correct) that happiness for themselves comes as a result of satisfying needs that are innate to their nature as a female. As such, equalism and feminism fluidly redefine what "should be" happiness for men and women – men should always find fulfillment in making women happy in an 'equalist' utopia – yet that contentment for women will always be elusive and thus, a need to make men the culprits in that unending oppression of happiness comes into play.

Worst Case Scenario

Virtually every woman I've ever come into contact with in my lifetime shared a common mindset – each one subscribes to what I call the 'worst case scenario' mindset. I expect this from a mother or matronly relative, maybe even an overprotective sister, but to some degree *all* (and yes I mean all) women share a sense of risk aversion. That may not be in all aspects of a woman's life, and certainly there are instances where this can be overridden – usually ones that imply an optimized Hypergamous opportunity – but I find that it's part of women's psychological firmware to obsessively want to mitigate risk of loss. Whether that's risk of injury or resources or something that has a potential for providing her with security, the innate female subroutine is to play things safe.

In an age of mass media and instantaneous communication (women's domain) this risk aversion gets combined with women's primary, evolutionarily derived, need for a sustainable long term security and an existence-level sense of doubt. I've covered in prior posts about how Hypergamy is rooted in doubt and demands a constant re-verifying of its being optimized in a man or a man with whom a woman has the potential of becoming intimate with. What results from this root level doubt and a hindbrain need for security is a continual preoccupation with the *Worst Case Scenario*.

Every possibility for the worst is thought through, contemplated and anticipated by women. There are very few women known for their genuine optimism or faith in a better outcome than what could possibly be the worst case. Yes, there are women who are saccharine motivational speakers, women's ministry leaders and "make it a great day" believers in the magic powers of positivity, but even when it is genuine it comes as the result of wanting to mitigate the risks of the worst case scenario for their own (or women's) lives.

As I wrote in *Imagination*, a man's best tool in his Game toolbox is a woman's imagination. That may be well for Game, but it also comes with the drawback of women's imaginings of the worst possible thing that could ever happen. Throw women's evolved sense of solipsism into this mix and it's the worst possible thing that could happen, *to her*. On one hand, Dread is useful because of this innately female dynamic, but when you must contend with what amounts to a never ending battery of 'what if' doubts and reassurances then you begin to see the downside of that imagination. You begin to understand why women default to blaming men for not providing them with a sustainable happiness.

Women, being the life-bearing, nurture-giving sex with the most to lose in their investment in selecting a mate *and* gestating a child, have evolved to seek a sustainable security above all else – a

security that guarantees her individuated happiness. That conventional, evolved sense of wellbeing used to be dependent upon the provisioning and the excitement that could only be provided by men. This is a subconscious expectation of women. Even women who subscribe to *sexual fluidity* often seek a similar security from their masculinized dominant partner.

Social Security

As a result of our equalist social narrative, women have been conditioned to believe that they can find this security and happiness in some untapped well they have hidden in their psyche if only they can be Strong and Independent enough to access it. In prior essays I've made the case that the ultimate goal of our feminine-primary social order has been to facilitate women's optimizing Hypergamy by essentially outlawing men's influence on that process. Every gender-based law that's come into being since the time of the Sexual Revolution; from sexual consent, to what constitutes sexual harassment, to father's (lack of) rights, to divorce settlement has been motivated by this deep seated female need for an enduring security. This was a security unique to men, but in an 'equalist' paradigm it is no longer required of, nor is it expected to be found in, men.

Yet for all of this handwringing, for all of the great efforts needed to legislate men's direct or indirect financing of this security, and despite every social dispensation intended to empower women to provide this soul-gnawing need for security, women are **still not happy**.

The masterful Pook once said that the surest way to make a woman unhappy is to give them everything they want. I recently got into, yet again, another debate about the merits or non-merits of *Choreplay* and whether the idea of women getting hot for guys who do dishes was really a thing,...or not. This time the spin is that women will cheat on their husbands if they don't do more chores.

As I was requoting myself for this debate I realized how long the *Choreplay* dilemma has been playing out – the first time I took it on was 2008. Men are deductive problem solvers. We want to make women happy as a means to getting sex, keeping the peace, sustaining intimacy, security, and just making a woman happy. The problem with that is that *nothing* a man can do will make a woman happy in the long term. In fact, just the whack-a-mole attempt to intentionally try to make a woman happy is itself a display women read as coming from a man who *Just Doesn't Get It*.

The majority of men (Betas) would like nothing more than to sustain a woman's happiness. They're taught that relationships are always 'hard work' and his work will ultimately never be good enough. Even the most dutiful Beta can't *make* a woman happy, but their efforts become a process of him negotiating for a woman's desire. Whether that's earning the 'happiness' of his mother, his sister, his female co-worker or his wife, the effect is the same.

We've made women's happiness a litmus test for how successful a man or his relationships are. The common refrain of a woman leaving a man due to her being "unhaaaaaaapy" is almost a cliché in the manosphere now. But if it's a cliché it's because this is the go-to reasoning we've heard from pop-psychologists, marriage counselors and mommy bloggers for the 70%+ of divorces initiated by women. We are expected to put a premium on women's sustained happiness in a feminine-primary social order. Women's happiness has become the prime directive and the metric for a relationship's success. Any concern for men's happiness is either a sign of his weakness or his problematic misogyny.

From *Perfecting the Fantasy*:

Here's a secret – there's no such thing as contentment.

Being content implies that life is static; it's not, and to be honest, how boring would that be anyway? Life consists of varying states of discontent: why else would you bother doing anything? But the good news is that it's more fun and more beneficial to manage discontent than to endure contentment (which you can't anyway since it's transitory at best). The trick is to understand that there are 2 kinds of discontent – creative and destructive discontent. What you choose to do with that discontent makes all the difference in the world. You will only get what you've gotten if you keep doing what you've done. Don't allow yourself to fall back into old destructive habits of dealing with discontent. Don't bother with anti-depressants and self-help books when a good hard workout at the gym would serve you better.

The truth is I'm always discontent, but constructively so. The minute you can look yourself in the mirror and be happy with what you see you're sunk. You can always improve, even after achieving things that were once very important and difficult to attain. Happiness is a state of being, it's in the 'doing' not the 'having done.' It's not about endlessly chasing your tail, it's about being better than you were the day before.

I agree with *Gorilla Patriot*, women's default is for unhappiness, but I'd qualify this by saying it's more of a predisposition of discontent. That is to say there is no real neutral disposition for a woman. Even in a state of indifference, a woman's conditioned expectation from men will always originate from a preconception of disappointment. The worst case scenario is what is subconsciously planned for to the point that, even a man whom a woman loves and trusts, a woman's first expectation from him is failure.

A lot of this comes from a lifetime of having male role models portrayed as default failures, social ignoramuses or just ridiculous because of their maleness. Women have had an endless education that only their unique femaleness can solve men's problems of maleness, and they solve it in spite of themselves. Women are quite literally taught to expect failure, discontentment and unhappiness from men from a very early age.

The great tragedy of this 'education' is that it teaches women to empower themselves to find some life satisfaction as a result of their independence from men, but yet they can't get around the want to find happiness with men. This teaching seeks to create some equalist semblance of happiness based on what men define for themselves as happiness.

They're taught that a real enduring security is somehow possible in an intrinsically unsafe and chaotic world. So they limit men, they mandate laws and social mores to mitigate the risks that men, in their idealism, would naturally be drawn to take. They keep the kids safe, tell them to walk on one side of the sidewalk, tell them not to jump on the bed, tell them not to ride a bike without a helmet and knee and arm pads, and to prepare for the most damaging possibility imaginable. And men, who've always been bigger, more dangerous children to them, must comply with this risk aversion by law or by shame.

Women are unhappy because they expect unhappiness. They've been taught that the security they sought in men was a weakness; one they need to compensate for. They were conditioned to feel shame for that need, that masculine comfort, even when they know security is never going to be guaranteed in the best of possible cases. They're unhappy because they were taught that men's happiness is better than women's happiness and that's the path they ought to follow no matter the

sacrifice, no matter the damage to the family. They were taught that feminist pride and equalist hubris were a better substitute for a family – they believed the lie that they would just be ‘happy captives’.

Transitioning

November 22, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As most of my readers know I'm presently editing the final draft of my third book. A very large part, almost a third, of this new book will be dedicated to Red Pill Parenting. I've written several series-posts about parenting from a Red Pill perspective and I felt it was an important enough topic to deserve a category itself in my sidebar links. I've expanded significantly upon these essays in the book as well as adding more material and some general advice for Red Pill aware men in their parenting efforts.

One thing I'm asked of from men who are Red Pill aware fathers is what to look out for and what to apply themselves to in raising a son or daughter using a *Red Pill Lens*. While prospectively it will give women some parenting insights, I've written this section with the intent of informing men about what they can expect from a feminine-primary social bent on conditioning a man's children to assimilate to a Blue Pill mindset.

Without giving too much away, I've tried to express the dangers of a system of feminine-primary acculturation that contributes to what we term 'Blue Pill Conditioning' in the manosphere. What defines a '*Blue Pill*' mindset means different things to different men, but what conditions him to literally think, and invest his ego into that feminine-primary identification is initiated at a very early age. One thing I think gets lost on guys becoming Red Pill aware is just how much of his very natural-feeling sense of self is the result of a conditioning that's taken the better part of his lifetime to develop in him.

The main reason I began developing a Red Pill parenting dialog is because it's vitally necessary for Red Pill fathers – really any father with a sense of conventional masculinity – to come to terms with how his sons' and daughters' upbringing will be defined by what I call 'The Village' in the book. I coined this from the popular meme that "it takes a village to raise a child", and the Village we have today is one that is dead set on instilling and normalizing a state of deliberate gender confusion – and hopefully perpetuate that state into a person's adulthood.

The Village

This Village is a catch-all term and I mean to have it represent all of the influences a child receives in its upbringing that contributes to its Blue Pill sense of self. This includes the influences of media, popular entertainment, academia, their pre and grammar school education, popular culture that actively seeks to instill its own ideological base, etc. These are fairly recognizable sources of the Village's systemic influence, but it's also important to understand that this influence will be reinforced by your child's peers, their Village family and relatives.

'The Village' will raise your kids if you don't. You will be resisted, you will be ridiculed, you will be accused of every thought-crime to the point of being dragged away to jail for imparting Red Pill awareness to them (in the future I expect it to be equated with child abuse). The Village will teach your boys from the most impressionable ages (5 years old) to loath their maleness, to feel shame for being less perfect than girls and to want to remake their gender-identity more like girls – to the point that *transitioning* their gender to girls' will be the norm.

The Village will raise your daughters to perpetuate the same cycle that devalues conventional masculinity, the same cycle that considers a father's presence as superfluous and their sacrifices as

granted expectations. It will raise your daughters to over-inflate their sense of worth with unmerited confidence at the expense of boys as their foils. It will teach them to openly embrace Hypergamy as their highest personal authority (publicly and privately) and to disrespect anything resembling masculinity to be less than some silly anachronism or reverse it into being all about men's insecurities.

The good news is that for all of these efforts in social engineering, the Feminine Imperative is still confounded by basic biology and the psychological firmware evolved into us over millennia. That basic root reality is your greatest advantage as a father. If there's one underlying truth upon which to base your parenting it's this; children are still motivated by evolved influences that are relatively predictable. Begin from the root truth that we evolved our psychology and our behaviors from intergender complementarity that made us the preeminent species on this planet. It takes a global Village to distort this by teaching failed notions of egalitarian equalism.

Useful Tools – Blue Pill Fathers

Although the Village would assert its influence to be the primary one in your child's life, and although it would have women believe that father's are both necessary when convenient and superfluous, father's are not without their uses. The Feminine Imperative (by way of the social system of the Village) needs fathers to help reinforce its feminine-primary influence in their children's lives. Thus, Blue Pill fathers must also carry the feminine-primary water in their parenting. They must be taught to believe that parenting a daughter is preferable to parenting a son:

I realize that everything I could do with a boy I can do with my daughters (i.e. play basketball, teach them how to throw a punch, and play in the dirt). Yes, I know that's a big fat "duh" for many of you, but I'm a recovering knucklehead with minimal relapses, so please humor me. And yes, I'm going to teach them much more than those three things – but I promise you that I will teach them those three things.

The Feminine Imperative needs men to constantly reaffirm the fallacies of egalitarian equalism, but it is The Village that needs a father to instill them into the minds of their own flesh and blood as well as those of other fathers. The meme is always a pretense of gender-neutral equity, but the latent purpose is one of devaluing the very existence of boys, and, by extension, conventional masculinity.

And this is the crux of the effort to enlist fathers in the system of the Village; masculinity and maleness are always portrayed as problems to be solved – the solution always being more feminine identification. The main goal of the Village is to destroy and redefine conventional masculinity in a way that only benefits the feminine.

I realize that being "girly" is just a myth. What does that mean, anyway? Would my kid be less girly if she dressed up as Spider-Man for Halloween instead of a princess? (and that's exactly what she did, by the way). Would she be less girly if she wanted to tackle little boys on the football field instead of taking ballet classes? Not to me.

This is precisely the degree of gender obfuscation the Village requires fathers to endorse. The squid ink here is the idea that masculine and feminine, boys & girls, male and female are all one, undifferentiated whole; in fact the old ideas of gender differences that brought the human race to where it is today, we are taught, were nothing more than "myths". The underlying note is that girls are the functional equals of boys, but girls have the social and sexual advantage of being female.

The social narrative of the Village, the one it needs fathers to internalize and parrot back, is one of *Fempowerment*, but simultaneously one of male disempowerment. The idea then evolves into a sense of conventional masculinity being a defect of men; men are just unperfected women who are in need of women (or their daughters') innate correction.

The idea here is that men with daughters make for “*better men*” as defined by the Feminine Imperative and approved by The Village. What Red Pill fathers need to acknowledge in this that their sons will be taught that their maleness is inherently flawed. All of the attributes and evolved instincts that make him a boy will be connected with his masculinity being “toxic”.

“Toxic Masculinity” or “Hyper-masculinity” are common tropes in the Village. We’ve gotten to a point that any form of traditional, conventionally masculine behaviors are now equated with a character flaw in men. So thoroughly has the Village distorted the old books definition of manhood that anything resembling a characteristically masculine behavior is, by default, an act of ‘hyper’ or “over-the-top” masculinity. This, of course, makes characterizing those acts as *toxic*, or ridiculous.

The Preferred Gender

In my essay, *Environmental Stresses* I added this quote from the book *The Red Queen*:

Contrary to popular belief a preference for boys over girls is not universal. Indeed, there is a close relationship between social status and the degree to which sons are preferred. Laura Betzig of the University of Michigan noticed that, in feudal times, lords favored their sons, but peasants were more likely to leave possessions to daughters. While their feudal superiors killed or neglected daughters or banished them to convents, peasants left them more possessions: Sexism was more a feature of elites than of the unchronicled masses.

[...]Lower down the social scale, daughters are preferred even today: A poor son is often forced to remain single, but a poor daughter can marry a rich man. In modern Kenya, Mukogodo people are more likely to take daughters than sons to clinics for treatment when they are sick, and therefore more daughters than sons survive to the age of four. This is rational of the Mukogodo parents because their daughters can marry into the harems of rich Samburu and Maasai men and thrive, whereas their sons inherit Mukogodo poverty. In the calculus of Trivers-Willard, daughters are better grandchildren-production devices than sons.

These quotes are a part of a much more in depth look at how both environmental and social stresses contribute to a ‘preferred gender’ dynamic in both animal populations and human social structure. As I was reviewing this book recently it hit me how western cultures have blatantly been endorsing ‘female’ as the preferred gender for the past 60-70 years now.

I realize this assertion grates on popular culture’s sensibilities when it comes to gender, but as I stated in that essay, at no other time in human history has it been more advantageous to be female than today. Whether you want to argue that assertion from socioeconomic, education, gender identity, social ‘progress’ or any other metric, women in this era enjoy a condition that places their sex as the primary one in terms of social advantage. Women today live in a social condition that advantages, ensures their relative successes and directly or indirectly provisions for their personal security while simultaneously seeking to handicap being male and ridiculing the conventionally masculine.

In many a prior essay I’ve made the assertion that this effort in feminizing boys – in “perfecting” them with feminization – has been a long effort in social engineering. And while I still believe this is

true, I think that in recent years the adaptive response to this preferred gender dynamic for Blue Pill fathers, men and boys is now an effort in socially engineering boys to imagine their gender identity as being transitionable to that of girls. Needles to say this push for gender self-reassignment has been embraced by the Village.

Olivia loves Disney's Frozen princesses, all things sparkly, bright tights and ballet. During her family's Cuban vacation last summer, she danced in the children's "mini-disco" before the evening shows, twirling and leaping across the stage. One night another guest turned to her parents, exclaiming, "Your daughter is the girliest girl I've ever seen!"

Olivia was born a boy.

She "socially transitioned" from male to female, in nursery school last year. She was four years old.

Today, she attends kindergarten at a Montreal primary school. Only her teachers and the school board know she is transgender, for now.

Olivia (not her real name to protect her identity) is part of a growing phenomenon that is being celebrated but which is also raising strong emotions: an increasing number of children as young as preschoolers appearing at gender identity-clinics across the country, convinced they are of the opposite sex.

The new push to normalize transgender acceptance relies solely on the presumption that gender identity is a social construct rather than influenced by biological, and evolved psychological dynamics inherent in both sexes. The idea again comes back to the egalitarian presumption of a blank-slate equalism and a rejection of gender as a binary determination. Yet in over 90% of transgender identity shifts we see it is boys who opt to "become" female in their self-reassignment. Left to their own non-abstract decision making – and reinforced by Blue Pill parents and the Village – boys will, in the binary, shift to a female / feminine gender identity in overwhelmingly greater numbers than girls shifting to a male / masculine identity.

I would argue that this greater transgender preference for boys is a direct result of the Preferred Gender dynamic and reinforced by the Village conditioning boys for it while normalizing the idea of it in a larger cultural respect. This is the next step in cultural feminization of boys and men that began in the touchy-feely days of men needing to "get in touch with their feminine sides."

It is no longer enough for boys just to be educated in a feminine-correct manner. It is no longer enough to teach them to despise the gender they were born into, "hoping their penises will fall off", and it's no longer enough to condition them to defer to girl's *perfectness*. Boys must literally be transitioned to **be** girls from as young an age as 4 years old.

This is the degree to which the Village and the Feminine Imperative will go to condition future men into a Blue Pill mindset. I outline this in the upcoming book, but this is vitally important for Red Pill fathers to understand because these will be the 'boys' they may eventually need to mentor and unplug from their very early psychological damage. Many voices in the manosphere call this damage child abuse and it's easy to understand why; this damage works on a boy's most intimate part of his sense of self.

Red Pill fathers need to recognize this perversion of conventional masculinity for what it is and protect their sons (as well as daughters) from it while still anticipating the fall that will result from the "men" this re-engineering of gender will create.

The Unbearable Rightness of Being Female

November 27, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The following post quote has been making the rounds in professional circles. It's from Sallie Krawcheck, CEO of *Ellevest*, an investment firm dedicated to helping women with financial investment (no jargon, no 'playing' stocks for sport, no mansplaining, you got this). She's also the "chair" of *Elevate Network*, a global professional women's network. I'm adding this here to make a later point, but it's important to understand how normalized it's become for women to create a sexually exclusionary organization for women who will simultaneously complain about men's sexism for not accommodating their (presumably successful) business culture to the interests of women. More on that later.

I thought I'd riff on this click-bait for, I assume, professional women because I expect we'll see more of this prefabricated outrage in the coming years as a response to what will undoubtedly be the suffering of the Trump era in America. I'll be the first to admit I was surprised by Trump's win, but the denial of the First Female President® into the White House will be the cause du jour for every jilted woman who believes she's a "professional". Even if Clinton had won the mainstream would've been inundated with how 'we still have a long way to go' stories, however, with Trump in the Presidency the same tired narrative of systemic male sexism will get reinvigorated in the coming years.

From, *A Letter to young women, in the age of Trump*:

When I was your age, I thought it was over. My mother was a feminist, so I wanted to call myself anything *but* a feminist. And anyway, I seemed pretty welcome at work. Even though it was Wall Street, my analyst class was about a third women. We weren't just on our way — we'd arrived.

But then...there were the inappropriate pictures left on my desk. The guy miming a sex act when my back was turned. I wasn't given the great assignments; the more senior woman I worked with was likewise dismissed as "lightweight" (and, lest you think that might have been true, that woman was [Safra Catz](#), now the co-President of Oracle). Then the women started to fall away in their 30s...more in their 40s. But the worst of it, I thought was over.

And now Trump has made it clear to everyone that the battle for us women is not over.

In *femosphere* there will always be an 'us'. As I've outline in many prior essays, the Sisterhood will always take precedence above religion, politics, personal conviction and even family affiliations for women. Largely this is due to women's evolved propensity for collectivism among their own sex. In our hunter gatherer beginnings women had an interdependent need for collective support for keeping tribal cohesion as well as child rearing.

This intrasexual collective support has carried over into what's become the Sisterhood today. If you look at the interactions of young girls and their social group interdependence you begin to see that nascent tribal collectivism naturally come through. In terms of larger societal scope this collectivity becomes about acknowledging a shared experience of an imagined oppression by men. Between all women there is a gestalt understanding of "the plight of women" and a presumption of an endemic sexism no matter how culturally or socioeconomically dissimilar those women are.

As I mentioned, Trump is now a universal icon of that presumption of sexism and oppression. Granted, it could've been any man who displaced a woman in the history books, but the fall back presumption is that whoever 'he' is, he becomes emblematic of a ready narrative of sexism irrespective of merit. We presume sexism, we presume a guy *would* mime a sex act behind a woman's back and leave 'inappropriate' pictures on a woman's desk despite decades of workplace harassment legislation. We believe it because it sounds right; it sounds like something a typical sexist guy would do.

I can't stop thinking about this and what we can / should do:

Remember that gender bias in the workplace is *not* a thing of the past. I'm sorry if I didn't act when I should have. I thought we had left sexism behind us by the time I was in more senior roles. After all, we had complaint hotlines and diversity plans and requirements for diverse slates of candidates for every job. But now I'm remembering one of the

members of the senior leadership team who would kiss younger women on the cheek at the beginning of meetings. Creepy, right? I now wonder what was being said when I wasn't in that room.

What's creepy is that in spite of years in a professional field that's been the domain of men she's just now remembering this fact. Would it have been less creepy if he'd kissed only his age-appropriate women on his leadership team? Professional women's default presumption is that it is always sexism that is holding them back from breaking through a mythologized 'glass ceiling', but as is women's solipsism, their first thought is that their problems are caused by externalities. Never is there an insight that they may simply lack the skills or that they don't perform at their peak in a job they were told should be rewarding to them.

Gender biases will never be a thing of the past because to suggest they ever might be so is to presume a default state of egalitarian equality between the sexes. The gender biases in the workplace are most evident in the peer selection and peer evaluations of women – not some secret group of guys getting together in a private office room to expressly talk about a their co-workers' tits.

As it stands in today's modern office men are scared shitless every time they are called to cooperate with a woman on work projects for fear of being accused of sexism or harassment:

"In a lawsuit-happy culture, where claims can be made on a 'he said/she said' basis, men are now trying to ensure their actions are always covered by a third party witness"

"The terror of being accused of sexual harassment is now so common it has its own term, 'backlash stress'"

There's a reason HR departments are largely staffed by women, because they want to be positioned in a way that they can execute policy. HR departments no longer exist to serve the company with regards to employees, rather they exist in order to protect that company from lawsuits and enforce feminine-primary conditions in the workplace.

Ask tough questions, and call the guys out when necessary. I recently asked my best guy friend: "Do guys really talk like Donald Trump and Billy Bush behind closed doors?" His response: "No, but..." And the "but" was that the conversations are more along the lines of: "Boy, she has great legs," or "she's a looker" or "Whew. Wouldn't touch her with a ten-foot pole." When I asked him how he responded to this, he said he didn't say anything; after all, he has to work with these folks.

But so do we. And breaking us down to our body parts or our appearance dehumanizes us in some way. Maybe it's only in some small way. But it's clear that for some years, we (and by we, I mean I) were likely too complacent about the inevitability of gender progress in the workplace and relaxed perhaps just a bit too much.

It's funny and irreverent when all the girls in the office get together for drinks or a male revue strip show after work, but it's dehumanizing when men do the same. I've known very few men who would ever comment on a woman's anatomy in a workplace environment. I have known men who would scold other men for staring a little too long at a female co-worker. I have known women to actively flirt with guys and wear inappropriate outfits to get attention from them. I've known women who've called me and other men I've worked with their "work husbands".

I've worked in the liquor and casino promotion businesses for two decades now. I see some pretty

wild behavior on the part of women who are not unlike the poor victimized dears Krawcheck describes going to work on Monday mornings.

The modern workplace culture has conditioned men for fear of women thanks largely to strict codes of conduct, but also because these men have been raised from birth to be dutiful Betas and White Knights who look for every opportunity to correct a ‘typical man’ for his sexist and rude behaviors. They look for these backroom boys clubs where women are rated on their looks so as to expose their heinous misogyny and institutionalized sexism, but they are disappointed when they don’t actually find it. So instead they contribute to an atmosphere of fear in some lame form of *Beta Game* they hope will be recognized and rewarded for by workplace women.

If you’re in a bad work situation, it’s ok to quit. So many women think that it’s a “failure” if you quit your job; and you know how hard we females take failure. But sometimes it’s not us: it’s them.

I recently left the board of a non-profit that I LOVE. I had been on it for years (and years). At nearly every meeting I asked how much we were spending on our investment managers, in comparison to the return we were getting. Meeting after meeting I was told that the answer was complex, it was hard to calculate, it would take a lot of work – and why did it matter anyway? It was really the net returns that matter, regardless of how much we paid for them. And then, last spring, before I could bring up the topic, one of the men did; and all the other guys eagerly agreed with him, that we need to keep an eye on fees because those are really all we can control.

I quit the next week.

Life is too short, and I can have a lot more impact with the week-a-year I get back instead of being ignored in meetings.

I know not everyone is in the position to quit; I wasn’t earlier in my career. So the onus is also on those of us who are more senior to be more supportive of women who leave these situations. I am hopeful that an outcome of this election will be greater understanding of this.

If it had been a woman who’d made the same suggestion would we be hearing about this? Shit like this happens all the time in the workplace. One reason *The 48 Laws of Power* resonated with men so well is because it was relatable to exactly this kind of situation. Law 7: Get others to do the work for you, but always take the credit for it yourself. Sallie sees this as sexism because it happened to be a guy who pulled it on her, but would she have quit the non-profit had it been a woman who outplayed her?

This is the reality of even the most seemingly benign of companies. They are defined by the interplay of power dynamics, but when women are bested in it the sexism narrative is ready on standby to comfort and explain their failure. So it becomes OK to quit, because the environment is always sexist. The business environment is one defined by competition and this grates on women’s expectation of it to be cooperative and collective. Women like Sallie expect recognition for merit, but wish for things to be easier rather than developing the skills to play the game better.

Get yourself a senior, successful – preferably female – mentor, who can help you navigate the politics of your company. This includes the gender politics. Can’t find one on your own? Speak to HR about helping you find one; this is their job, after all.

| Your company doesn't have a senior, successful female? Get the hell out of there.

Really the only sexism I'm seeing in this piece has been one coming from and endorsed by Krawcheck. She bemoans a lack of gender equity and then suggests a female mentor would be preferable to a male one. Her sexism is blatant here – the only definition of a solid reputable company is one that ensures it has a senior, successful female in it. Since most HR departments are staffed primarily with women it's their job to help you find a senior, successful and female mentor? I'm not a business insider, but I'm pretty sure this *isn't* their job.

I made this point in *Male Space*, but what happens when women insert themselves into a traditionally male dominated domain is that the enterprise becomes about accommodating the female influences rather than the enterprise itself. This entire article is an indictment of this. Again, the solution to a woman's problem of not being successful is sought externally.

| **Do your best to make sure that your success is quantified.** Be it a sales goal, a client satisfaction rating, an output metric, a quality target. Numbers count here because they're black-and-white, cut-and-dried. Were you successful or not? I recommend this even if you work in a "normal" company, because implicit gender biases and expectations still exist for all of us.

Solid enough advice, but it's couched in the context of an expectation of gender biases (at least the type of bias Sallie finds unacceptable). There're implicit gender biases, but the ones we see dominate even 'normal' companies are ones that favor a feminized workforce.

| **Think about starting your own thing.** This is what's exciting; we have the ability to start our own businesses today, in a way we didn't in the past. Why not take our marbles to our own playgrounds and build great businesses and cultures? Our mothers couldn't do this because the cost was so high – but the costs of everything-about-starting-a-business, including technology, people (i.e., freelancers), real estate (co-working spaces) and support services are coming down. And then no one can relegate you to the less-interesting jobs.

Women are taught that they deserve the luxury of interesting jobs. In fact this is the sole reason for even wanting to enter the workforce most times – a rewarding career that's fulfilling, but as I wrote in *She's Unhappy...* that fulfillment is always elusive. Therefore it must be that uncooperative men are holding women back from this happiness.

I'm not sure opening another gourmet cupcake eatery counts as contributing to the status of women in business, but I would say that women ought to be encouraged to start up their own businesses rather than rely on the proven successes of established ones to prove their business acumen. Carly Fiorina and Sheryl Sandberg are not innovators in any sense. Neither started a company from scratch, but they are lauded as powerful businesswomen because they supposedly had the moxie to compete with the big boys and their sexist enterprises – not actually as a result of their companies wanting to present a feminine-correct public image.

I would love to see women's organic business successes despite themselves, but my guess is that every failure or setback would have some tinge of external sexism attached to them. The truth is there are very few women who actually create something of worth because the easier path to success is to create a social convention that shames men for not including women in their own successes. It will always be easier for women to appropriate the success of men rather than create anything for

themselves.

I am going to go out of my way to support other women. It's clear now: we can't do this alone. Another woman who is promoted or celebrated or funded clears the way for another. I am actively looking to buy from women-owned businesses, which is much easier these days — Glossier, Outdoor Voices, and Project September are just a few of a new wave of startups led by women — and avoid companies that remain all-men. I'm just so over supporting them.

And here we have yet more fem-centric sexism in a piece decrying male sexism. Weren't we just reading about how surprised Sallie was about gender bias not being a thing of the past in the workplace? Because Trump won the election she calls for a boycott from buying anything from male owned companies?

One thing I've always found ironic about women's call for collective, gender-exclusionary support for other women is that women are often guilty of even worse infighting than men are in the workplace. Lets face it, women hate other women to a degree that most men are unaware of. Their capacity for sub-communication and psychological warfare among themselves makes intra-sexual competition more brutal than having to deal with any so-called sexist male co-worker. From women's collectivist perspective one would think that women's intra-sexual support of other women would make them all outstanding successes in business, but we find the opposite is true. Women have a very hard time making an all-female enterprise a success. Naturally this is blamed, again, on men's sexism's brinksmanship and outmaneuvering them, but by and large it's internal conflict that destroys all-female run enterprises.

Invest. Having spent my career on Wall Street and now being the founder of Ellevest, a digital investment platform for women, I know I'm a broken record on this topic. But men invest to a greater extent than women do, and it costs us. Indeed, I believe investing is the best career advice women aren't getting. Think about it – are you more able to tell your boss to take this job and shove it if you have more money or less money?

That's what I thought. At the end of the day, money is the real key to gender equality.

Of course we get the sales pitch at the end. Women don't invest because it's not sexy. It requires a degree of commitment and a depth of insight that goes well beyond what an average woman has any interest in. I do find it entertaining that Sallie finally gets to the real reason for a gender inequality she claims she wants to see abolished. Money is most definitely a key to establishing social dominance and that creates a fundamentally unequal condition between men and women.

Businesses, successful ones, are founded on competition, not cooperation. This is the fundamental conflict we are experiencing in today's corporate culture; women's collectivism promotes what they believe should be a successful enterprise based on egalitarian cooperation while men largely see the enterprise as competition. Sometimes this is a win-at-any-cost type of competition, other times it may be more subtle, but the crux is that women's propensity to want for a more collectivist approach to a successful enterprise is at odds with men's competitive approach. Success in business is fundamentally unegalitarian, there are winners and losers, not co-equal participation trophy winners. But as women continue to insert themselves into the unegalitarian male spaces of enterprise we will see this push for cooperative hopes for business success fundamentally alter the purpose of these businesses as we attempt more and more to accommodate them.

Rites of Passage

December 6, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In the past I've discussed the hesitancy of young men to refer to themselves as 'men' or to really even embrace what might be considered a 'conventional' idea of masculinity. You've probably read me using that word before. I use the word *conventional* because I feel it conveys a better understanding of a naturalized expression of masculinity in a way that men evolved into. Occasionally I have a reader ask me why I don't use the term 'traditional' with respect to masculinity, but I'm not sure they really mean the same thing.

It's easy to think of masculinity in terms of tradition, but whose tradition are we really referring to? 'Traditional Masculinity' as a term has assumed a derogatory meaning in a feminine-primary social order. It's become one of those catch-terms that we're all supposed to understand as being

characteristic of backward mindsets. It's part of the social convention that seeks to ridicule, shame and confuse boys who later become men about what masculinity ought to mean to them. So, it's for this reason I use the word 'conventional'. It conveys the idea that masculinity in a binary sense has evolved aspects that are inherent and unique to men. So while certain cultures may have had different traditions and traditional roles for men, there is a unifying *conventionality* of masculinity that relates to all men and maleness in general.

Feminine-centrism doesn't like this idea. It doesn't like the idea that masculine characteristics or behaviors are the sole propriety of men. The reflex then is to paint any conventionally masculine attribute, way of thinking, aggression, passion or aspiration as either representative of 'toxic' harmful or anti-social, or, depending on its usefulness in securing power, it's cast as something "not necessarily masculine" since some women can lay claim to that trait.

In several prior posts I've outlined how boys are taught from a very early age to gender-loathe their maleness. It's part of Blue Pill conditioning, but more so, I think it's important for Blue Pill or unplugging adult men to understand the mechanics and reasoning behind why it's in the Feminine Imperative's interests to keep conventional masculinity something ambiguous, arbitrary or something men ought to be able to fluidly define for themselves. That last part there is important, because what most men think is their own self-definition of masculinity is always founded in what the Feminine Imperative has conditioned him to believe is correct.

Latent Purposes

In a social order that's ostensibly founded upon a baseline equalism (in principle) among men and women we have to look at why it might be necessary for boys to be taught that 'traditional' masculinity is toxic. The easy answer is a want for control, but not so much in the terms of convincing boys to become men who will loathe their maleness. Remember, there's a lot of conventional masculinity that is conveniently useful to further the interests of women and Hypergamy – but the conditioning becomes one of selectively classifying the useful aspects as 'healthy' and the non-useful ones as 'toxic'.

The most important thing to consider here is that, for future men, equalism's purpose in their upbringing is to prevent them from ever internalizing the idea that they should be their own *mental point of origin*. This I think is one of the fundamental issues most Blue Pill men struggle with in their own unplugging.

One of the old books, traditional, understandings is that men, by virtue of being male, can expect a degree of authority in their lives and in their families. A man may not be the boss at work, but the traditional understanding was that he could expect to be the head of household in his own home. Feminine primacy, under the auspices of equalism, has effectively conditioned this idea out of men over the course of generations. If men and women are blank-slate functional equals, ideally, there will never be a default authority in an intersexual relationship.

From a conventional, evolutionary perspective we know this baseline equalism is not just false, but we also understand that it serves as a control over the masculine nature men are born into. Men and women are different; cognitively, neurologically, biologically and psychologically, but our socialized presumptions with regard to how boys are raised to be men deliberately conditions them to believe we are the same – or at least functionally so.

The Crime of Being Male

There's been some pushback to this in our Red Pill awakening, and not all of it is the result of the

manosphere. As Hypergamy becomes more openly embraced in a larger social respect, more men are made aware of their deliberate conditioning to accommodate it. What they choose to do with that awareness is up to them, but the response from the Feminine Imperative to this awareness is to criminalize or make toxic the embrace of conventional masculinity on the part of men. It becomes a hate-crime to express any conventionally male attribute.

This is a potential danger for Blue Pill men in that the expressions of maleness that they display are on one hand desired by women, but also a risk to their reputation or livelihood if that expression is offensive to women. Red Pill aware men may have the advantage of knowing women's nature well enough to mitigate the risks, but Blue Pill men will be stuck in a paradigm that puts them at risk for wanting to be men.

Again, equalist Blue Pill conditioning's purpose is to prevent men from assuming themselves as their mental point of origin, but once a man's disabused himself of putting the feminine as his primary internal concern there must be an opposite, contingent, reaction on the part of the Feminine Imperative to put him back into compliance. Thus, we see the criminalization of maleness.

Pedestals

For some time it's been a manosphere staple to tell guys to take the girl off the pedestal if he wants to be successful with women. We call it pedestalization, but one reason that dynamic, to put a woman on a higher order than oneself, is so pervasive in men is due exactly to this "equalist" conditioning. The internalization is one of making that girl, that woman, the centerpiece of a man's headspace. This becomes who he *is* and it's the result of a childhood that taught him he *must* place the concerns of girls above his own on many different psychological levels.

Once that guy becomes Red Pill aware, no matter who does his unplugging, not only does he remove girls from the pedestal personally, but also on a larger sociological scope. And this scope is what the Feminine Imperative must pushback against.

Blue Pill conditioning teaches boys/men to cast doubt on their own masculinity. What constitutes masculinity? Is it a mask or a performance they put on? Is it something to be proud of or some problem to keep in check? Should boys/men feel insecure or secure about it? These are the consistent ambiguities the Feminine Imperative wants to invest into the next generations of men because it keeps women on the pedestal. Only women possess the solution to their problem of maleness.

But the Blue Pill also conditions boys/men to never presume to consider themselves as a "man". The joke is that men are never *really* men, but rather they become 'bigger boys'. This is a social convention that attempts to keep men in a juvenilized state and thus ensuring women are the only 'adults' to make the judgement call. This ridicule has the purpose of denying men their status of 'manhood'. If men are perpetual boys, they can never assume the default 'headship' of being men. It is a control for authority.

This is another reason men are conditioned to keep women on the pedestal; only women can confirm 'manhood' from a superior (mental) position in that man's mind. When a woman is at the top of a man's mental point of origin – and not even a specific woman, but womankind – she decides his status of being a man. So it follows that men ought to internalize the doubt of understanding manhood or conventional masculinity.

So, the struggle men have in coming to a Red Pill awareness is one of removing women from this pedestal, but also one of giving oneself permission to be a man. This may seem kind of simplistic, but to a guy who's been conditioned to put women before himself in his own internal, mental,

conversations it's a very tough challenge. Blue Pill conditioning invests a doubt into boys and then men. They are conditioned to self-regulate on many levels, but to generally put their own concerns beneath those of others and largely the feminine. They are taught to self-sublimate by never giving themselves permission to be "men" in a conventional sense.

Iron Rule of Tomassi #9

Never Self-Deprecate under any circumstance. This is a Kiss of Death that you self-initiate and is the antithesis of the Prize Mentality. Once you've accepted yourself and presented yourself as a "complete douche" there's no going back to confidence with a woman. Never appeal to a woman's sympathies. Her sympathies are given by her own volition, *never* when they are begged for – **women despise the obligation of sympathy**. Nothing kills arousal like pity. Even if you don't seriously consider yourself pathetic, it never serves your best interest to paint yourself as pathetic. Self-Depreciation is a misguided tool for the AFC, and not something that would even occur to an Alpha.

One important reason I made this an Iron Rule was because it's almost a default response of men to presume their own ridiculousness. The reflexive response is of course to not take yourself so seriously and have an ability to laugh at yourself when it's merited. That's all fine and well, a necessity for a healthy sense of self, but few men realize their ease with self-deprecation is a result of their conditioning to find themselves ridiculous as men. "Men" are ridiculous.

It's very easy for Red Pill aware men to lose sight of what the Blue Pill conditions men for and how this conditioning has evolved over the course of generations. The latent purpose remains the same (preventing men from adopting their own mental point of origin), but the methods and social mores change fluidly with what the Feminine Imperative finds most efficient for the time. For the past 20 years there's been a concentrated effort to remove men from deciding their own manhood for themselves.

Rites of Passage

From *Remove the Man*:

Guys vs. Men

I was participating in a conversation just recently with a young woman of 26 and a young man of 18. The conversation itself wasn't important, but at one point the young man referred to himself as a 'Man'. He said something to the effect of, "Well I'm a man, and men do..." At the word 'man' she cut him off with the unconscious snigger that's resulted from years of feminine ridicule conditioning. Just the mention of a man self-referencing as a "man" is enough to inspire feminine ridicule. It's laughable for a man to consider himself a man.

This exchange got me to wondering about the turning point at which I began to self-reference as a "Man". In the face of a constant conditioned ridicule, it's almost an uncomfortable recognition to distinguish yourself as a Man. It's too easy to just think of yourself as a 'guy' and never be so presumptuous as to insist upon your manhood. In girl-world, to claim to be a Man is to admit to arrogance – it's to embrace a flawed nature.

It's important to note here that in embracing your status as a Man, instead of 'just a guy', you are passing a meta-shit test. By embracing self-referenced manhood, you are rejecting what a world aligned against you would like you to believe about yourself. You're

endorsing yourself as a Man with self-assurance despite the self-doubt the Feminine Imperative relies upon men believing about themselves, masculinity and the dubious state of manhood as a whole. By flagrantly referring to yourself as a Man you are passing the meta-shit test – you’re overtly stating you’re a Man, but you you’re covertly stating “I Just Get It.”

One of the key elements to unplugging is changing your mind about yourself. This is one of the biggest obstacle to guys coming to accept a Red Pill aware reality. This self-denial of their own ‘manhood’, which becomes a resistance to embracing anything conventionally masculine as being positive, is a foreign thought.

As I mentioned in that post, there used to be a time when boys would go through some rite of passage and be considered a ‘man’ by his family and peers. It’s important for Red Pill men to realize how this passage into a state of manhood has been deliberately confused or shamed out of significance to all but the most traditional of cultures.

Most male rites of passage are painted as cruel and barbaric hazing rituals in a fem-centric society. That’s a popularized and easy connection to make, but what underlies this effort to disqualify manhood as legitimate is a push to force men into compliance with the Feminine Imperative and feminine-primacy.

I would suggest that men coming into a Red Pill awareness need to embrace being a “man”. Red Pill men need a rite of passage of some sort. Sometimes we ask about when a guy finally came into his Red Pill awareness. We compare stories about what we were like when we were still living in a Blue Pill paradigm and then what form of trauma (or not) triggered that Blue Pill disillusionment. We discuss going through the various stages of grief for our past Blue Pill idealism, the nihilism, the anger, the disbelief, then the acceptance and the new enthusiasm of being Red Pill aware and the potential that means.

But there needs to be a rite of passage for passing from that Blue Pill state to a new Red pill awareness and part of this should be a conscious acknowledgement of giving yourself permission to *be* a man. This needs to be part of changing your mind about yourself as you become more aware of the agency you really have in a conventionally male respect. You need a point at which you set yourself apart from Blue Pill men and a feminine-primary social order.

Most (Beta) *guys* have a difficult time embracing the authority and due deference that being a conventional man should convey to him. They are uncomfortable on an ego-personality level with accepting this dominant male role because it goes against everything their feminine-centric upbringing has taught them to internalize.

However, with that authority comes responsibility. I would argue that many a Blue Pill guy is comforted by the lies of equalism because he believes that egalitarianism and the expectations that men and women are functional equals in some way exempts him from his uniquely male *burden of performance*. On some level of consciousness, even the Beta men who are comforted by equalism still realize that their maleness, their ‘secure’ masculinity, will only ever be merited and judged by his performance. And that performance is firmly grounded in conventionally male tests.

The Power of Emotion

December 13, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Science fiction has always sought to portray human emotion as a weakness to be overcome. Some have gone further to express the notion of our physical being as a limiting factor. This is notably seen in 2001: A Space Odyssey.

I'm aware this is fiction, but I just want to reinforce the point from my earlier post that we don't have to be held to eternal hostage by nature. We can strive to be better.

A quote from Terminator 2, sums it up admirably.

T-800 to John Connor: "I now know why you cry. But it is something, I can never do."

While emotions are a part of our experience as human beings, Red Pill aware men need to understand the functionality of emotional responses. Rationality is, of course, the charter of this blog and my books, and while I make my best efforts to approach each aspect of what I write from as objective an origin as I'm able to, I also understand that there are limitations to remaining completely objective. I'm human like anyone else reading this (chatbots excepted) and I've always been fully aware that my emotional state, my own ego-investments and biases, as well as the observer effect are all something I need to make a conscious effort to account for while I'm writing about a new idea or observation I'm connecting dots with.

In a few prior posts I've made an effort to account for a balance between rationality and emotionalism. I say "emotionalism" because I think there needs to be a separation between the physical experience of emotion and the significance our fem-centric social order would have us place on those experiences. There is a difference between emotional response (evolved stimulus-response adaptations) and the ideologies that elevate human emotion to a metaphysical state (emotionalism).

Seeking, rage, fear, lust, care, panic and play are what are commonly recognized as primal emotions. I didn't make this list up myself, these are just the most base-level imperatives from which more complex experiences of emotion are distilled. All of these root-level emotional experiences have been studied extensively and can be stimulated chemically and neurologically today. An easy example of this biological connection to emotional experience can be triggered and observed in the 'roid rages' experienced by the users of anabolic steroids.

Have you ever been "Hangry"? The feeling of anger / aggressiveness due to being overly hungry is an evolutionary survival adaptation. You're far more motivated to kill and eat something if the feeling of hunger, prompted by its chemical triggers, also stimulates feelings of aggression. In today's era that aggression may be inconvenient or anti-social, but our hunter-gatherer ancestors found it both acceptable and useful.

There are dozens of other examples I can give for the connection between our environmental, physical and chemical conditions and our emotional state. Similarly, there are chemical (dopamine) and behavioral prompts we associate with a particular emotional state. I don't imagine this is anything revelatory to most Red Pill aware readers, but reviewing the objective aspects of emotion is necessary in order to separate it from the social influence of *emotionalism*.

Testosterone is well known to stimulate feelings of aggression and sexual arousal, but did you know that the chemical make up of testosterone is actually an inhibitor of the chemicals that prompt sadness and crying? When considered in this respect and the fact that human males produce 12 to 17 times the amount of testosterone females do, is it any coincidence that men may feel less compulsion to cry over things? Yet, men are shamed for "holding back" tears. This is an example of the connection between our physical experience of emotions and the importance to which our social order places on (primarily female) emotionalism. There are a lot of complexities that make up our emotional state and the more we study the influences of our own biologies the better we can make a connection between the evolved, survival-beneficial, effect these emotions elicit in us.

The nuts and bolts science of emotions demystifies the more magical, romanticized association we like to apply to them. And at the risk of prompting any kind of nihilism, it's important that we consider our emotional state in terms of the concrete physical stimulus that's provoking our emotional states. It's easy to get into the science of emotions when we're trying to solve a problem like clinical depression and the feelings and potential behaviors it evokes, but it's much harder to look at upsetting an elated feeling of happiness. If it ain't broke there's no reason to think about fixing it.

But what sets us off about really coming to terms with the science of emotion is it tends to kill our gods. Up until advent of our understanding the cause and effect influences of emotion we've applied a lot of metaphysical importance to our emotions. Historically, our emotions have inspired us to create some of the greatest cultural and artistic masterpieces, and they've urged us to some pretty ugly atrocities too. Even today, western cultures raise emotion to a mythical grandeur. We romanticize and apply great significance to how we feel. We prioritize expressing emotions to being

some enlightened state and the repression or control of them as some kind of horrible evil or some form of retardation.

Emotionalism

The Washington Post (*I know, I know, ...*) recently published the findings of a study outlining how *“sexist” men have psychological problems*:

Researchers then identified 11 norms considered to be “traditionally masculine” — desire to win, need for emotional control, risk-taking, violence, dominance, sexual promiscuity or playboy behavior, self-reliance, primacy of work, power over women, disdain for homosexuality and pursuit of status — and looked to see whether they were associated with particular mental health outcomes.

In general, the men who stuck more strongly to these norms were more likely to experience problems such as depression, stress, body image issues, substance abuse and negative social functioning. They were also less likely to turn to counseling to help deal with those problems. The effect was particularly strong for men who emphasized playboy behavior, power over women and self-reliance.

As you might expect, what’s defined as “toxic” masculinity today is decided by people invested in a mindset that confirms the Feminine Imperative. This article follows along with what will likely be the Trump-era narrative for masculinity – anything remotely considered “traditionally” masculine will be conflated with a psychological disorder. The cure to which is, of course, ego-investing men in feminine-primary mental states; effectively feminizing men.

If we look at the norms identified by this study we are expected to nod in agreement about the negative, potentially damaging, connotations these *traditionally* masculine aspects imply. But they are only negative because the objective environment we are supposed to interpret them from is one of feminine primacy. Anything that can be considered an impediment to female societal control, any aspect of men’s intrinsic natures that lessens the same potentials of women is considered “toxic”.

Desire to win, need for emotional control, risk-taking, violence, dominance, sexual promiscuity or playboy behavior, self-reliance, primacy of work, power over women, disdain for homosexuality and pursuit of status – by orders of degree these are the foundational aspects of masculinity that’s been responsible for the advancement of humanity for millennia now. I’m not entirely sure what ‘playboy lifestyle’ entails, but consider the problems these aspects of male nature evolved to solve for men. Each one of these characteristics has a functional prompt; they didn’t evolve in a vacuum. These parts of masculinity were and are functional benefits to men. Only in a society that defines supremacism of women and the primacy of female-correctness do these aspects become negative.

I doubt it will come as any surprise to the Red Pill aware that all of these traits used to have a higher social value in virtually all social orders prior to our present one. It’s not enough to make female social interaction the preeminent one, masculinity and its conventional aspects must be pathologized. They must become a sickness if gynocentrism is to sustain itself.

I’m exploring this here because the female way of socialization is founded upon emotionalism. I think it’s important for Red Pill men to understand that the defining of what particular emotional states are acceptable is intimately linked to what those states mean to the Feminine Imperative. In the past 60 years western(ized) culture has become one in which the feminine defines the predominant cultural narrative with regard to intersexual communication, correctness and the psychological values

we are meant to infer from it. This discourse is one that is primarily informed by women's high priority on an investment in emotionalism.

In past essays I've outlined how men and women's brains are neurologically wired for different, yet complementary functions. Women experience negative emotions differently from men. The male brain evolved to seek out sex before food. And while our feminine-centric social order insists that, in the name of equalism, boys should be forced to learn in the same modality as that of girls, the science shows that boys brains are rudimentarily wired to learn differently.

“Greater emotional reactivity in women may explain many things, such as their being twice as likely to suffer from depression and anxiety disorders compared to men,” Mendrek added, who is also an associate professor at the University of Montreal's Department of Psychiatry.

Yet for all of these very evident physical differences in men and women's experience of emotion, it is women's experience, and a feminine priority for the 'correctness' of that experience we apply to men. I would suggest that much of this is primarily due to women's innate solipsism, but we've normalized women's experience of emotion as the common and correct one in terms of intersexual communication and social dynamics.

Emotionalism and the applying of metaphysical meaning to the feminine-correct experience of them has pervaded our social consciousness since the time of the sexual revolution. This elevated importance of emotion has been a part of popular culture for millennia of course, but until the rise of a socially mandated importance of female Hypergamy we haven't had female emotionalism direct the course of society as it has for over sixty years now.

As such, we see that men “getting in touch with their feminine sides” is really a concerted effort to repress their natural experience of emotion as a male, and to attempt to force their own emotional states into ones females can identify with. As I mentioned above, there are literally biological limitations for a man to experience emotion as a woman as well as his impulse to want to prioritize those feelings as women do. The presumption is that a man is emotionally stunted if he feel that repressing his emotions is what he ought to do. “Boys don't cry” is a sickness when it is women's experience and importance of emotionalism that drives our social discourse.

Women bemoan men's stereotypical lack of “emotional availability”, and we put a religious importance upon our capacity to express our emotions in some way, but all of this is constrained to the box that is women's correct experience and importance of emotion. This is not what men's brains are naturally wired for, and in a Red Pill context this is not what women's hindbrains want from men.

It's important for Red Pill men to understand that our feminine-primary social order is founded up the importance women place on the God of emotion. Part of your Blue Pill conditioning was to convince you, as a young boy, that the way women emote and the importance they put on emotion is what you needed to accept as the healthy, normal way of experiencing and expressing it. The truth is you are not wired to experience emotion as a woman will. That isn't to suggest you deny or repress your feelings, but to understand that you shouldn't feel bad for not feeling as a woman feels. This kind of goes back to the point I was making in *Empathy*; while it may be possible for a woman to sympathize with your feelings, she will never be able to empathize with them as a man would experience it.

Furthermore, it should be part of men's unplugging to come to terms with the metaphysical importance women place on (largely their own) emotional states. They remove the functional aspect

of emotion and elevate it to something only women have a unique sensitivity to understand. Separating yourself from this self-induced, self-applied *belief* in emotion can be a very powerful tool for a Red Pill man in his dealing with women – and not just the ones he’s intimately involved with. Separating your ego from the religion of emotion and coming to terms with the science of emotion is a very difficult step for Blue Pill invested men to make. As I said, it’s like killing your gods, but it’s also killing the notion of the emotionalism you think you need to identify with in order to connect with a woman.

The Awareness

December 19, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I feel I should begin here with a bit of a disclaimer. I don't think any of my regular readers would ever presume this blog's intent was anything but to help men unplug from their Blue Pill conditioning. With that unplugging comes a drive for self-improvement once a formerly Blue Pill guy has his *moment of clarity* and begins to see the influences that have shaped his life and his beliefs up to that stage. Along with this awareness comes a measure of anger, but mostly this is due to having long held ego-investments revealed for what they are – internalized beliefs that were developed as a result of Blue Pill social conditioning. I've covered this anger phase in [*Anger Management*](#), [*The Five Stages of Unplugging*](#), [*The Bitter Taste of the Red Pill*](#) and [*The Dangers of the Red Pill*](#).

My purpose in writing what I do for as long as I have has always been to benefit other men, to hopefully unplug the guys who are on their last nerve, but have a desire to really understand the *whats* and the *whys* that have led them to the point in their lives where they are ready to dissolve the barriers that have prevented them from becoming Red Pill aware. It's an unfortunate fact that our disillusionment from our Blue Pill investments is often spurred by a really bad trauma. The anger that follows is usually the result of self-regret more than directed at women as a source of it. When a guy who's based his existence on Blue Pill idealism has it destroyed after having had it shape who he is for so long, the anger he feels usually comes from not having become aware of it sooner. That anger is directed inward or at the social order that's held him in that idealistic delusion for so long. The frustration comes from wasting ones years invested in something that now seems so obviously false. That isn't to say that some men wont carry this resentment over into a fully realized misogyny, it's

just to say that it begins from the regret of having lived what's now an obvious lie for so long.

A popular misconception about the Red Pill – the popularized notion of it, not the actual praxeology – is that it makes men misogynists or it's inherently negative, or it's function is 'truthful anger'. I am reminded of the explanation of the 32nd Law of Power:

The truth is often avoided because it is ugly and unpleasant. Never appeal to truth and reality unless you are prepared for the anger that comes from disenchantment.

That disenchantment is really what's at root here for those who would paint the Red Pill with the brush of anger, negativity or hate directed at women in general. There are certain elements within the manosphere and *Purple Pill* commercial interests that would like to turn a profit from this mischaracterization. They would sell a 'cure' for it with sunshine rhetoric and reheated narratives of the power of positive thinking that has been a secular religion for generations now.

Praxeology

The Red Pill, from the respect that I interpret it, is a praxeology. Simply put, it's the deductive study of human action, based on the notion that humans engage in purposeful behavior, as opposed to reflexive behavior like sneezing and inanimate behavior. With the action axiom as the starting point, it is possible to draw conclusions about human behavior that are both objective and universal. For example, the notion that humans engage in acts of choice implies that they have preferences, and this must be true for anyone who exhibits intentional behavior.

This is primarily why I continue to use the phrase 'Red Pill awareness' in what I write. Once a man truly unplugs and reorders his life according to what it presents to him, this developed awareness extends to many other aspects of his life than just his intersexual relations. This awareness makes men sensitive to others around him who, like he was, are caught in the same Blue Pill conditioned way of interpreting his personal and social existence. With a *Red Pill Lens* he begins to see the sales pitches, the ego-investment defenses, and the predictable responses of men and women whose lives have been colored by a feminine-primary social conditioning that has defined their lives for so long they are unaware of it, but would cease to exist without it.

Once a man comes into this awareness, once he sees the code in the Matrix, once he realizes how all-encompassing it is, the old *him* literally ceases to exist. He may well be the same man with the same personality, the same gifts and the same disposition, but his Red Pill awareness makes living in his old paradigm an impossibility. On some level of consciousness, no matter the cognitive dissonance, he knows the Blue Pill world, the world pulled over his eyes, is a lie. Sometimes this disenchantment of Blue Pill idealism can (usually does) lead to significant anger.

This anger doesn't lessen the reality that the Red Pill praxeology has made him aware of. In fact, it may be that anger that inspires him to become more aware, more sensitive, to it. That anger may prompt him to add his experiences to that praxeology which in turn benefits others. For others, this disenchantment may be depressing or a source of nihilism. And for others it can be a liberation and motivation for a new and much more hopeful life founded on a new awareness of a condition he now has better control of. On many occasions I've attempted to address exactly this hopelessness.

From *A New Hope*:

The key to *living* in a red pill context is to unlearn your blue pill expectations and dreams of finding contentment in them, and replace them with expectations and aspirations based on realistic understandings of red pill truths.

Learn this now, **you will never achieve contentment or emotional fulfillment in a blue pill context with red pill awareness.**

Killing your inner Beta is a difficult task and part of that is discarding an old, comfortable, blue pill paradigm. For many newly unplugged, red pill aware, men the temptation is to think they can use this new understanding to achieve the goal-states of their preconditioned blue pill ideals. What they don't understand is that, not only are these blue pill goal-states flawed, but they are also based on a flawed understanding of how to attain them.

I devoted an entire section in *Preventive Medicine* to that post. I expect this sentiment will be a bit of an inconvenience to the marketers who'd rather misdirect those men seeking Red Pill awareness to believe that the "Red Pill" is just "Truthful Anger". There is a lot to be very positive about in Red Pill awareness, but the ugly truth is that your Blue Pill existence, and the idealism it used to promise you, is now dead. As I've stated before, the truth will set you free, but it doesn't make that truth pretty, nor does it absolve you of accepting it. Red Pill awareness is upsetting, but what follows from that unplugging, whether it's anger and frustration or liberation and hopefulness is not the focus of becoming 'aware' in a Red Pill perspective.

Those are just possible, and fungible, outcomes of that awareness.

When I go into what I do on this blog or my books my point is to give men the tools of a new perspective. I'm not a Life Coach, a dating Guru or a motivational speaker. What I offer is the awareness that I, and many others, have contributed to what is Red Pill praxeology. I write what I do because I feel compelled to; the message and the awareness is my primary focus. While I do offer occasional, general advice about certain aspects of The Red Pill I generally try to resist being prescriptive. I've stated this before, but it bears repeating, I'm not interested in making better men, I'm interested in men making themselves better men. My life and my interpretations of it are not going to be a template for anyone else to follow. Red Pill awareness, based on the praxeology of intersexual dynamics in the personal and social realms, will save and/or improve your life, but that life has to be lived by you as an individual.

The Red Pill®

All that said, this awareness does not preclude other men (and women) from attempting to profit by selling men a template upon which they believe others should follow. I covered this in *The Purple Pill*, but there's a lot more to this profiteering. The term 'Red Pill' has evolved to the point where it's become a brand unto itself. This leaves its popularity up for exploitation and reinterpretation to suit the commercial interests of whomever has a personal agenda or ideology they wish to promote as 'Red Pill'. That term 'Red Pill' (not the praxeology) then becomes a convenient substitute for whatever subjective truth the one (or party) appropriating it would have others believe.

The bastardization of the Red Pill is something I've predicted for some time now. When I wrote *Could a Man Have Written This?* my concern then was that women would eventually appropriate and redefine 'The Red Pill' to serve the Feminine Imperative by bastardizing it to mean whatever best fit women's purposes. The point in that (November, 2011) essay was that, in our feminine-primary social order, it is only women who are allowed to speak with authority about intersexual dynamics and that any man attempting to apply a measure of critical thought to those dynamics will immediately be accused of male bias and misogyny. As such, only women would be allowed to decide what aspects of the Red Pill praxeology ought to be part of the Red Pill brand.

Naturally, I reject that notion, but it is precisely what has happened with The Red Pill Movie; a

documentary that is ostensibly about the MRM. I say ostensibly because, while on the surface it seems to be about the Men's (human) Rights Movement, the focus of the film is really on its (I presume formerly) feminist director/producer Cassie Jaye, a cutesy 29 year old whose feminine-solipsism pervades the entire documentary as well as all of the post-production promotions and interviews.

Cassie the feminist makes the entirety of the documentary not about the MRM as such, but more about her own 'journey of self-discovery', a common romantic theme that appeals to women's innate solipsism. In *every* post screening interview about the film the story becomes primarily about her; the MRM just playing a supporting role in her 'transformation'. This is sort of a poetic justice for the MRM who all too readily employ and endorse any and every 'former feminist' who's not-a-feminist (until they become a feminist again) as part of their efforts to transform into more perfected egalitarian-equalists than the feminists they despise.

This film is not about The Red Pill, it's about a 29 y.o. "feminist" actress-turned-indie-film-director and her 'journey of self-discovery' in which an opportunistic MRM is only too happy to play as her supporting actor.

These are the faces the MRM wants to represent "The Red Pill":

This is a pretty accurate depiction of how I expected 'The Red Pill' to be misrepresented back in 2011. It encapsulates the disingenuousness with which commercial interests (or solipsistic interests, take your pick) will portray 'The Red Pill' while blithely ignoring any effort to really understand the praxeology. That doesn't make for good tinges of indignation for women, but a good outrage broker knows their what their audience wants.

However, we now have several other profiteers making similar claims about what the Red Pill *really* is and who ought to be able to redefine it to best serve their own motives. All of these factions have one common purpose; to reinterpret whatever bastardization of The Red Pill as a brand that will be a proxy for 'truth' whatever it is they are selling or what would affirm their ideology.

Todd from Real Social Dynamics picks up this profit model here:

Here we have a blatant attempt to reinterpret what the "red pill" is really all about by conflating the Red Pill brand with being the opposite side of a White Knight® coin. And again, it's packaged in TL;DR easily digestible feints at humor. Anyone versed in The Red Pill praxeology understands just how Blue Pill Todd's assertions here are (get a pre nup). This is the same Purple Pill sugar coating of Red Pill truths I've been warning against for years now, but it becomes potentially dangerous to men because it encourages them to follow the Children with Dynamite path with regards to Game. Learning Game becomes a quest of acquiring only enough understanding of the nature of women and intersexual dynamics (the ones that are palatable to the profit model) to achieve a Blue Pill idealistic goal-state monogamy that brought these men to look for their own answers in the first place. They are selling the key to a Blue Pill dream.

Ultimately, RSD Todd is selling this same, comforting, Blue Pill idealism, and a means to achieving it packaged as Game, while personally defining the Red Pill based on little or no understanding of the praxeology of it. Not to split hairs, but I believe this distortion on the part of both Todd and Cassie is intentional. Neither one made any attempt to really research or make any critical inquiry into what The Red Pill is, the dots it connects or the awareness it instills in men before they decided they were qualified to build their own brands around it.

I should add here that a lot of ideological factions have appropriated The Red Pill in recent years as a

proxy for validating their own agendas. The Red Pill was always about intersexual dynamics from as far back as I've been familiar with it. I can remember using it as a term for awareness about men's feminine-centric conditioning from at least 2002 on the SoSuave forums. We didn't even refer to it as Red Pill as such so much as we'd call what we know as Blue Pill men (AFCs) as being trapped in the Matrix – unaware of their conditioning. It kind of went from there.

I'll still continue to use The Red Pill as a term for the praxeology we use to come into an awareness of true intersexual dynamics, but I realize it's becoming a bastardization. Roosh made an attempt to separate himself from The Red Pill going on three years ago, by trying to rebrand it as his own Neomascularity, which hasn't really made any real traction to my knowledge. However, the point is that whatever TRP is renamed as it will still be a branding effort on the part of those who see it as anything but a praxeology.

I've made this point in several prior posts, but, The Red Pill is the theory while Game is the practice and the fieldwork experimentation. Both inform the other, and one suffers without the other. This is what is at the heart of The Red Pill and it's what shocks men into a new awareness and a new experience in life. It is not founded in pessimism, cynicism or misogyny, but rather, honest, unvarnished assessments and correlated experiences of men. Those assessments are often disconcerting, but they are only upsetting to a mindset that holds Blue Pill conditioned ideals as a correct interpretation of them. That can lead to those outside a practiced knowledge of it to believe that the awareness the Red Pill brings is a net negative. What is undeniable is the appeal of the truth The Red Pill presents and that appeal is attractive to men who are still trapped in their Blue Pill idealism.

Their want is to find some way to achieve a Blue Pill idealistic goal with the very harsh reality a Red Pill awareness brings to them. They want to be reinserted back into the Matrix, but with just enough Red Pill awareness to make their Blue Pill hopes a reality. They don't believe The Lady in Red is real, but they do believe that she's attainable and can be made real because they have the Red Pill awareness to effect it.

They also see the potential for selling a sugar-coated version of the Red Pill's knowledge-base as a means for other men to achieve their own false hope in Blue Pill idealism. There really is no going back once you have a grasp of the praxeology of the Red Pill, but it's a comforting fiction for Blue Pill men (*who've yet to kill their inner Betas*) to believe they can achieve those Blue Pill goals with just enough Red Pill awareness (the pro-feminine parts they think women will approve of).

And this false hope, one that conveniently ignores the uncomfortable parts of Red Pill awareness, is what will be sold by profiteers no matter what title they apply to it.

Disassembling ONEitis

December 29, 2016 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Just a personal note here; at the end of November I accepted a very lucrative promo contract for a large entertainment/gaming corporation. It should last me a while and keep me busy in several states this coming year. As if that weren't enough, I also accepted a principal creative offer to add an additional brand to my portfolio (craft beer/ale) as of last week. Needless to say this will keep me busy throughout 2017.

Unfortunately, I had to cut short my sabbatical I was using to work on the third installment of *The Rational Male*. Progress is still moving apace, but I've moved my publishing date out to March of next year to give me time to settle into my new projects. I won't be taking any time away from the blog, but one benefit of my new gig is that it's put me in such a position that I've been able to begin making the rounds again on my old forums (SoSuave) as well as the Red Pill sub on Reddit and a few others.

It was on the TRP subreddit that I came across this [post from *The Bitter Truth*](#). It gels pretty well with what I've been developing over last week so I thought I'd riff on it for a bit.

Recently I met my perfect 10. I was mesmerized by her beauty – I actually froze up in front

of her during the middle of our first conversation (not typical of me). I am currently, and was at the time when we met, spinning plates (including my ONEitis), but for some reason I idolized this girl. Somewhere inside of me decided I had to have this girl. I wanted her more than anything. I fooled myself into thinking she was different, and I put her on a pedestal.

The ‘special little snowflake’ concept is a very old Red Pill cliché, but sometimes it’s worth returning to why these came about. One thing Blue Pill conditioning does for boys who will later become men is that, by default, it puts the feminine as the highest priority men need to have for their lives. One reason I stress men becoming their own mental point of origin is because they are taught from a very early age to replace their own imperatives as their first thought with those of women; in other words to pedestalize the feminine. They are conditioned to seek feminine approval, and in so doing, the reward that this approval represents becomes the gender-correct context through which boys and Blue Pill men are taught to filter their social interactions through.

Because the feminine is the ‘correct’ context in which men are raised, the natural, deductive, response with regard to intimacy is to place girls and women on the proverbial pedestal. I mentioned this dynamic a couple of posts ago, but the pedestal Blue Pill men refer to is a personal part of a much larger social pedestal upon which men are taught to put women on socially. The larger whole of Blue Pill conditioned society will later blame this pedestalization on individual men – being told their insecurities are due to their own deficits, a lack of confidence or a belief in themselves – when in fact they were raised and conditioned by a feminine-primary social order to default to this pedestalization. This default deference to pedestalizing women may indeed be something men must overcome in the long term scope of their lives, but make no mistake, it starts from a feminine-centric, feminine-correct upbringing.

Even for guys employing Game and dating non-exclusively, there at some point comes a ‘special’ One girl that embodies a deeply held Blue Pill idealism about the ‘perfect girl’ for him. Usually this girl meets the criteria for what he considers his ‘*Genetic Celebrity*’, but as men mature they tend to modify this ideal based on what their conditioning has taught them qualifies as a ‘*Quality Woman*’.

This occurrence is always a test for men who are Red Pill aware. Men’s own innate idealism is focused on outward possibilities; the hope for what can be. The problem is that this male idealism has always been a useful thumbscrew in conditioning men to accept a necessary deference to women, and this comes at a price.

Two Sides of ONEitis

One of two things generally happen for the Blue Pill guy who gets his wish and achieves intimacy with his ONEitis girl. He either defaults to supplication with her, or his ONEitis idealization of her is dispelled, and she and womankind are brought back down to earth to mingle with the mere mortals. It’s important to really understand what ONEitis really is; an unhealthy attachment to an idealization. A lot of guys make the mistake of believing that if they’re “really in love” with their ONEitis everything is OK, but the fact is that guys wrapped up in ONEitis are committed to the belief in their idealized Dream Girl.

On the third date with my ONEitis we made dinner at my place, we watched a movie together, and we fucked for the first time. For the first time in a long time I was actually anxious (maybe even excited?) about having sex, as I had been idolizing and fantasizing over this girl for some time. Even though I was anxious I didn’t spill my beans and kept my cool, and gave her a fuck she’ll be hard pressed to forget – but I realized something when I

was balls deep inside her: The sex isn't that great and neither is she. At this point she's no different than any other girl I've put into my bed who's spread her legs for me. After I dumped my load inside her my head started to clear a little and I could see that this girl I had been worshiping isn't any better than me, and I'm not a better person for fucking her. It doesn't make me a better friend, Man, or XYZ because I put my dick in some girl I was fantasizing over.

In addition I started to notice her imperfections, a birth mark, nervous ticks, less than perfect qualities. In my mind I had painted her out to be this perfect angel – but that couldn't be further from the truth. She was so attractive to me because she seemed out of reach, but now that I've had a taste I know it's nothing special.

This is a good example of having the ONEitis ideal disillusioned for a guy. When PUA gurus tell you to think of a hot girl like she's just another girl that mental state comes from replicating this disillusionment. Roissy had an excellent maxim in *The 16 Commandments of Poon* about this:

X. Ignore her beauty

The man who trains his mind to subdue the reward centers of his brain when reflecting upon a beautiful female face will magically transform his interactions with women. His apprehension and self-consciousness will melt away, paving the path for more honest and self-possessed interactions with the objects of his desire....

Roissy even goes on to suggest guys stop using terms like 'hot' or 'cute' when referring to women (as well as to avoid complimenting women on their looks if you're not sleeping with her) in order to put your head out of the conditioning that led to your idealization of what will become a ONEitis woman. Again, the idea is to come to the disillusionment state *Bitter Truth* is outlining here *before* you make an approach and before you move into any possibility of becoming monogamous with a girl who's representative of an idealization.

Another way I was misleading myself is that I was using my ONEitis for validation – “If I can fuck this 10 then obviously I'm the perfect chad that I've always wanted to become.” I was looking for acceptance through someone else's eyes, but when I finally got it – it didn't change who I was as a person. Having a beautiful, young girl on your dick or around your finger may win the admiration of needy guys and make other girls jealous – but it doesn't make you a better person.

I've covered the idea of men using sex for validation before, so I won't belabor it now. However, I will add that it is part of Blue Pill conditioning's goal that men internalize the idea that their sexual imperative is inherently bad and, by a feminine-primary context, incorrect. Part of making men believe this is inculcating the idea that men seek to build their egos and their status up by having sex in popular culture. Part of this comes from the goal-centered nature of men being the sexual performers for women's acceptance – further reinforced in a fem-centric social order – but beyond this, the sex-for-affirmation narrative is meant to diminish the legitimacy of men's sexual strategies in favor of women's socially correct sexual strategy (Hypergamy).

I hear and read even well-meaning Red Pill men who still promote this idea while tossing out “atta girls” for women aping men's sexual imperatives themselves. The giveaway here is in *Bitter Truth*'s referring to his not 'feeling like a better person' for having banged his Dream Girl. His anticipation

was that he would ‘be a better person’ for having been approved for, and consolidating on, sex with his ONEitis. Again, this comes back to the disillusionment I mention above, but it’s also the result of his being conditioned to believe that ‘all men have sex to build their egos, their status, and feel good about themselves’.

Feminine-primary society seeks to diminish men’s sexual agency, and the primary way of doing this is to turn it into a pathology. We see this all the time with regards to how feminism and the Feminine Imperative obfuscate and redefine conventional masculinity to fit its convenience. But with regards to men’s sexual imperatives, their strategy must be made a sickness or an ego flaw when they pursue it.

I’ve read a few posts on TRP about ONEitis. They’re usually written about the girl we can’t have, or the girl that’s out of reach. So maybe this can give a bit of a different perspective on the topic. Sometimes when things seem just out of reach we want them more because we can’t have them. Sometimes if we never see what she’s like up close, we’ll never be able to see through our ONEitis tinted lenses we’re viewing her with. She is just another girl. She’s not perfect, I just refused to see her as she really is. The only thing special about her is her looks – and she really doesn’t bring anything into my life except another hole to fill. The morning after her phone was blown up with messages from beta orbiters telling her good morning and asking her how her night was (great thanks to me, and thanks for asking). These guys were idolizing her the same way I was by putting this girl on a pedestal and refusing to see her as an equal (or less). They’re wasting their time. They don’t really know this girl, they just want the fantasy figure they’ve painted inside their minds.

This is a good observation, but the thing is that this ‘celebrity’ Dream Girl isn’t something they’ve painted in their heads of their own volition. Women’s Beta Orbiters are a persistent fact over generations now because it’s what they’ve been bred and raised to be. To be sure, most willingly create their own idealizations, but the seed is already there for them to water.

There’s an interesting paradox about this disillusionment. On one hand there is a certain emotional satisfaction that comes from believing in that Dream Girl ideal. It’s what inspires men to achievement, self-improvement and many great creative endeavors. But the idealization can become a trap. It becomes a comfort to believe in that Blue Pill Disney-wishes-can-come-true fantasy, and that fantasy transforms into a sweet vindication when a Blue Pill guy finally gets his Dream Girl. At that point his investment in that ideal girl is just as important as his capacity to sustain that relationship in a Blue Pill context.

These are the guys who get gobsmacked when their Dream Girl leaves them once they’ve determined that he’s not the Alpha dominant guy he’s sold himself as. Now, not only is he dealing with losing “the best girl he’s ever gotten”, he’s also confronting the truth that his Blue Pill conditioning and the ideals it’s bred into him have been false *and* a source of his own self-deception. Losing that ONEitis girl is compounded by his losing faith in his Blue Pill world.

So if you have a ONEitis you’re fantasizing over right now, take a quick moment and consider that she’s just a normal girl with above average looks (or just really good at putting on makeup). She has flaws and imperfections – you just haven’t known her long enough for them to come out, or you’re refusing to see them. Literally the only reason I wanted this girl was because of something that was completely irrelevant to who she is as a person – good genetics. She has flaws and insecurities just like any other girl. She’s not perfect and makes

dumb choices. She's just looking for her Chad – just like every other girl. “We see the world (girl), not as it (she) is, but as we are.”

Edit: I would like to stress the importance of spinning plates and having options. It has helped me greatly. Not only for the abundance mentality, but being able to compare her to my other plates has helped me put things into perspective – but having plates didn't prevent me from developing ONEitis in this circumstance.

I did a fun post a while back called *Show and Tell* where I compared the pictures of made up and non-made up porn stars to illustrate the fantasy image men hold with the real-life ‘smell her farts’ reality of women. Most Blue Pill men will tell you that their idealizations are about the girl underneath all the make up. This is the idealization they are taught to believe is acceptable for women because it absolves women of having to qualify in any way for men's sexually strategic approval. Holding standards for a woman's looks, her weight or how she presents herself will always be conflated with sexual objectification of women. But when a Blue Pill guy finds his Unicorn she almost always qualifies for that status because of “who she really is”.

While it's all well and good to keep a realistic perspective of a woman's presentation, part of Blue Pill conditioning is promoting the idea that the women men ought to pedestalize should base that idealization on intrinsic rather than extrinsic factors. You will find that some of the most pathetic guys with ONEitis will often pine over some of the least physically attractive women. I've stood in wonderment over the weeping and gnashing of teeth Blue Pill guys will display over women whom they exceed in SMV by as much as 2 points.

That's the ‘real’ ONEitis; when a guy who you know could easily do leagues better than his ONEitis girlfriend in the SMP is bawling over her, head in hands, because she's his ‘One’. Looking at this from the outside we think ‘what the fuck man?’ and try to deductively reason with him about how much better he can do, but what we don't wrap our heads around is that this guy was conditioned since his earliest years to believe that his ‘snowflake’ is unique in her intrinsic qualities.

Yes, there are guys who blow themselves up over HB 9s that they fantasize over obsessively, but for the vast majority of men (that is to say the Beta 80% of them) this fantasy remains just that, a fantasy. In fact, according to the book *A Billion Wicked Thoughts* most men reserve their sexual fantasies, and consciously limit their extent, for sexual encounters with women whom they believe are ‘attainable’ to them. This is one explanation for the rise in the popularity of amateur porn, but also, it's because most men want to fantasize over what they believe might be possible for them to actualize.

I would argue that for most guys with ONEitis this comes as a result of their comparing what they believe their SMV is with the grossly over-inflated SMV value most average women apply to themselves. On average, and with the aid of connectivity and social media, most women presume their SMV value is greatly above that of men. This perception then filters down to the average guy and now you can understand why guys believe that their much lower SMV girlfriends are “the best girl they'll ever get.”

Alpha-Beta Communication Modes

January 4, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I had a really good [comment from *Rites of Passage* from Elooi](#) I've been meaning to get back to for a while now:

This post has been here for about a week so this comment might get buried but I was wondering if it would be an interesting post for you to speak to the difference in how women communicate with men they find alpha and men who are their emotional dumpster.

(Its been covered in aggregate by multiple posts but not specifically how women frame the conversation)

At my work, I am an expert in not only my field but in our company. Even our newly hired CFO made a comment about finally putting a face to the legend he had heard about (when we met).

Since becoming red pill aware and really beginning to actively observe men and women in the office, I have found that women come to me specifically for career advice, my expertise, leadership and my help to make things happen. They don't complain, they don't dump their emotions they don't ask me how I feel other than to make sure I approve. This defer to leadership (as I call it) has been happening more and more recently (either from my continued awaking to RP or my ability to finally notice)

What made me think to bring this female communication between alpha (defer to leadership for help/decisions) and beta men (let me dump my feeling on you) was a co-worker I used to work with a lot looked out of sort and I made a joke about her being high.. and she almost emotionally broke down when she told me her brother recently died. She visibly choked it down and I changed the subject before she broke down. She was incredibly relieved. In a way, changing the subject gave her strength or at least a distraction. Since then she has tried to be more engaged with me and constantly asking for my approval of what she does. I find it interesting that blue pill men might have wanted to try and help by having her discuss her feelings or try to connect with her and talk about how awful he feels for her.

Another example is a girl I used to sleep with texted me after the election out of the blue about how distraught she was and how the world was going to end because Trump won. (She doesn't know I prefer Trump to Hillary). In the ramblingly long text she even mentioned how angry and unstable her current boyfriend was over it. All I said back was, "Take a deep breath, its going to be fine." From that point on she has been trying to re-engage me and always flirty. Its obvious to me she wasn't looking for someone to have an emotional conversation with..(her distraught beta boyfriend could have handled that) she wanted someone to tell her she was freaking out and pull her back to earth.

Both of those situations in a blue pill world would have triggered the "lets explore how we feel" conversation, but really they didn't want that.

I've written several essays about the difference in men and women's communications priorities and the importance each sex places on particular aspects of communication. However, most of these simply outlined the dynamics. It's no secret, even to Blue Pill men, that men and women communicate differently. Men place primary importance on the information or content of what is being communicated, while women put context, or how what's being communicated makes them feel about the exchange as their primary importance.

This is actually one area of Red Pill awareness you'll get the least amount of resistance from Blue Pill guys or the femosphere about. Women *love* to tell us how superior their communication skills are, or how they get so much more from sub-communications that men are largely ignorant of. The point of pride comes from the idea that women tend to communicate more "effectively" than men, because they utilizes non-verbal cues such as tone, emotion, and empathy whereas men tend to be more task-oriented, less talkative, and more isolated. Men have a more difficult time understanding emotions that are not explicitly verbalized, while women tend to intuit emotions and emotional cues.

These differences explain why men and women sometimes have difficulty communicating and why men-to-men friendships look different from friendships among women.

The problem with all of this is that it presupposes that women's communication is the 'correct' form while men's is incorrect because it is more blunt and devoid of nuance. The measure of "effective" communication in a feminine-centric world is judged from a feminine-centric (emotional) metric, not how well information is transferred. There's really nothing isolating about men's capacity to communicate, it just doesn't appeal to a social order that's founded on what ought to be correct for the Feminine Imperative. As you might guess, a high importance is given to emotion and a capacity to emote in a feminine-primary social order. Thus, emotionalism becomes the benchmark for that order's metric of "effective communication".

I'm stressing this here because as western(izing) societies have effectively feminized men for the past 4-5 generations the majority of men (largely Beta) have adapted to learn, and default to, this context-first female form of communication. In spite of men's neurological differences in communication, their Blue Pill conditioning teaches them that 'effective' communication *is* female, emotive, communication. Although they lack the hardware for it, men learn to alter their communication style to accommodate that of women's because it is seen as a means to intimacy with women in feminine-primary society. Beta men, as part of *Beta Game*, are conditioned by the Blue Pill to reprogram themselves to *identify with the feminine* – a large part of that is learning to communicate as a woman communicates.

Boyfriends and Girlfriends

Women have boyfriends and girlfriends. If you're not fucking her, you're her girlfriend.

I wrote that as part of my posts on intergender friendships. Women get upset by that quote because it's unflattering, but true. Blue Pill guys get upset because they see themselves in it and then seek to rationalize how their situation with their 'girl' friends is different. But what they both rarely want to confront is that Beta men communicate with women *like* women. And conversely, women communicate with Beta men in the same mode of communication they are comfortable with when communicating with their same-sex girl friends.

Most Blue Pill / Beta men are largely oblivious to the fact that their communication's methods and priorities have been conditioned to have them subconsciously default to a feminine-primary, context (feeling)-first form of communicating with women. This is so engrained in Beta men's personalities that few are ever aware that they do so. It's just 'how they are', and few if any ever give an afterthought to how they communicate with women *as* women. Many a Beta guy gets very hostile when they have this pointed out to them because it conflicts with their distorted Blue Pill-defined concept of masculinity. So, if you tell a Beta, 'you communicate like a woman' the conditioned response then is to question the security of the masculinity of the guy pointing it out and he goes back to feeling good about himself for being evolved enough to communicate correctly – as a woman.

It's when guys unplug and become Red Pill aware that they begin to understand this dynamic. Most Beta men's feminine-primary communication mode makes them subconsciously indistinguishable from women's 'girlfriends'. I mentioned this in some past essays on intergender friendships, but what happens is that as part of men's Blue Pill conditioning that convinces them to adopt a personality of passivity, equalism, sensitivity and identifying themselves with the feminine, in most respects they *become* a woman's same-sex girl friend. This feminization of the Beta is confirmed for them when that Beta communicates in the same mode as her best girl friends. The appearance might be

male, but the hindbrain registers female for her.

This context-primary form of communication is the most common among men (largely Beta) today so it's literally what women are accustomed to when they interact with men. They become used to being deferred to, used to being communicated with in her own mode. This then sets the baseline for what women expect from men's communication – they expect him to communicate like a same-sex friend – so when that mode becomes taxed or a guy slips back into his blunt, low-nuance content driven mode it's naturally an attraction. No doubt, that guy will get called out for being a 'typical dude' and shamed for his incorrect form, but it is attractive not only for being a break from the feminized communication patterns she's used to, but also because it implies that he's his own mental point of origin. It communicates that he is confident enough not to care about accommodating her form of communication (feminine-primary).

One reason Amused Mastery is so effective is because it forces a woman to communicate on male terms. Amused Mastery implies a man actually has a mastery above that of the woman he interacts with. When a man employs Amused Mastery it registers in a woman's hindbrain through his unapologetic insistence on communicating with her on his communicative terms.

You're Not Listening

Women's biggest complaint about men with regard to communication is that they don't listen. The common Red Pill observation about this that women only come up with that gripe when men won't do what she tells him to, and that it's about a Frame grab. That's certainly true, and especially evident in relationships where a woman presumes her Frame is the dominant one, however there's a bit more to this. 'Men don't listen' is also a conflict in communication modes. Since men's communication mode centers on content and information, we tend to filter out the background noise – and most of the background noise that comes about from intergender communication comes from exactly the emotional chaff that women are so proud of in their 'correct' form of communicating. Men intensely listen to content, what they filter is unimportant non-content and usually this amounts to the contextual delivery of what's being communicated.

However, women do filter for that emotiveness, so once again when a man does listen to feelings and identifies with women expressing them women's hindbrains associate that with a feminine (or feminized) character. Ergo, the association is that Beta men are 'listeners', which ultimately is anti-sexy for any man wanting to develop a woman as a romantic prospect. And thus, you become her girl friend.

The Alpha & Beta Communication

So, to *Eloie's* point, yes there are communicative differences in the ways women will relate to men they perceive as Alpha and Beta. As you may have guessed, how a woman communicates with you is a very strong indicator of her sexual market value estimate of you. Going back again to Amused Mastery, if you are perceived as an authority of something a woman's communicative mode will often shift to a more content specific (male) form of interacting. This is particularly so when her need dictates she solve an immediate problem. Women with pressing real-world problems will often confuse men they perceive as Beta by deferring to their particular expertise on whatever it is they believe will solve that problem.

A lot of Beta computer guys know what I'm talking about. A woman communicates with them in her own feels-first contextual mode when it's all solipsistically about her personal problems, but let her iPhone or laptop malfunction and then she shifts to content driven communication. She does this to

solve a pressing problem by shifting the mode of interaction to deferring to him. He registers this and defaults back to his content-driven communication (with not a little bit of pride that she recognizes his convenient expertise). Once the problem is resolved, she goes back to her mode of communication (feels-first) and shames him for being a typical guy if he doesn't adjust back to her communicative frame.

Another scenario is what *Elooi*e describes. Women who already have an Alpha impression of you will often begin an exchange in what she expects will be your male-centered way of interacting. In PUA terms you might call this a preset buying temperature, but when a woman is attracted to you she is expecting you to communicate as she expects a man will communicate. In fact this is an excellent Alpha Tell if you have the skill to recognize it. In the early stages of interacting with a woman you will notice that playful banter is almost always performed in men's communicative mode. This is the mode an attracted woman is hoping you'll insist on maintaining. In fact, I'd argue that most shit tests a woman delivers (at least the active shit tests) are issued in the hopes that you will pass them from within a male-centered communicative mode.

That's not to say that men's content-based communication leaves no room for wit or nuance – nothing entertains a woman more than a guy who 'Just Gets It' but also knows how to communicate that he does get it. This is the intergender thrust, parry, riposte of Game. If a man defaults to being Mr. Sensitivity, self-conscious of his every response and reflexively communicates in a female-centered mode from the outset, he gets relegated to Beta status; only useful for convenient chores and emotional tampon duties.

I think it's a really good exercise for newly Red Pill aware men to put on their Red Pill Lenses and really listen and watch how women interact with men and each other. Make mental notes about how you think a woman interprets the SMV of men as well as the women she communicates with. Watch for the shift in communication modes, see if you can predict the shift when a woman talks with a man you think is Beta and then with a man you think she perceives as Alpha. It's really not that hard to guess. In fact, we're really preprogrammed to acknowledge it even in a Blue Pill sense, but with Red Pill awareness it's educational and entertaining.

Once you get a good understanding of how this communicative interplay shifts according to personality, need, environment and attraction you'll get a better grasp of the message a woman's medium is telling you personally. Then, learn to pull your head out of a female mode of communicating and insist on her coming into your mode of communicating. This will be an essential part of establishing your dominant Frame.

The Reconstruction I

January 11, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the most common misperceptions for guys coming into a Red Pill awareness experience is an expectation of being able to use that awareness and Game to reconstruct an old relationship. Most often this hope is about a guy wanting to ‘fix’ his broken relationship with a girl who dumped him. This is easily the most common reason Blue Pill guys make themselves open to what the Red Pill has to reveal to him. They are desperate, not for the intergender truths that the Red Pill presents, but rather for a solution to their hearts being crushed by a girl.

This is understandable when you consider that these men are still very steeped in Blue Pill idealism they’ve yet to unlearn (or understand why they need to unlearn it) and haven’t made the connection that their idealism is part of the reason why they likely were dumped. All they feel is a desperate longing to reconnect to a girl who was their ‘One’, and only now they are desperate enough to seek answers from the Red Pill.

It’s funny how some of the most ardent Red Pill deniers will be open to listening to its truths about men and women if it presents the possibility of them getting back with a former lover they invested themselves in. This is a good illustration of the degree of control Blue Pill idealism has over guys; that they would be open to amending their beliefs if it means reconnecting to those feelings he’s been cut away from.

Unfortunately, the Red Pill is not a salve for Blue Pill disillusionment. It’s a cure, not a bandaid. I tried to succinctly address this in the [7th Iron Rule of Tomassi](#):

Iron Rule of Tomassi #7

It is always time and effort better spent developing new, fresh, prospective women than it will ever be in attempting to reconstruct a failed relationship. Never root through the trash once the garbage has been dragged to the curb. You get messy, your neighbors see you do

it, and what you thought was worth digging for is never as valuable as you thought it was.

Another Red Pill reconstruction attempt is men who make it their goal to ‘re-seduce’ a woman they failed to effectively Game while still wrapped up in their Blue Pill mindset. The first presumption is that revenge might motivate a guy to want to pump and dump a girl who once blew him out back when he was locked into his Blue Pill mentality. Women like this idea because they think it confirms men’s egos being easily bruised, but I don’t think this is always the case.

It’s entirely possible that some past coquette has taken an organic liking to “the new him” now that his Red Pill transition and better grasp of Game has made him attractive to her. I’ve had several guys relate to me about how they have turned a former ONEitis into a plate they were spinning along with others. The experience of doing so will often solidify Red Pill/Game principles for him – the act of cycling an old ‘soul mate’ into a guy’s roster of non-exclusive lovers is a lesson in taking women of a formerly idealistic pedestal and helps humanize women for him in the process.

I should also add that there’s usually a period of time necessary to effect this. Too many men will see Red Pill awareness and just the loosest form of Game as some magic formula for pulling this off too soon. A sudden incongruent shift in his demeanor only puts her off more and leaves him discouraged.

Doing Everything Right

The third type of reconstructionist is the married man – or the guy in a multi-year LTR – seeking to find the secret to remedy his dead bedroom. There was a time (pre-internet, pre-Red Pill) when these men were reluctant to even voice the problem they were having with their sexually indifferent wives. Generally, this was due to a couple of specific fears.

The first is that most Blue Pill men are conditioned from a very early age to always find fault in themselves before they would ever imply that it would be a woman’s. This was especially true if it was about sex. If you can’t satisfy a woman, it’s your fault. If a woman isn’t aroused or attracted by you, it’s your fault, so the presumption used to be that a man could only better himself as a means to reestablish an attraction that (presumably) he had with his wife before they were married.

Back in the day this ‘improvement’ could be defined in various *old books* ways. He might get a promotion at work, a shift up in status and pay. He might lose weight or find some form of competition he might possibly do well in. He might change his beliefs or accede to better identifying with his wife, or do more chores around the home, help with the kids, arrange more ‘date nights’. He might go to marriage counseling or participate in his church’s “men’s spiritual retreats” in order to show that he’s growing.

All of these ways of “rekindling the old flame” are essentially a man’s effort in acquiescing to his woman’s Frame while keeping him in a perpetual state of negotiating for her genuine desire. From a Red Pill perspective we understand this, but there was a time, not so long ago, when men’s preoccupation was all about *doing everything right* in order to get his wife to fuck him like she used to, or with something resembling genuine enthusiasm.

The second fear men of that time had was admitting to their inability to satisfy their wife (LTR) sexually. Again, this was all about a female-dominant Frame, and his qualifying for her pleasure, but we’re talking about a time when men’s interpretation of their own masculinity was always being questioned. It’s interesting to see how times have changed with communication technology. I can remember a time when it would’ve been taboo to be too direct about sex in church. Now it’s unavoidable and we have pastors encouraging sex quota months in order to spur the asexual wives in

the congregation.

In a Blue Pill social order, men learn to always qualify for women. So the natural, male-deductive response has always been to *do everything right* in order to keep the sex faucet flowing. Sacrifice dreams, belay ambitions, get the right job with the right status and become a person who a woman would want to bang. These are all old book presumptions based on the Beta Female-Identifying Provider archetype, but it's important to keep this in mind today because this same *do everything right* presumption still persists for men today.

The following is a post from the Married Red Pill Reddit I saved about four months ago.

Story time....

I originally posted most of this in a reply over at ASKMRP but I thought I'd share here too.

You can read my post history to get all the gory details but I moved out a few months ago in exasperation after following my MRP path to a T and seeing little to no improvement in our relationship. I've "fixed" myself in ways I never thought I could and moving out was me punting the final decision for a bit before I blow my beautiful children's life to pieces.

Things are calm, peaceful, friendly and kinda fun at "home" but the sexual dynamic hasn't changed at all despite all odds. I've finally reached the point that I give 0 fucks either way and every day that goes by makes me a bit more ambivalent to the whole deal.

It's taken a long time to get here but something happened last week that opened my eyes to how shitty my life has been for a loooooong time and how at this point she is the only "problem" left in my life and I can't "fix" her.

The quick back story is that I was a fat, beta fuck for a long time and have been on this journey for about 2 years. I am fairly ripped now and have "fixed" myself to the point that I feel comfortable saying I'm a top 5-10% guy in my metro. Good looking, successful business(Doubled my sales in the last 12mos! Thanks MRP!), dress well...etc.

Last week I initiated with the wife while I was over at our house helping get the kids to bed. She shot me down like she has been for months. We still fuck here and there but the quality has been shitty for a while despite implementing as much SGM as I can.

I laughed, told her goodnight and went back to my house. I actually prefer being there now. I've come to love the solitude too as the loneliness and missing the kids has worn off a little.

I worked out and read for a while and got bored so I decided to download Bumble and Tinder to get a no risk gauge of where I'm at if I end up nexting her. I've been getting plenty of IOI's in public but I live in a small town so pursuing them would eventually lead to big problems. I also downloaded a GPS location faker and put myself in a state far, far away to make sure I don't get doxxed by one of her shitty, single friends...

Gentlemen...It's been 4 days and I currently have over 60 unsolicited messages from all kinds of women. My inbox is full of unsolicited tittie and pussy shots from women waayyy hotter than my wife. I've got 5 women literally begging me to come fuck them and another 5 or so I'm confident I could fuck within a week if I wanted.

It's a good thing I put myself so far away or the temptation would probably be way too much to handle. I deleted the apps this morning as I'm not ready to blow everything up yet and I want to give the marriage every last chance for my kids sake. I know myself well

enough to know that once I taste some strange there will no turning back. The constant buzzing of the burner phone was also killing my productivity.

The end result is that this whole experiment has killed off any last shred of oneitis I had and opened my eyes to what my life will look like going forward if this goes the way it's heading. My wife is a good woman and is fairly hot but it appears that she may not be able to see past all those years of beta shittiness from me and that's ok.

I didn't tell you my story to brag but to re-affirm that only you can change and determine the quality of your life. I can tell you that 2 years ago I was a mess trying to hang on to the shreds of my marriage while my wife was pretty much repulsed by me. My wife will or will not change into the sexy woman I want over the next few months but now I really don't care because I have PAINFULLY built myself into a man that the world will treat very well either way.

Salvation lies within, motherfuckers! Get to work, be consistent, and reap the rewards!

Today the hope for bettering a man's sexual prospects in marriage is found primarily in Red Pill awareness. I would daresay that the Red Pill, Game and the manosphere have done more in improving men's sexual access in marriage than contemporary marriage counseling for about 10 years now. That's to be lauded I think, but it also has to come with the understanding that no man's experience, no man's situation with his wife/woman, is ever the same, nor is it ideal.

There is a set of Red Pill men (usually married) who also attempt to do everything right – according to Red Pill awareness and applied Game – and, as per this man's story, the situation is such that it is still 'not enough'.

These men become Red Pill aware, they unplug, they struggle to accept it while disenfranchising themselves from their Blue Pill conditioning. They put in the time for insight and soul-searching, they deal with the uncomfortable truths of what they've been all their lives. They deal with the anger that inspires and they come out on the other side and begin to remake themselves. They self-improve.

Roosh recently had some Dali Lama moment about how he believes self-improvement is some Zen preset channel for men, and they ought not worry about bettering themselves. I say bullshit. Self-improvement itself *is* a state of being. Once a man applies himself, invests more in himself than he ever has before, changes his mind about himself, he becomes his own mental point of origin.

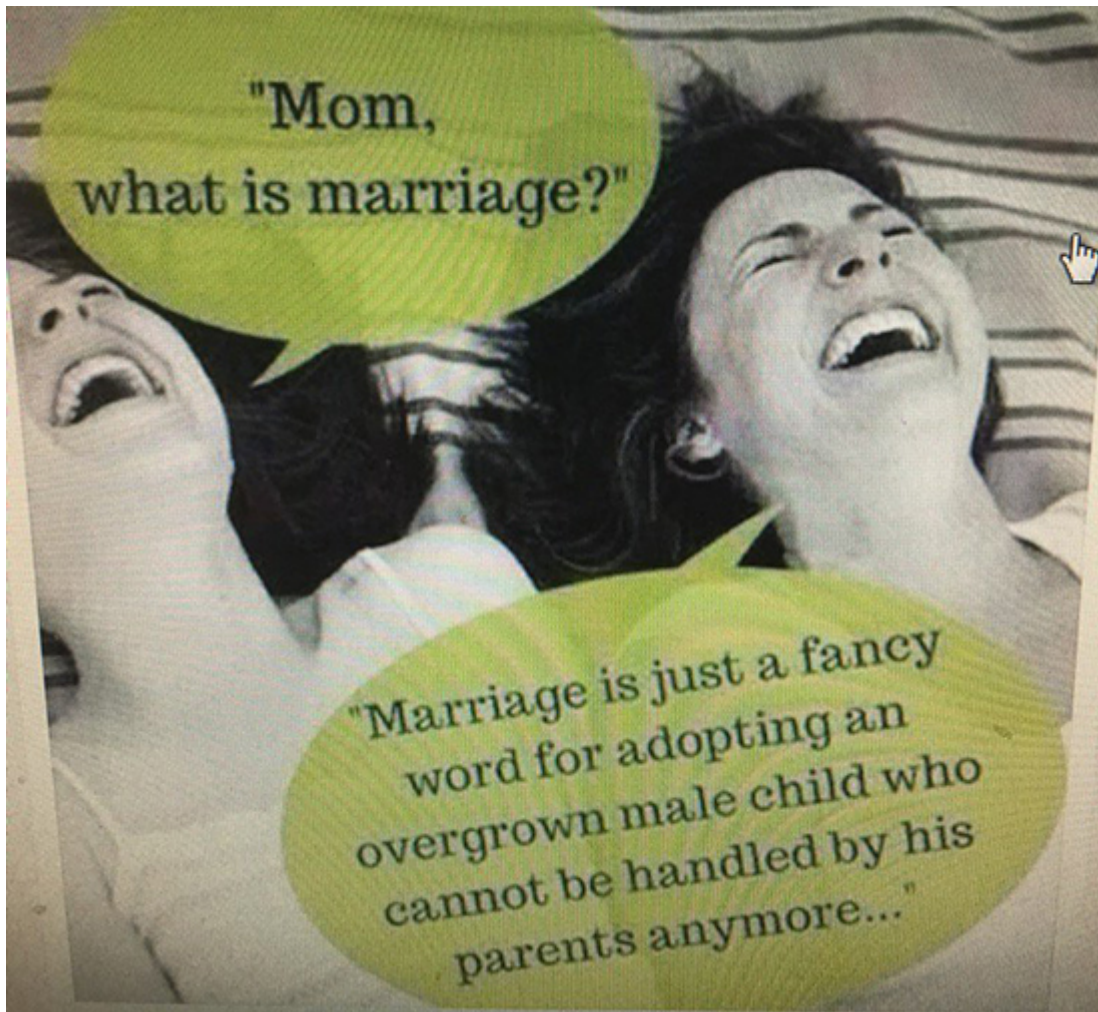
These men begin to see the results of their efforts, efforts often unbeknownst to his woman. She may witness the outward changes, but only he know the experience of his inward changes. Now he's got to deal with new experiences that were previously foreign to him in his old, Blue Pill self-identity. Some are uncomfortable and require him to use judgement he's never had to before. Others are temptations or opportunities he's never had access to before.

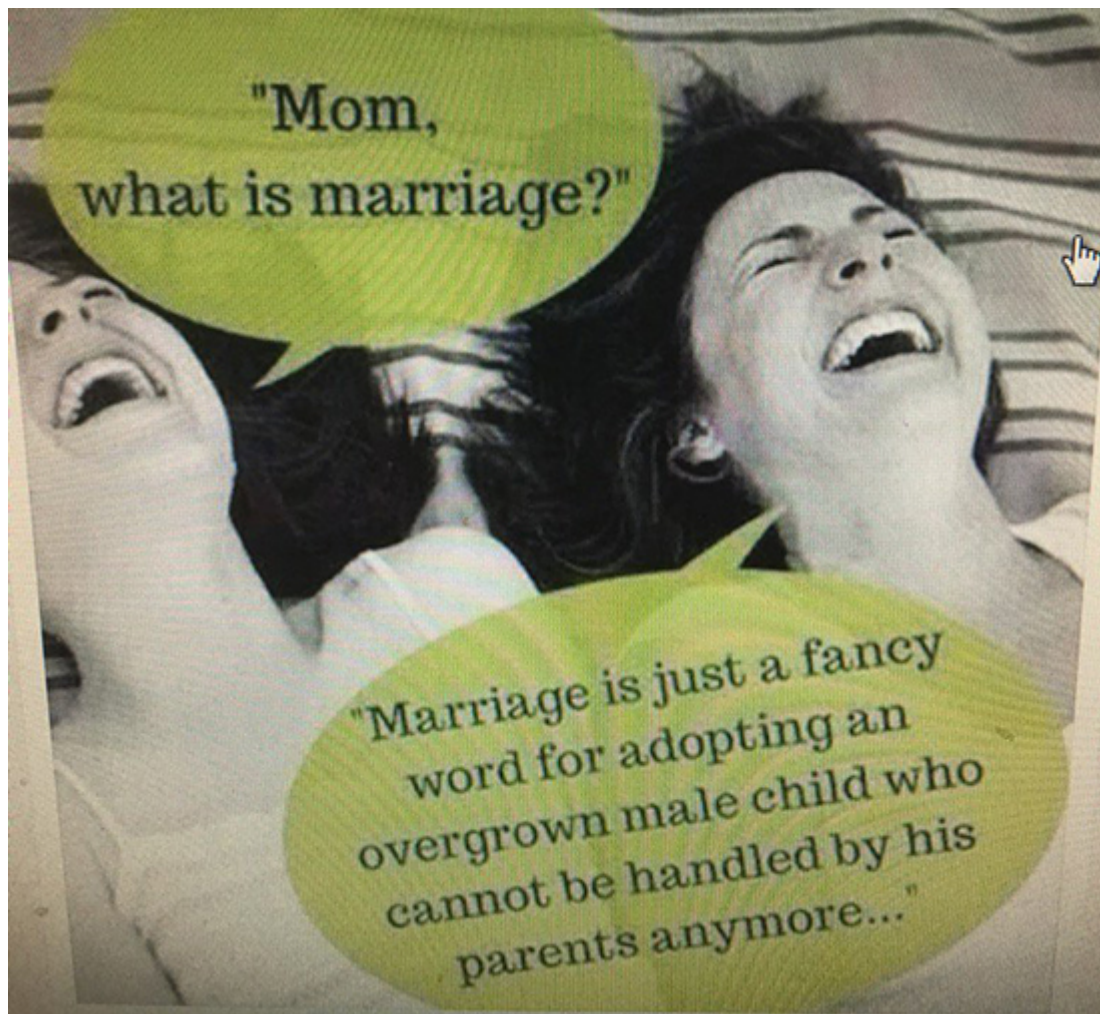
All of what's led to this transition required a lot of personal investment on his part, and by his Red Pill awareness he's done everything right. This transformative experience becomes a kind of Relational Equity for him; equity he believes his wife, his ex, the old high school girl who ignored him, should have some appreciation for. Just like the old books men who believed that building themselves up in their careers or getting more in touch with their feminine sides would be the key to doing everything right, the Red Pill aware guy finds that it's not him, it's her.

This is part one of this series.

The Reconstruction II

January 18, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the most influential books I've ever read I picked up from my father's home library when I was about 25. That book was Dr. Warren Farrell's *Why Men Are The Way They Are*. At the time it didn't strike me as odd that my father would have this book in his collection – my clinically depressed, 3rd wave feminist, aging hippy of a step-mother had eventually roped him into reading it for some Unitarian book club they belonged to in the early 90s. I still have it. It's even got her penciled-in liner notes scribbled in the margins with all the feminist outrage I imagine it must've inspired for her. It's sort of a cosmic irony that the book she raged over would be instrumental for my own writing and online persona.

People always ask me when my point of unplugging came about, but if I'm honest, it was a gradual process that required a lot of bad experiences to learn my way out of the Matrix. However, Farrell's book was a turning point for me. I've since had to reassess my opinion of Dr. Farrell – he's still very much Blue Pill and will likely go to his grave never making the connection that a belief in egalitarian equalism (as taught to him by early feminism) is what's kept him blind to really accepting Red Pill awareness. But if I had a moment of unplugging I'd say it was directly attributable to this book.

I think what got me the most about it at the time were the many stories of the men Farrell had done 'men's group' sessions with while doing his research for the book. It was published 1986 (about 7 or 8 years before I read it) so it was already kind of dated when I read it, but for the most part these men sort of had these sit-ins with other men to relate with each other. If you've read my essay *Tribes* you'll understand why these new-agey get together seem very contrived to me, but the stories these guys were relating in the early to mid 80s were about what I'd expect coming from my own Dad. They all did everything right. Some were the products of the *free love* generation or the hedonistic

70s, but overall these guys were caught in the perfect storm of still clinging to the old books Beta-provisioning social contract and the expectation of 3rd wave feminists that they be ‘evolved males’. More than a few were attending these men’s groups at the behest of their empowered wives in the hopes that they’d learn to get in touch with their feminine sides or at least find some better way to meet their “needs”. I could see my father as one of these men.

Papa Tomassi was a very confused man with regard to women as it was, but to be caught on the cusp of an era when feminine social primacy coming into its own and still being part of the ‘do everything right’ social contract and the belief system that was doomed to fail in the decades to come, I can understand a lot of that confusion. One man in the book described it thusly:

“I feel like I’ve spent 40 years of my life working as hard as I could to become somebody I don’t even like.”

Each one of these guys related a similar frustration. They busted their asses for decades to fulfill the old books social contract, the one that had been the way you did the right thing in order to have a life with a woman, a family, kids, maybe grandchildren, and all of that was no longer working for men. The 24 year old Rollo Tomassi reading this book didn’t know what Hypergamy really was back then, but as I recount these men’s confusion today I can see that it was a result of being the first men to realize that institutionalized Hypergamy was erasing that old social paradigm for them.

Bad Investments

I’ve covered the fallacy of *Relational Equity* in a prior post, but I think it’s necessary to revisit the idea here to understand how it still undermines men in an era of Open Hypergamy and feminine social primacy. These men, most of whom are likely into their 70s now, had a preconception of what it meant to ‘do everything right’; to play by an understood rule set that women were supposed to find attractive, to acknowledge and honor. Furthermore, they were taught to expect a degree of mutual reason from these new, empowered and evolving women. If needs weren’t being met, well, then all that was necessary was a heart to heart and open communication and negotiation would set things back on track because women could be expected to be the functional equivalents of men. This was the golden, egalitarian, sexual equality, future that feminism promised the guys in the 70s and 80s.

Relational Equity is the misguided belief that ‘doing everything right’ would necessarily be what *ultimately* attracts a woman, kept a woman, a wife, an LTR, from both infidelity, and was an assurance of her continued happiness with her man. Needless to say, the collected experiences of men that’s led to the praxeology of what we know as Red Pill awareness puts the lie to this – but as men, we expect some kind of acknowledgement for our accomplishments. Rationally, in a male context, we expect that what we do will at least be recognized as valuable, if not honored, by other men. So by extension of our equalist social contract, women, whom we are told we should expect to be co-equal agents with men, should also be expected to see past their emotional Hypergamous natures and make a logical conclusion to be attracted to men who are good fits in a mutually understood sense.

This, of course, is nonsense for the same reason that expecting genuine desire can be negotiated is nonsense, but essentially this is essentially the idea the shifting social contract of the time was trying to convince men of. And as you might expect, those men, the ones with the insight to recognize it, saw it for the opportunism it really was. Even if they ended up at 40 hating who they’d become.

From *Relational Equity*:

This is a really tough truth for guys to swallow, because knowing how hypergamy works

necessarily devalues their concept of relational equity with the woman they're committed to, or considering commitment with. Men's concept of relational equity stems from a mindset that accepts negotiated desire (not genuine desire) as a valid means of relationship security. This is precisely why most couples counseling fails – its operative origin begins from the misconception that genuine desire (hypergamy) can be negotiated indefinitely.

When we become Red Pill aware there is also a kind of Relational Equity we need to acknowledge and manage. Once we've unplugged it's easy to get caught up in thinking that because we know the game, because we've gone through the trials, because we **know** we're higher value men – if for no other reason than that we no longer subscribe to the misgivings of our Blue Pill conditioning – because of that awareness we tend to think that this should be consciously or tacitly appreciated by a wife, a girlfriend or the women we're sarging in the club.

This can be kind of tough for an aware man because it's often something we need to keep latent in ourselves. Being overt about Red Pill awareness with women is almost always self defeating because it exposes the Game. Women want to *play* the game, they don't want to be told how it operates. In our everyday lives it's necessary to reserve and observe or we risk changing the process.

Openly acknowledging the value a man believes he ought to inspire in a woman will alter her perception of that value. Most men who resort to forcing a woman's hand by laying bare all the qualities of himself (real or imagined) he believes she *should* recognize and appreciate are only exposing their belief that Relational Equity and an old paradigm mindset is his mental point of origin. In truth, guys who attempt to set themselves apart by listing all the ways they're valuable and playing by the rules generally get shamed by women in the end because those qualities have become so common place and expected that they've become debased.

So you're a great father to your kids and a devoted husband who built himself into the guy that any woman should be attracted to, who should be a great catch? That's great, but that's what you're *supposed* to do. And all those things you're supposed to do, those aren't what engender a woman's genuine desire. In a feminine-primary social order – the same order that deliberately misdefines masculinity for men – all men need to do, endlessly, is *just a bit more* to do everything right.

The Awakening

On both the Married Red Pill and MGTOW Reddit forums there's been discussed the concept of being 'awakened while married'. Hopefully I won't butcher that concept too badly here, but I think one aspect of becoming Red Pill aware, whether you're a young single guy or an ~~old~~ mature married one is that there comes a point when you are awake and aware of the conditioning and the intersexual paradigm you truly live in. Honestly, I envy the younger men who come into this awareness early in life, but I also recognize that theirs is a greater responsibility to the truth for the rest of their unplugged lives. Men awakened while married at least have the excuse of having been deluded by Blue Pill conditioning for most of their lives to that point.

For younger men the Red Pill presents challenges with each new prospective woman a man applies himself with. For the awakened married man, his challenge is reinventing himself in a Red Pill aware paradigm with a woman who is already intimately aware of his persona, possibly for decades. We always say that once you've become Red Pill aware there is no going back. Even for men who go into total denial and choose to live with the cognitive dissonance of what they know about their own Blue Pill conditioning and the socio-sexual game going on around them there will always be

reminders of Red Pill awareness he'll notice on his peripheries.

For a man awakened to his condition while married, his state is a never ending reminder of what his Blue Pill indenturement has made of him. Like the guy in Farrell's men's group, the Blue Pill husband has spent most of his life trying to become someone he may or may not like, but that process of *becoming* was prompted by his Blue Pill conditioned existence. Once that man becomes Red Pill aware he's now faced with two problems – how will he remake himself and how will his wife accept that remaking?

From the earliest posts of this blog I've always stressed that a man's dominant Frame in his relationship is vital to the function of that relationship. Unfortunately, most men who were awakened while married began their relationships with a strong Beta perception for their wives. We can debate as to whether just the commitment of marriage itself makes for a predominantly Beta perception of a man, but in an era of masculine ridicule, *Open Hypergamy* and Alpha Widows it's a good bet that women's impression of their husbands is rarely one of reserved Alpha confidence.

This is a tough position for a Red Pill aware husband to confront. Sometimes a wife's impression of his Beta-ness is too embedded, or she's built a relational framework around expecting him to be a hapless Beta. Humans are creatures of habit with an insatiable need to see familiarity in other people's actions. Your predictability gives them a sense of control. I should add that this expectation of predictability isn't just limited to a wife's perception of her Beta husband. That can, and often does, extend to a man's family or friends who also expect him to be the Beta he's always been. This then presents another challenge in remaking himself into something new, dominant and respectable in his Red Pill awareness.

Many of the men I used to do peer counseling with back in the early 2000s only wanted one thing; they wanted their wives to have a genuine desire to fuck them with either an enthusiasm they'd never known (but believed was possible) or they hoped to re-experience (and hopefully sustain) a genuine sexual desire they'd enjoyed with their wives while they were dating. None of them wanted (at least at first) to abandon their marriages, they just wanted to do thing right so their wives would fuck them, love them, respect them. They really wanted things to work, and so much so that they would overtly ask their wives "what do I have to do to get you to love/fuck/respect me and I'LL DO IT!" Which of course was precisely the thing that turned their wives off even more.

Their overtness and desperation was only more reinforcement and confirmation of these men's wives perception of their Beta statuses. However, these men are the descendants of the generations that convinced them that 'open communication' solves all relationship problems, but here they were, being open, direct, expecting a rational, negotiable solution to their problem only to have it drive their disgusted wives further from them.

Hypergamy doesn't care when a woman's lasting impression of a man is his Beta status. How a man's Red Pill awareness and the changes it brings in him will be accepted depends largely on his predominant condition. What husbands want is a sea change in their wives' impression of them once they adopt a Red Pill / Game aware way of life. Most husbands have to weigh their emotional and personal investments in their wives with the reality that their wives' impressions of them may simply never change. Becoming Red Pill aware forces husbands into a position of having to judge whether their marriages are even worth the considerable effort of trying to improve.

In the next part of this series I'll be exploring the challenges an 'awakened while married' man has to face while weighing his wife's impression of him with the impressions women outside his marriage

have of him.

Live with Ed Latimore and Mark Baxter

January 25, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Just a quick announcement here, I will be doing a tag-team interview along with Ed Latimore on the Mark Baxter podcast Saturday morning, January 28th, at 7am Pacific Time / 10am Eastern. Hopefully that's not too early for my readership, but I'm a morning guy anyway and you'll get me at my best.

For those of you unfamiliar with Ed Latimore he's a professional boxer, mathematician/physics major, Red Pill philosopher and all-around positive-masculine guy. Ed is a Twitter friend of mine and

the blog, and truth be told, I've always wondered why he hasn't done more interviews with guys in the manosphere. Ed is a mindset guy with an interesting personal history, but unlike most 'positivity' guys he actually has the chops to back it up.

Mark is also a Twitter/Blog friend and his niche has been Red Pill from a family, marriage & divorce perspective. The guy was put through the wringer not too long ago, and to his credit he came out better on the other side. His podcasts have focused almost entirely on the personalities from the manosphere and while his show is still in its infancy I've liked the depth he's gone into with the guy's he's interviewed thus far.

The show won't be live, however, I'm certain that between Ed and myself it'll be very educational to say the least. If you have a question or a comment you'd like us to address please leave it in the comments here.

The show will be available on Soundcloud on Sunday, January 29th.

The Reconstruction III

January 25, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I added this video today to illustrate a point, watch it carefully and with a *Red Pill Lens*. In this post-sexual revolution 2017 there is a strong want for the fulfillment of what I call the *Old Books* socio-sexual model goals. I'll be impressed if you can stomach even half of the boilerplate 'Man Up' message in this video, but watch it carefully because it illustrates the dichotomy of a social order that's been founded on feminine-primacy for over six decades now.

On a side note, I think it should be recognized that even ostensibly conservative thought leaders often toe the line for the Feminine Imperative more effectively than the progressives they attempt to disparage. I'm not going to riff on this video as I think most of my readers will understand the subtext being communicated here, but it's an interesting exposé of the *old books* expectation of "doing the right thing". Granted, it's the same message of shaming men for exactly what I covered in *Are You Experienced?* Only this time the shame for men comes from another man (we're supposed to respect?) while he attempts to sell the same message that Sheryl Sandberg does in *Open Hypergamy*,... Be like Ward Cleaver (he's a stud) and in time, *nothing's sexier*.

When we consider that western cultures have consolidated on feminine social primacy, and a women's-needs-first way of interpreting any social dynamic, things get a bit easier when you distill the intent down from a social scale to a personal scale. What's being related in this video is the desire to socially, culturally, change the definition of what *should* be considered "sexy" by women in spite of all evolved arousal and attraction cues they're subject to. The presumption this is based upon is that attraction is a social construct and therefor something that can be changed.

If a man does everything by the book, if he does everything right, if he accepts the responsibilities feminine-primacy expects of him, he can be considered an adult, and he can assume his chances of being considered 'sexy' by women and certainly his own wife. In so accepting this definition of his *burden of performance* women will appreciate the equity he accrues in the relationship by investing himself in it.

From a Red Pill perspective we see this for what it is, the *old books* social contract that is still being sold to a generation of men who increasingly are seeing it for the life-changing lie it is. However, I'll have you note the final summation of the video where men are encouraged to see adulthood as getting married, becoming a father and working hard to buy a home. I could argue that there are no June Cleavers left in the world or that getting married is a high-risk, low yield gamble. I could argue that becoming a father only makes a man fall in line with the ridiculous or hated caricature popular culture has made of them. I won't even start on the risks of the housing market.

For all of this, the desire is still a return to a social contract wherein men are conditioned to believe that they will be rewarded for doing everything right. That old school notion has become the Beta bait of the past 3 generations.

As I mentioned in the last installment of this series, most men who are 'awakened while married' want to apply their Red Pill awareness in such a way that they might achieve this idyllic state that the guy in this video assures us is possible if we'd all just Man Up. Most married Red Pill (MRP) men are looking to save their marriages. They see it as a key to getting a woman to appreciate his

investment in her, in their kids, in his marriage, his dedication to ‘doing everything the right way’, Much in the same way that single Red Pill guys will (initially) focus on Red Pill awareness and Game in order to eventually connect with their *Dream Girls*, so too does the MRP guy. The difference being that he’s convinced he’s already married to his dream girl and the only thing between him and that ideal life with her is finding the formula to achieve the life-plan this video elaborates.

As I said before, most married men’s first intent when they unplug isn’t to divorce their wives, hit the clubs and spin plates. His first thought is “how do I get her to come around to appreciating me?” or “How do I get back to the kind of sex we had (or I think we could)?” I think it’s important for men, both Red Pill singles and MRP to disabuse themselves of the Blue Pill goals they think might ever be achievable with Red Pill awareness. I say this because it put that awareness into the perception of it being a cure to their problems. While it may seem noble to a newly unplugged guy to want to use his new superpower of Red Pill awareness for good (not for evil) and valiantly use it to do the right thing for his wife, his desire to do so is still founded in a Blue Pill conditioning that’s taught him he’ll be appreciated for it.

It may be that his new Alpha impression on his wife isn’t something she will ever recognize or accept as ‘the real him’. And while this frustration plays out in his marriage, he also sees the positive responses from women outside his marriage – women unfamiliar with his Beta past – who readily respond to the Game he applies. That new positive reinforcement with outside women contends with his wife’s negative reinforcement inside his marriage.

The following quote was part of a comment from [ollieoxenfree](#) in last week’s thread:

Who sees you as a viable long term option and is eager to please (in fact has pleased on many occasions) but is aware you may never reciprocate in kind. Will he waste his best years coveting something he may never have? Wouldn’t it be better to entertain a slightly lesser, suitor and be their top priority?

If a wife can no longer give of herself, does she still see fit to demand the level of investment as when she did? Can a man still appreciate the tacit approval his wife offers him, in not questioning his whereabouts when he’s engaged in an extramarital affair. Does she show affection and support in other ways?

The truth is most women under the influence of the Feminine Imperative don’t support their partners, nor cultivate an understanding with them in regards to the limits of their sexual capacity.

Men, for their part, like to think sexual intercourse with their partners, will always be available, given time and circumstance. The reality is, it isn’t.

Our biologies weren’t meant to tolerate these conditions. Especially with a woman who will constantly shit test you and emasculate you, in every conceivable way she can divine.

A woman will invariably condemn you for your weakness, but expect understanding for hers.

Common Experiences

There is a school of thought about being Red Pill and married that believes that getting a wife (or LTR girlfriend) to accept the ‘new you’ as being impossible. Things may nominally improve due to Dread working, but your new Red Pill marriage will never be what you want it to be because you have improved, she hasn’t and she never wanted you this way in the first place.

I don't accept this assessment in its entirety, however I do see where this sentiment comes from. Most men who are awakened while married are men who followed the same script as the men I illustrate in *Betas in Waiting*. These are the men who have 'done everything right' for the better part of their lives. They cultivated themselves to be the perfect providers that Sheryl Sandberg would have women believe will be waiting for them when their looks begin to fade and it's time to *cash out* of the SMP. These are the men who believe their hard work and perseverance is finally paying off with a woman who now find him irresistible because he represents their salvation in long term security and parental investment.

Most women entering their *Epiphany Phase* are expressly looking for a Beta to take care of them now that the *Party Years* are coming to an end for her. They're (ostensibly) done with the Bad Boys (something they had to 'grow out of') and now want to do things 'the right way'. This, of course, suits a Beta in Waiting just fine because his Blue Pill conditioning has prepared him by expecting him to 'do things the right way' and to believe any woman wanting to do the same must be a *Quality Woman*.

These men believe their ship has finally come in, but because of this these men are often the most difficult to unplug. They have the hardest time with Red Pill awareness because in accepting it they must also accept that what led up to their marriage to that Quality Woman was also a result of their Blue Pill conditioning. A lot of their ego is invested in Beta Game and Blue Pill convictions, but also a forced-convincing of themselves that they did everything right and were rewarded for it.

This is why it's a bitter pill to swallow when that guy's wife drip-feeds him sex, or he discovers her sexual best was reserved for another man in her past, or she tells him she loves him, but she's not *in* love with him. Even in the face of outright disrespect or his Beta confirmations of failed shit tests, he'll still refuse to acknowledge his state. Often it's only prolonged sexlessness (and even this is rationalized for a long time) that motivates him to seek the answers of Red Pill awareness.

The Beta in Waiting never had Frame before or during his marriage. In fact, it was just that lack of Frame that made him marriage material for his wife. He was never "Alpha" for her, and in his equalist mindset he believed this was what set him apart and attractive then.

So going from this very strong Beta initial impression to an Alpha position of dominance can be all but impossible – particularly if his self-confirmed status was that of being a proud Beta.

There are other men who'll report having had an Alpha status prior to their marriage, but they lost it somewhere along the way. They were the Alpha backsliders who possibly entered into the marriage with a dominant Frame, but this dissolved as his wife's Frame or insecurities about him came to dominate their relationship. I think this is likely the scenario that provides the most believability when a man becomes awakened while married, because it is a return to a prior impression (or one his wife had hoped he'd find) and therefore more believable when he does.

The 'tamed' Alphas are also the guys with wives who'll try to actively minimize his Red Pill transformation. Their wives are simultaneously aroused by this rekindling of his Alpha dominance and fearful that he will come to see her as the failed investment she likely is for him. That may or may not be the actual case for him, but for her it will prompt possessiveness, surveillance and a control over how he's allowed to 'appropriately' express this dominance – which in turn disqualifies it.

In the last installment of this series I will outline some ways in which a Red Pill man might go about internalizing this transformation, how that might manifest itself in an authentic way, and also the

pitfalls to be aware of that can stifle it.

The Mark Baxter Podcast

January 31, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As I mentioned last week, I did a podcast with Mark Baxter and Ed Latimore last Saturday morning. I hate to take anything away from my prior interviews, but I have to say that this was likely one of my best, most enjoyable podcast I've done. I think you'll agree.

It's a bit over two hours and Mark did a masterful job in moderating it and the post production I should add. You can download it for free and listen at your leisure via Mark's blog, Soundcloud and iTunes.

The Mark Baxter Podcast

iTunes

Libsyn

Much as I hate to postpone the last installment of the Reconstruction series I feel this discussion was so positive and covered so much I have to drop this here first. I'll post the last of the series this week, but I'd really like to get some reader feedback in the comments on this interview. It'll make you laugh and it'll make you think. For anyone misinterpreting the Red Pill as being something hopeless or angry or negative, I'd ask you to listen through this discussion. Even if you've never heard of Ed or Mark before I think you'll find that this talk was a good reflection on the Red Pill as we interpret it (in terms of intersexual dynamism).

I'd also like to take a moment to thank Mark for starting his podcast. I think a neutral approach to interviewing the various personalities of the manosphere is something sorely missing in our community and Mark has really stepped up by doing this. I'll be doing another interview with Mark solo after my third book is released, but if I do say so, I think Ed is a great complement to my own perspectives. Mark's approach is mature and direct, and I think this really makes for a great exchange of ideas. I could have easily gone for another hour.

So let me know what you think, or what you liked or what about this discussion (interview is much too formal) that jumped out at you that you'd like to have me cover in a post or another interview.

The Reconstruction IV

February 3, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The Red Pill shows you the dark side of women. Not so that you will hate them but so you appreciate them for what they are, not what they're not.

I think one of the harder aspects of the Red Pill for men who get awakened-while-married (or while monogamous) to accept is the disillusionment of their Blue Pill idealism about women confirmed for them in the behavior and mindsets of their wives. Breaking the Blue Pill ego-investments of single men who unplug is a difficult task, but their investment risk in women (real or imagined) they believe might make acceptable long-term mates is far less than a man who's been married for more than 4 or 5 years.

For the single Red Pill guy with the option to simply walk away from a less than optimal situation, his conflict becomes one of potentials and weighing them against his Blue Pill ideals – ideals his unplugging should rid him of. His struggles is one about the “what ifs” and disabusing himself of the scarcity mentality that the Blue Pill has conditioned him for. While Hypergamy inherently instills in women a persistent doubt about a man's quality, the Blue Pill instills in men a doubt about “quality” women's scarcity and his capacity to find and maintain a ‘soul mate‘.

However for married men, with a considerable amount of emotional, social, financial and familial investment at stake in his marriage, there's a natural resistance that comes in the form of denial. What's tough is that, within this initial state of denial, a husband accepts the Red Pill truths about women and then has those truths confirmed for him by the woman he's been sleeping next to for a number of years. All of the awareness about men and women's differing concepts of love, the truth of

women's Hypergamously motivated opportunism, her confirming her open Hypergamy, all of the events that led up to his committing himself in marriage to her while he was still effectively Blue Pill – all of that gets confirmed for him when he puts into practice the concepts he learns from the Red Pill.

For all of the 'anger' that profiteering critics would like to wipe off on Red Pill thought, that anger finds its base in men's confirming their own role in what was (or would've been) a life-long strategy for him to fulfill the dictates of women's Hypergamy as well as the larger scope of the Feminine Imperative. When we put this into the perspective of a married man who unplugs, you can see why this is such a *threat* to the imperative. That man must reassess his life from the position of his being an unwitting participant in his Blue Pill conditioning, but furthermore, he becomes a constant caution, a warning, for men who have yet to make the same uneducated decisions he has.

There is nothing more depressing to me than to listen to a married man parrot back all of the tropes the Feminine Imperative has taught him to repeat about why he's in the subservient role in his marriage. These are the guys who'll laughingly tell single men how they must "clear everything with the Boss" before they are allowed (or will allow themselves) to participate in anything remotely masculine or self-entertaining. These are the men who prattle about their 'honey-do' lists, the men who count themselves fortunate to have such a 'great wife' who'll allow him to watch hockey or football on a weekend. I wrote a more detailed post about these men in *The Abdication Imperative*.

These husbands are depressing to me because, in their Blue Pill ignorance, they represent the summation of their roles according to the strategies of the Feminine Imperative. They'll gladly White Knight for their wives' *right* to the Frame of their marriage (under the pretense of equalism). They'll laugh and commiserate with other husbands sharing their position of powerlessness-but-with-all-accountability. They'll chirp with funny little Facebook memes that share their ridiculous, married state, but for all of that acquiescing to their 'fates' what they really represent is the goal-state of men in the Feminine Imperative's *plan* for their lives.

Men generally come to the realization of their appointed role at some point in their lives. Whether it's Red Pill awareness or coming to a *mid life crisis epiphany*, men get 'woke' in some respect. The few who don't are men whose existence literally depends on their not coming to terms with how the Blue Pill has made them what/who they are. The most common way for men to come into this awareness has been that mid-life epiphany, but in order for men to reconcile that awareness with maintaining a comfortable sense of self they become the men I describe in *The Abdication Imperative*. They really don't know anything else but what the Blue Pill has created them to be, so they go into denial and add some self-deprecating humor to it to cope with the dissonance of knowing they've been played by the Feminine Imperative for the better part of their lives. So you get the 'Yes Dear' husbands; the men who realize the truth too late, but that same scarcity mentality forces them to go along to get along.

The rise of Red Pill awareness of intersexual dynamics on the internet has made for a community of men who find this denial distasteful. Rather than abdicate to the imperative and their wife's Frame they look to the Red Pill and Game for a remedy to that state. Sometimes that's getting their wives to have sex with them more frequently or they're looking to better themselves in a Red Pill context to gain women's (their wives') respect. As I've mentioned many times before, the Red Pill represents a threat to the Feminine Imperative keeping men ignorant of their roles in women's Hypergamous plans. Now that threat comes to fruition in the context of men's marriages.

One way or another, men *will* become aware of their role, how that man goes about dealing with it is

another story. Most (being Blue Pill) abdicate and accept their powerlessness in their relationships. It's the other men who choose not to just cope, but to reconstruct themselves that the Red Pill will have answers for.

Break Up with Your Wife

Not too long ago in various comment threads on this blog readers had a discussion about how any marriage (at least in the contemporary sense) is always founded on a Beta status for the husband. I don't entirely agree with that assessment, but considering how the large majority of marriages are the culmination of Blue Pill conditioned men fulfilling their role as cuckolded provider for women cashing out of the sexual marketplace it's certainly an understandable presumption. I won't elaborate too much on the particulars, but the very act of committing to a woman monogamously implies a man (even one with an Alpha persona) is leaning towards a Beta perception. Alpha's don't commit to anyone but themselves, Betas are eager to commit from necessity and scarcity. The act becomes the confirmation.

If we follow this binary logic, the only solution to a man's condition within his marriage – the only way to institute a real change – is to reject and break that commitment. Personally, I have lived out what most men would envy in my marriage for over 20 years now, so the idea of leaving Mrs. Tomassi would only seem like a good idea if I weren't satisfied sexually, psychologically and life-wise with her. But, as I always repeat, don't use my marriage as a benchmark. There was a point where I needed to break up with her, if only by adopting my own mental point of origin above that of hers or women in general as my own Blue Pill conditioning would expect of me.

I mentioned in the beginning of this series that married (committed) men seeking to reconstruct themselves within that context ought to read the post for the Iron Rule of Tomassi #7:

Iron Rule of Tomassi #7

It is always time and effort better spent developing new, fresh, prospective women than it will ever be in attempting to reconstruct a failed relationship. Never root through the trash once the garbage has been dragged to the curb. You get messy, your neighbors see you do it, and what you thought was worth digging for is never as valuable as you thought it was.

I mention this as a starting point because when you're making the decision to reconstruct yourself you must 'do it for you'. Once again, any real change always beggars the question about who you're really changing for. Nothing is an act of unguided, unbiased, self-initiated change – there is always some ancillary influences as well as consequences. This is the crisis of motive.

However, if you find yourself awakened-while-married and you want to remake yourself, know that this change must be for yourself and not for your wife. This decision to reconstruct your life, your persona, your belief set, etc., and reject what the Blue Pill has made of you *must* come as a result of making yourself your mental point of origin. This 'new you' precludes any consideration of your wife's interests. It must be in order for your transformation to be genuine to both yourself and those who know the 'old' you. As I mentioned in the last installment, the likelihood of your wife accepting your new persona is dependent on what Frame you entered that relationship with as well as what you've surrendered of your self-respect to her.

This is the most difficult part for Blue Pill men wanting to reconstruct themselves. Their mental point of origin doesn't change, they want to change because they want to be "more Alpha" **for their wives**, not themselves. The idea is to adopt just enough Alpha that their wives turn the sex spigot back on for

them, but never really internalize the Red Pill to the point that is fundamentally changes who they are. Thus, it becomes an act not unlike newbie PUAs aping the behaviors of their mentors, but never internalizing the deeper meanings of why they work or making them part of ‘who’ they are as a person.

This is what kills a man’s reconstruction before it ever starts. That change must be a self-first proposition. Your Red Pill self-work must be intrinsically rewarding because there is absolutely no guarantee that a man’s wife / girlfriend will ever reimagine him from a different perspective. Particularly if that woman entered into that marriage/LTR because she’d hoped to maintain Frame indefinitely due to him abdicating to it.

You must become Red Pill aware for the sake of knowing the larger truth, internalize it and then apply it without the pretense of believing it can be used to achieve Blue Pill ideals.

With this in mind, you must presume that you are breaking up with your wife / girlfriend. It is far better to approach your reconstruction from the idea that the Red Pill you would likely have nothing to do with a woman like your wife. If you were single man, Red Pill aware and Game savvy, would you even approach your wife knowing what you do now about her personally as well as what you know about the Feminine Imperative and how it influences her?

Your reconstruction requires a radical shift that is only possible for you by breaking up with your LTR, at least in a subconscious respect. It is important to assess what, if anything, is worth rooting through garbage for. If you approach your reconstruction by first making yourself your mental point of origin, the next step is to assume you will be breaking up with your wife. It may never come to that, but this is the gravity with which a man must come to his reconstruction. The same reasoning I mention in *Rooting through Garbage* applies to your reconstruction:

Even if you could go back to where you were, any relationship you might have with an ex will be colored by all of the issues that led up to the breakup. In other words, you know what the end result of those issues has been. It will always be the 800 pound gorilla in the room in any future relationship. As I elaborated in the *Desire Dynamic*, healthy relationships are founded on genuine mutual desire, not a list of negotiated terms and obligations, and this is, by definition, exactly what any post-breakup relationship necessitates. You or she may promise to never do something again, you may promise to “rebuild the trust”, you may promise to be someone else, but you cannot promise to accept that the issues leading up to the breakup don’t have the potential to dissolve it again. The doubt is there. You may be married for 30 years, but there will always be that one time when you two broke up, or she fucked that other guy, and everything you think you’ve built with her over the years will always be compromised by that doubt of her desire.

You will never escape her impression that you were so optionless you had to beg her to rekindle her intimacy with you.

It is always time and effort better spent developing new, fresh, prospective women than it will ever be in attempting to reconstruct a failed relationship. This is the same rationale you will need to adopt when you transition into a new Red Pill aware persona. This is necessary because once you’ve become aware there is no going back to that previous state of ignorance. You will know what can be possible with or without your wife/LTR.

Thus, it is important to zero everything out and treat your old wife as a new prospective woman. This

perspective may mean she becomes someone not worth your effort, but it might also mean she likes the prospect of a new husband. This may mean she too will have to undertake some kind of transformation in relating to a Red Pill aware husband, or it might be that this is something she never foresaw. Dread works best when a man understands the *Cardinal Rule of Relationships*: In any relationship, the person with the most power is the one who needs the other the least.

By adopting the mindset that you are breaking up with her you reclaim this power – you have nothing to lose and have no way of going back to unknowing the Red Pill awareness you have now. For single men I often point out that breaking up with a girl is one of the best ways to demonstrate higher value (DHV). The downside to that is that by the time you get to the point of leaving DHV isn't what you really care about. For the reconstructing man, adopting the position that you are breaking up (or have broken up) harnesses some of this DHV.

Most women (wives) will interpret your new self-importance as some kind of phase or your reclaiming your independence (rather than her co-dependence) as some childish sulking behavior. Anticipate this. She will presume you're 'going your own way' within the marriage to force her to fuck you more or to get her to comply with your Frame. This is to be expected, but watch what her initial reactions to your *takeaway* are. This will give you an insight into how she perceives you. If you're predominantly Beta her response will be that you're pouting or sulking by removing your attention. If she sees you as Alpha her response will be much more serious and you'll get the "what's wrong baby?" reaction. This is a good starting point in determining her genuine perception of you.

You will effectively be NEXTing your wife so be prepared for her post-NEXTing behavior-set (extinction burst behavior) in the same way you would if you dropped a plate. This will be a tough transition for men who have invested themselves emotionally in their wives. You'll want to come back to that place of comfort, but always remember that place is one of disrespect and sexlessness.

Most men will go half-way in their reconstruction and this is usually the result of having played a game of relationship 'chicken'. They have their bluff called because it was always a bluff to them – they never made themselves their mental point of origin so they go back to the safety of their Blue Pill disrespect. Their wives respond to the takeaway of their attention, but never really connect with being attracted to his new self-respect and self-importance. Once that woman even marginally steps up her sexual frequency – motivated by her wanting him to return to her Frame – the guy gets comfortable and wants to go back to his comfy wife while feeling validated by thinking he made a genuine change that she responded to.

You must go all the way. If you don't, the next time you attempt to exercise your Red Pill awareness in the hope that she'll accept the new you, you'll be that much more laughable to her. In fact, you'll only further cement her perception of your whiny Beta status. The first time it's Dread, the second time it's you being pissy.

Sexual Retirement

February 9, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rational Reader, *If-I-Fell* wrote a comment addressing a common dynamic I think is larger in scope than most men realize. I've addressed this before, but I think it deserves a bit more elaboration. This first part was a commentary on Angelina Jolie's elective double mastectomy surgery. Emphasis mine:

"I don't know why Brad would still want Angelina. She is no longer a woman", I said. Wait for it... Wait for it...

"That's an awful thing to say; she has cancer in her family, and she had no choice," she said.

This argument occurred after Angelina underwent her "de-womanizing" surgery, and before the "Brad is a drunken child abuser" incident.

This left the question—why did she have the surgery and why does calling a woman a eunuch raise such an emotional response from a woman, concerning a woman that she doesn't know or really care about?

The Sisterhood Über Alles®, continuing,...

I am going to assert (without proof or study) that the reason is Sexual Retirement from a Beta (or even an Alpha).

I assert that women in hormonal decline (perimenopause) have a subconscious or conscious desire to retire from sex while holding onto their position and status. I believe this is a different dynamic from the operational cycling woman – dead bedroom. In this case, she doesn't want sex from anyone, as opposed to she wants sex with someone, just not you. The feminine imperative is pushing sexual retirement as a women's rights issue.

For a better explanation of the sexual retirement dynamic and if you want to get angry, read Lori Ann Lothian's article "*When He Wants Sex and You Don't.*" Basically, Lori has had her bad boy sex and now instead of using HRT (hormone replacement therapy) and making the effort, she wants to retire. She says that she is more creative when hormonally depleted and her cuck husband is understanding and supportive.

Since I began this blog I've attempted to outline the endless number of social conventions employed by the Feminine Imperative. It should be noted here that the Feminine Imperative has always evolved to fluidly reinvent these conventions to advantage women – and thus ensure their sexual strategy – at every stage of their maturity, but also in adapting to new truths that would otherwise threaten women's insurance. There are many examples of the imperative reimagining various social convention in light of unflattering truths that previous conventions no longer account for, but are unignorable in a larger social scope.

The problem inherent in women's Hypergamous sexual strategy has always been the balance of optimizing the best breeding potential (Alpha Fucks) with the best long-term security potential (Beta Bucks) in men. The capacity for a woman to optimize this balance is determined by her sexual agency (attractiveness & sexual availability) with men. This is why it's necessary for adaptable social conventions, that sit outside this dynamic, to be established in order to qualify what *should* be attractive to men. This in turn enables women to distract and dissuade men with social narratives that comfort women, but confuse and shame men.

Yes, that flies in the face of biological truths about men's arousal cues, but for generations these conventions have successfully convinced (Beta) men that those cues are learned, socially conditioned, triggers, and that if they'd just change their minds about attraction they'd see that they can be "attracted" to *any* woman for any made up reason. This is the same social constructivist narrative that would have us believe gender identity is a learned social construct (which also contradicts the narrative of being born the 'wrong gender'), and as such, attraction cues are also learned. This narrative works well for the Feminine Imperative because it's a means to prolong women's artificially inflated concept of attractiveness,...that is until women reach certain stages of maturity in their lives.

There are two points in women's lives where this contrived idea about a socially conditioned definition of attractiveness fails them. The first, you may guess, is the Wall; the point at which a woman realizes she's no longer able (or less able) to intra-sexually compete with other women for the attentions of men she hopes to optimize her Hypergamy with. At this stage there are two social conventions prepared for her – shame for men who base their 'attraction' on their primary requisite of physical appeal and not her (very marginal) intrinsic qualities, and/or a redefinition of what *should* constitute attractiveness ("it's what's on the inside that should count"). The latter also having the false confidence inflating effect of making a woman believe that her 'attractiveness' should be an indefinite, ambiguously defined, commodity; thus encouraging the belief that a woman can prolong her quest in finding the right guy to optimize Hypergamy well after the Wall.

The second phase is what *If-I-Fell* describes above, a phase where peri- and post-menopausal women are forced to accept that their sexual agency is at an end, but the need for *Frame* control still persists. This is a stage where no amount of pseudo self-confidence will convince a woman's hindbrain that she can depend on her sexual agency to ensure her long-term security. But, as with everything else in a woman's life, the Feminine Imperative is ready with a rationalization and various social conventions to absolve her of her reliance on her sexual agency and, of course, place the responsibility for it squarely on men's shoulders.

In fact, those conventions can be quite profitable if you can offer any contrived solution to those insecurities.

Sexual Retirement

As *If-I-Fell* relates, there are no shortages of pop psychologist, women celebrities and talk show hosts ready with a book, an interview or a testimony of encouragement absolving women of their dependency on their sexual agency (for the entirety of their lives) in their menopausal phase while simultaneously shaming men who would even hint at not supporting this absolving.

Even women who would otherwise have been hated rivals during their sexually competitive years are later forgiven when they provide a salve for these insecurities when they reach an age where even the most attractive among them must come to terms with this sexual retirement. It's at this stage the Sisterhood comes together in solidarity (in place of cut-throat intra-sexual competition) to bemoan their victim's status.

The Feminine Imperative is indeed pushing sexual retirement, and absolving women of the consequences of their sexual agency and strategy, as a women's rights issue. There's a lot of money (not to mention ego validation) in fostering this in women.

If-I-Fell continues:

[...]Now, I have an argument with the wife every time she says she wants to go off HRT.

At this point, many guys blue and red will think I'm an asshole. After all, the Feminine Imperative is telling women to stay on HRT short-term to relieve symptoms and the risk of blood clots and woman-related cancers is increased. To the contrary, it is my understanding the increased cancer risk touted as doubled can be as small as a change of 1:100,000 to 2:100,000.

Suzanne Sommers has written multiple books in support of bioidentical hormone replacement that covers HRT in detail. This may be a good resource for men whose women have begun hormonally misfiring.

So, here's the point of my long comment and how it relates to the topic of Reconstruction.

HRT (hormone replacement therapy) for menopausal women is the new litmus test for 'empowered' women, and the personal impact of a woman's life-long social investments comes down to a *crisis of motive* dilemma. Does a menopausal woman, whose sexual agency is well beyond her capacity to effectively compete in the sexual marketplace, accept the marginal risks associated with HRT in order to maintain her libido and her looks "*for her husband's sexual pleasure*"?

When Angelina chose to desexualize herself the cover story we're meant to accept is that she did so in order to preempt the breast cancer that runs in her family. That's a hard decision to make (and one I'd expect from someone as invested in feminist theology and as psychologically imbalanced as Jolie), but there's no real acceptable counter to it. She had a double mastectomy to save her life and considerations of her lessened sexual agency shouldn't enter into the conversation. If we're to accept that men's arousal / attraction is to be based on women's intrinsic qualities and not her extrinsic physical qualities, then any conversation about her opting to electively desexualize herself in doing so is rendered moot.

Men's Pleasure

Brad Pitt's pleasure, his arousal, his emotional investment in Jolie is never a consideration because the social constructivist position that attraction is learned disqualifies any counterargument anyone might pose. In fact, just doing so makes that person a pariah – she's saving her life here man!

However, this transitions us to the idea that women do not 'exist for a man's pleasure'. This is a common refrain you'll get from feminists and Women's Studies teachers when they try to convince us about the infamous '*male gaze*' – they believe that a man's simply gazing upon a beautiful woman is offensive because he's deriving some visceral pleasure in doing so.

The **male gaze** is the way in which the visual arts and literature depict the world and women from a masculine point of view, presenting women as objects of **male** pleasure. The phrase **male gaze** was coined by feminist film critic Laura Mulvey in 1975.

Men have evolved to assess sexual availability of women and evaluate their fitness in the span of moments. This was a necessary evolutionary adaptation in the past in that it served men well to breed efficiently and evacuate quickly should a rival or monogamously paired man be in the vicinity to mate guard with violence. And this adaptation is also the result of women's sexual strategy and predilection for making cuckolds of men.

The operative point here is that within a state of Sexual Retirement the long term partner of that woman is expected to identify with women's experience so intimately, and reform his personality so

thoroughly to accommodate the *Frame* of women that he is expected to default to understanding that 'his pleasure' is never to be a priority for women – no matter how devoted. In fact, this premise is foundational to feminist ideology and something men must be conditioned to accept via Blue Pill indoctrination.

This is a very important Red Pill truth men should understand. Blue Pill conditioning, the Feminine Imperative and feminist doctrine is rooted in the idea that women are never to 'please' men. Men are always to perform for, qualify for and serve at the 'pleasure' of women. Any idea, any effort, any pretense of overtly or covertly initiate a behavior with the purpose of pleasing a man is anathema to a feminine-primary social order.

This premise is extended to countless social dictates and social conventions across many phases of women's maturity and many aspects of our feminized society. In this case, the 'never for men's pleasure' doctrine extends to the question of whether a woman should go on HRT with the express reason of staying pleasing and sexual for a man. That answer will always be a resounding 'no' for women steeped in the social conventions of the Feminine Imperative.

Side Note: There are of course many different instances in which a woman may intentionally do something for a man's pleasure. Strippers, lingerie, adopting a sexy attitude, etc., you can probably think of many more. My intent here isn't to suggest that women don't intentionally do things to please men, but rather that their so doing is looked down on with disdain by a larger, feminine-primary social order. In those cases the narrative gets reversed and the line gets blurred as to whom a woman does such things for. If others can be convinced those acts are sources of *Fempowerment*, or that the means (pleasing men) justify the ends (female power) then we validate the action and, again, we return to a *Crisis of Motive*.

From *Late Life Hypergamy*

I wondered if she would even consider taking the new "pink pill", the female form of viagra, but I've read enough counter argument articles from women about it to know that women's hardwired psychology prevents them from even chemically altering themselves to want to have sex with a man her Hypergamy cannot accept. My guess is that even a cheeky holiday in the Maldives won't be enough to convince Saira to want to fuck Steve.

However, this simple fact, that women will refuse to take the Spanish Fly to work themselves up and bypass their Hypergamy for their Beta husband's happiness, destroys the convention that her frigidity is the result of her biomechanics. She doesn't want a pill to fix her because she knows it's a holistic problem.

I think it's very telling that women will cognitively refuse to have sex with a man who represents a less than equitable exchange for either Alpha Fucks or Beta Bucks. When a woman is consciously aware of the fact that the value of a man she *should* be having sex with (due to societal expectations, marriage, etc.) is not commensurate with what her subconscious is telling her there comes an internal conflict – and one that's rooted in women's evolved Hypergamous doubts of suitably breeding.

For all of the equalist hopes that sex might be something men should condition themselves to overcome or cure themselves of, women's subconsciousness won't allow them to consciously take a pill that would effectively do the same thing they expect of men – to convince their sex drives to *want* to be aroused by a woman for reasons other than what they evolved to be aroused by.

This is literally what we'll condition men for from the earliest ages; to deny their sexual impulse in

favor of seeing women in a humanist perspective and condition them to feel shame when their biology won't cooperate with social constructivist belief. Yet, when we present a solution to achieve the same effect with women – a pill that would make them want to fuck men who their hindbrains would otherwise reject – women's hindbrains are disgusted at the thought of taking a pill to circumvent their biology.

And even that refusal isn't enough. Men must be shamed for attempting to chemically achieve what takes the Feminine Imperative generation to in men.

As I was finishing this essay I came across the following series of Tweets:

<https://twitter.com/FirstCrowned/status/827128562335498241>

i just sat near by two 60+ women. Let me tell you, hypergamy & gold digging never stops & they r not ashamed at all, laughing when talking about potential man. 1st time that i heard about 'i'm old, weak & forgetful' cards. They are part of main deck.

Shiite, they r now talking about age, praising each other that they r still young. Major problem is buying new clothes.

They both have facebook. Proud divorces also... I was major slut, bragging about it... So much gold, i cant believe this.

I managed to take a pic, its 1pm, both r drinking, right one is loud mouth, attention whore till the end.

Unfucking believable, one of them is talking about doctor who makes women prettier, 'he fixed tonnes of tits' -word for word verbatim.

You can read the rest of the exchange, but I thought this was an interesting contrast to the idea of Sexual Retirement. The older women get, the more comfortable they become in embracing Hypergamy openly. This is something for Red Pill men to bear in mind when they are seeing the forest for the trees with women. The less a woman perceives she needs a man to accommodate the aspects of her Hypergamy, the more comfortable she is in revealing how it operates for her and women at large.

If you come across a woman who's comfortable in Open Hypergamy, the question you need to ask yourself is, what is it that she perceives about herself makes her believe that revealing her Game to you will benefit her with? Granted, these old women are long past their expiration date with regard to their SMV, but isn't it interesting that in spite of what's obvious to any Red Pill guy, they still entertain themselves with believing they haven't retired from sex in their old age? All of the same ego-appeasement we'd expect from teenage girls still persists into women's 70s and 80s.

So, is there really such a thing as 'sexual retirement' for women, or is it just a convenient way of casting off a woman's Beta-husband need for 'pleasure' after a certain age? I covered this further in *Preventive Medicine*.

V-Day

February 14, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Time again for the annual re-post of this Classic:

Nothing says “I love you” like saturated fat and slutty lingerie.

In the U.S. businesses expect men to spend on average \$186 for Valentine’s day – over three times the average a woman spends on a man. Explain to me why women own V-Day? If it’s a “celebration of romantic love” why should it be an annual shit test?

Lets clarify a few things about Vagintines Day since it’s become probably the most irksome manifestation of westernized/commercialized romanticism. V-Day is far and away the most vulgar display of female entitlement. On no occasion – even a woman’s birthday or her wedding anniversary – is this sense of entitlement more pronounced and our refined commercialization of this entitlement/expectation simply twists the knife in further for men to live up to this with ZERO expectation or entitlement to any reciprocation. He gets ‘lucky’ if his romantic offerings are sufficient

to appease her (social) media fueled expectations of ‘good enough’ to reward him with sex.

And exploit the media does. I can’t get away from it; Every radio station, every TV show, every newspaper and magazine article. Go to askmen.com right now, I guarantee there’s a “how not to fuck up this year’s V-Day for her” article there.

I listened to a talk radio show that I regularly tune into on my commute home on Friday; it was about what not buy this year. “Don’t buy lingerie, she knows it’s really a gift for you” or “Don’t pick up flowers at the gas station, women know they’re cheap”, and “God forbid you pick up some cheap jewelry or stop at one of those roadside urchins selling prepared flower baskets or arrangements – women know you didn’t think about it until you were on the way home.” On my way to work this morning, different show, same list. [Side Note: Never buy a woman lingerie, she will never be happy with it. A woman has to do this on her own to “feel sexy”, make sure it fits her right, and it’s HER IDEA. When you buy it for her it’s contrived and it is overt and overt is often the kiss of death for a try-hard guy.]

Why wouldn’t women have these expectations? They’re relentlessly marketed to as the primary consumers in western culture. V-Day isn’t a celebration of romantic love, it’s a machine that drives a wedge of expectation and entitlement in between otherwise happy, relatively contented couples.

I’m not down on the idea of a special occasion to celebrate love (I actually proposed to Mrs. Tomassi on V-Day 18 years ago), I am down on the twisted expectations that have been perverted into it that puts a woman on some pedestal of entitlement by commercialized popularization of this feminized ideal. Why isn’t there an official “fuck your boyfriend like a wild animal” holiday or a list of criteria to meet that’ll make his day special? “Show him how appreciative you are of all his dependability and hard work this year – buy some lingerie ON YOUR OWN and pretend that you like him cumming in your mouth on his special day!” If women are so liberated and interested in equality, one would think this would be the first thing to occur to them. We need a special day to make us appreciate each other?

Gentlemen, beware of falling into the trap of negotiating desire for Valentine’s Day performance. Don’t be lulled into thinking Game is any less necessary on V-Day. In fact, I can’t think of a more direct illustration of how the feminine encourages the transaction of men’s goods and services in exchange for a woman’s sexuality than reserving a ‘special day’ just for it. Remember, you cannot negotiate genuine desire; and with the right art, a bag of Skittles can be a more romantic gesture than all the sonnets, flowers and jewelry your inner romantic soul will ever be appreciated for by her.

Note to PUAs

Valentine’s Day is ripe with opportunity for an enterprising Man with the ability to see it. Go hit the clubs tomorrow night, particularly the ones that cater to a 25-40 y.o. affluent crowd. There’s a million different venues you can hit, all with promotions to help single ladies feel better about not having a date – usually with genderist drink specials to help your approach too. You’ll notice impromptu GNOs (girl’s night out) set up just for this occasion to prove to themselves “they don’t need men to have a good time.” A good PUA couldn’t arrange a better opportunity to hook up in multiple sets.

Don’t go play ‘pity friend’ with any girl on V-Day, don’t be the “you’re such a great friend” consolation date.. Call up your best wing man and sarge on the best night of the year to sarge. Wedding receptions aren’t even as good as V-Day for this.

V-Day in the Matrix

Just in case you weren't already convinced of the complete totality of media control that the Matrix has, let me offer yet one more Valentine's Day example:

I was in a grocery store this weekend picking up something to grill and thought it would be a convenient time to pick up a Valentine's Card for my wife since it's coming this week. So I meander over to the greeting cards section to sift this years crop of mushy sentiment. Much to my disgust the only cards available in the "For My Wife" section of the Valentines Cards (and I mean ONLY cards available) come in two types:

A.) The sentimental, "My life was nothing before you and would be nothing without you", tripe that reduces a man to a simpering, codependent who owes his very existence to the woman who deigned to marry the poor soul.

B.) The "humorous" Valentine that is essentially the greeting card equivalent of Everybody Loves Raymond or Family Guy. These are basically intended to beg for a wife's forgiveness for all of his uniquely male faults and foibles, that only she can solve by virtue of her infallible feminine wiles. Judging from the 'humorous' intent of these cards, no man is capable of feeding himself much less ask for direction or leave a toilet seat down, but on "her special day" this card is meant to prompt an appologetic laugh.

Needless to say I'll be making my own card this year, but for fuck's sake, how can we ever get a break from this shit when we're ankle-bitten at every opportunity? You simply cannot buy a card that doesn't force a man to be self-depricating.

Of Ego and Choice

February 19, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Last week I ran across a thread on the ‘Purple Pill Debate’ sub on Reddit that called into question the Red Pill idea that women’s egos have become overblown. This “debate” sub is essentially a forum dedicated to Blue Pill hacks expressing their dubious confusion about various topics discussed on the Red Pill sub so I won’t grace the forum with a link here. That said, it is an interesting forum to peruse when looking for examples of how a lot of the fundamentals of Red Pill awareness are deliberately misconstrued. The Blue Pill mindset will make great efforts to insulate itself from unignorable Red Pill truths that threaten to break comforting ego-investments. Those efforts begin with a willful misunderstanding (and later denial) of Red Pill premises.

I’ve explored the topic of women’s ego inflation in various posts on this blog, but truth be told I’ve had this more thorough examination sitting in my drafts folder for a while now. The idea that women’s sense of self-worth has been grossly overblown is something I think the Red Pill community often takes for granted. It’s fairly easy to see both online and in real life. I resisted fleshing this post out for a while because it presents the risk of being perceived as some gratuitous attack on all-women-being-like-that in their ego aggrandizements, so I’ve been content to just allude to this phenomenon in my posts.

It’s easy to throw red meat to the manosphere in this respect since women’s inflated egos are something most factions of the ‘sphere almost unanimously agree on. And of course, simply doing so makes the man pointing it out, by default, a misogynist. Then, either the mud gets slung by indignant *tumblrinas*, or his points are perfunctorily dismissed and the conversation ends.

The Purple Pill “Debate” thread was simple enough, but such misguidance needs to be:

A narrative that is constantly pushed is the notion that the female ego is inflated from a constant barrage of male attention, thus leading women to have an inflated sense of value.

Attention and offers of sex from random strange males is not validating in most cases. Male attention and offers for sex are so easy to come by, they hold next to or even absolutely no value. To put it into a more crude term “dick is cheap”. Being offered free sex from a man that is not attractive to you is the equivalent of being offered a free bag of feces. It is free and it still might have some value, but I am not going to take it.

The whole idea that any of this is extremely validating is farcical and incorrect.

This premise is misguided in two respects. The first is defining exactly what is contributing to women’s ego inflation. The second is how a woman is validated by the attention that contributes to it. I’ve written extensively on the psychological effects attention has on women. Attention is the coin of the realm in girl-world. Women use attention as a form of currency with other women, which in turn establishes peer status among women’s social groupings:

The capacity to attract and hold attention denotes social rank within the peer clutch. The more attractive the girl, the more popular she becomes and the more influence she wields. This isn’t to say that any particular female is cognizant of this. However, when ostracized from the collective, this capacity for attracting attention in a high degree makes her despised. The attention can still be beneficial for affirmation (i.e. realized jealousy), it’s just that the intent that has changed.

Thus, women use attention not only for their own affirmation, individually and collectively, but also to do combat with each other. Far more damaging than physical fighting is the long term psychological impact of denying this reinforcement, or better still, delegitimizing or disqualifying a girl/woman’s capacity to attract this attention. Combine this with a woman’s natural, and innately higher agency to communicate both verbally and non-verbally (i.e. covert communications) and you can see the potential this has in damaging a rival. This might explain a woman’s natural propensity to gossip. When a woman attacks the respectability and character of another (“she’s such a slut”), in essence, she is assaulting the woman’s agency for garnering attention by delegitimizing it.

The first misdirection in this thread is that attention only comes in one form that is ‘validating’ for women. It is a mistake to assume that male attention is all that contributes to women’s validation. My guess is that the original poster was male and trying to wrap his head around what form of attention *ought* to be validating from a male perspective. I say this because this mistake is also a common one amongst recovering Betas considering MGTOW. They often think their case is hopeless because women are so far removed from them due to all the “incredible amount of male attention” they receive online and in real life.

From this respect I can understand the OP’s point. Attention and ‘offers’ of sex – tacit or direct – from random strange males is not validating in most cases. With the proper incentive, male attention and offers for sex are so easy to come by, they hold next to or even absolutely no value. From the perspective of male attention, the (I think accurate) presumption is that unless a man is perceived as Hypergamously optimal his attention is worthless in ‘validating’ a woman’s ego.

The term “validation” is easy to mold to whatever definition a man or woman might find convenient with regard to affirming one’s ego. In a Red Pill aware sense this validation needs to translate into some sort of reinforcing of a person’s self-perception of their sexual market value (SMV). On the ‘Man Up’ side of things the perception is one that men ought to find some esoteric source of inner strength and purpose to find ‘validation’ for their egos, while avoiding the idea that how many women he sleeps with or the ‘quality’ of the woman he’s banging might contribute to ‘validation’.

It’s funny how Blue Pill (and a few Red Pill) critics will foster the idea that the only reason men learn Game is because they’re “*validation seeking*“, but yet they resist the idea that women’s egos would be similarly validated by the “incredible amount of male attention” they believe even the most mundane of women is capable of generating.

However, the OP is asking the wrong question. Women’s egos are not inflated by the value of men’s attention, but rather the perception of an unending abundance of prospective men. An abundance of male attention contributes to a sense of security for women’s SMV. A lot gets made about the influence of “thirsty” guys on women, but the only value they represent is a *Buffer* against women ever having any personal insight about their ego valuation. Thirsty guys only serve to convince a girl she has options and therefore leisure to demand a better-than-merited Hypergamous option (i.e. apex fallacy Alphas).

Feeding the Beast

Recently Petapixel had a not-so-funny photo exposé of the dutiful Betas behind the ego-validating shots of girls on Instagram. The complicity of the average Beta male in the feeding of the female ego is never to be underestimated. Not the least of which because they are unaware of their active participation in creating a generation of woman who will have nothing to do with him while she enjoys her peak SMV years, but also to complain about his inadequacies of meeting the requirements her ego demands of men when she finds it necessary to lock down a ‘marriageable’ man. He is the architect of his own failings, but it seemed like she’d like him better if he took the Instagram shots of her at the time – the ones she would use to advertise her SMV to the Alphas who she knew were the only men worth taking a picture for.

At no other time in the history of humanity has it been easier for a woman to validate her ego or (falsely) evaluate her SMV. But that validation isn’t based on quality, but rather perceived quantity. It’s not just male attention that contributes to this. A constant chorus of ‘go grrrl’ supporters, endless *Fempowerment* memes and special social dispensations since before a girl enters preschool make up a far greater influences for ego-inflation than male attention. If anything girls are taught from a very early age *not* to value male attention (in abundance or lack) as a source of validation or confidence. This returns us to the nebulous ‘inner strength and purpose’ meme, albeit with the *Strong Independent Woman*® branding.

In contemporary society women’s *attention* and *indignation* needs are as ubiquitously satisfied as men’s need for sexual release (i.e. internet porn) is. This, of course, leads the larger whole of women to perceive their social and SMV status to be far greater than it actually is – and when that inflated SMV is challenged by the real world there are countless social conventions already established to insulate women and simultaneously convince men that women’s perceived status *should* be the fantasy they believe it is.

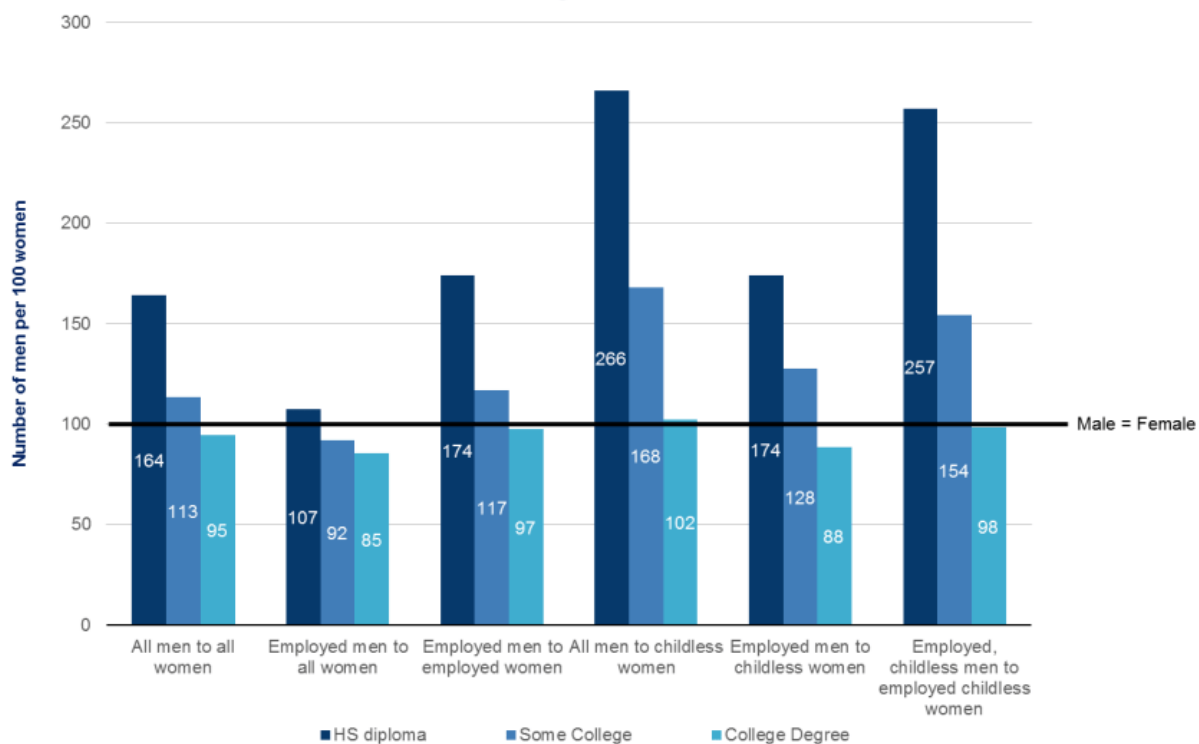
It’s important to keep this in mind because men’s adaptive sexual strategies key on women’s self-impressions of their SMV (and often personal worth). This then forms a cycle wherein men’s

attentions for women's inflated sense of self-worth become the benchmark for future validation of it. Hypergamy predisposes women to evaluate male attention on various levels. The attention of random strangers offering sex to her (even if this is her imagined state) is still attention, and while not as validating as the genuine sexual interests of a guy she perceives as Alpha, it's still contributing to her overall sense of self. The quantity of attention skews the perception of her own desirability. Women rarely complain about the attentions of 'friend zoned' Beta orbiters – even when they *know* these men are playing what they think is a worthwhile 'long game'. What women bemoan is a lack of Alpha, Hypergamously acceptable, men's attentions. What we hear are complaints of quality, not quantity.

Why is it that women are distressed over a deficit of “marriageable” men?

Have a read of this [Brookings Institute study](#)

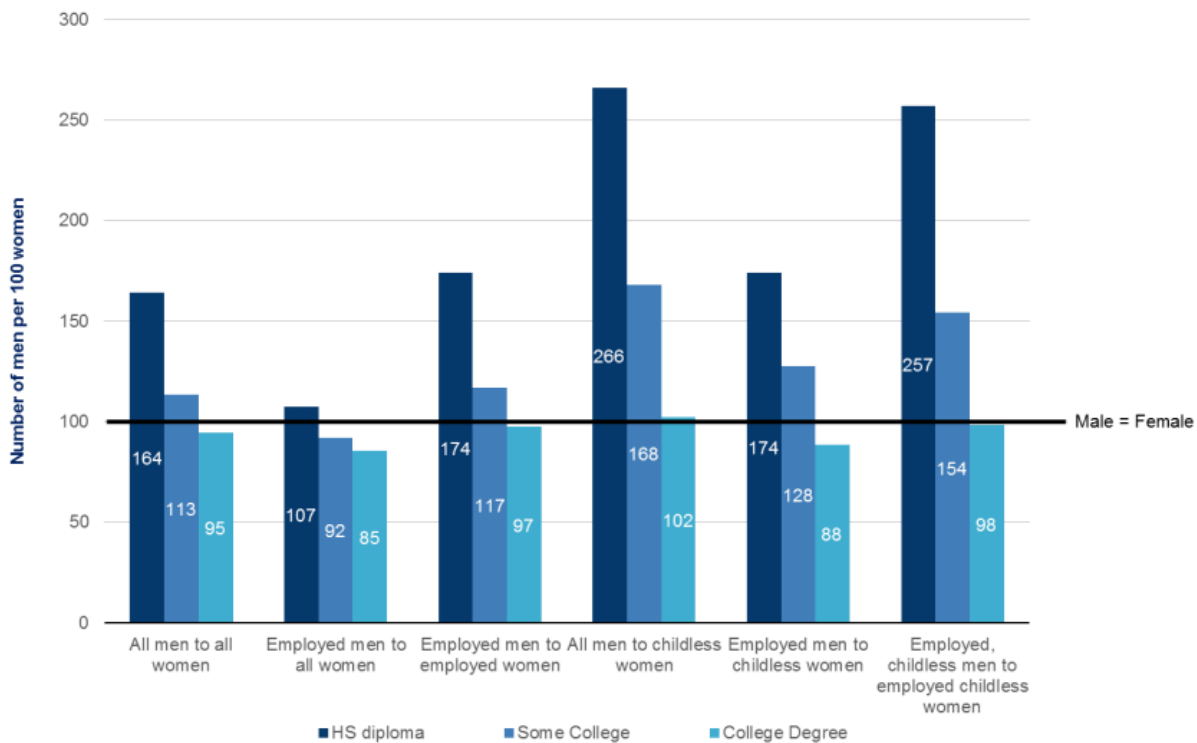
Figure 2. Marriage markets for never-married 25 to 34 year-olds, by education



Source: Author's tabulations of 2012 American Community Survey IPUMS data.

BROOKINGS

Figure 2. Marriage markets for never-married 25 to 34 year-olds, by education



Source: Author's tabulations of 2012 American Community Survey IPUMS data.

BROOKINGS

This data is nothing new. Compare this to Newsweek's 1986 survey of women's "chances" of marrying a suitable man.

As I've stated many times over, Hypergamy is founded on an evolved, biological-level doubt. Doubt that a woman will ever consolidate on an optimized (better-than-SMV-merited) attachment with a Hypergamously ideal male. Doubt that the male she consolidated on *is* in fact the 'best she could do'.

The primary reason the anxiety of finding a 'marriageable man' is persistent in women is because they believe that their due is to marry a man of "equitable" value to what they perceive themselves to be. That self-perception of value is the result of a woman's conditioned beliefs over the course of her lifetime. The popular response to this is that women have "made themselves better than ever and it's listless men who aren't keeping pace" in respect to education, career advancement, etc. The evaluation of self-worth for women (at least in the sense popularized by the Feminine Imperative) is ostensibly meant to be founded on criteria for attraction which has conventionally been a standard for male to female attraction. But notice that it is once again men who must shoulder a greater burden of performance to even be considered "equitable" in self-worth to make him 'marriageable' for women.

The truth is that Hypergamy always seeks a better-than-deserved arrangement when it comes to the men women want to breed with and share parental investment with. The anxiety is one born of women's doubt in their capacity to optimize Hypergamy as contrasted to what their socially-inflated egos lead them to believe they're entitled to with men. As women's egos and self-aggrandizement expand, so too does the expectation of entitlement to an even more aggrandized male expand. The dearth of 'marriageable' men is both a reflection of men's unwillingness to participate in their own indenturing and women's unrealistic expectations of men prompted by an unrealistically exaggerated sense of personal worth.

Again, as a solution, we have a plea from the Blue Pill world for men to Man Up and accommodate this exaggeration. Women's ego-aggrandizement is nothing that can't be solved by Blue Pill men's

more invested efforts in appeasing it. Almost 7 years ago Roosh wrote *an essay* on what he expected from women (and it's Game implications) in the future. It turned out to be quite prophetic, but in this essay he made this prediction:

Game Plus Fame Will Be More Important Than Anything

It doesn't have to be national fame, but you must be known for something with a reputation that precedes you. You must have a YouTube channel with millions of views. You must be a proprietor of a hipster butcher shop. You must be a popular writer, artist, or musician. You must be nightclub promoter or DJ. You must be a competitive skateboarder. You must be the notorious editor of a cupcake newsletter. In a culture where a million people are "famous," you'll have to work your ass off for scraps if you're not. Nurture your own style and niche and then leverage that to get pussy. Game will always have its use, but **game plus fame** will be the qualities that tomorrow's Casanova possess. Otherwise you'll be approaching all day and night to fuck a 6 who stops calling you after a couple bangs. You must have the complete package to get the hottest girls, with game being only the first ability of a multi-level game warrior. Guys without game will simply not get laid, not even with ugly girls.

While I would disagree with the assessment that 'fame' is a prerequisite element to get the lay today, I do agree with the idea that the social proof that comes with genuine 'fame' status is now a vital part of what makes for male attention that women perceive as validating of their egos. As Roosh implies here, that fame need not be anything more than the contextual variety, and I'd also add that the perception of fame, or even the perception of a potential for fame, is now a required element for a man women would consider 'marriageable'.

From an Alpha Fucks, short-term, ovulatory phase Hypergamy perspective, a man can get by on Game, looks, confidence, etc., but for anything more than this men are in a competition. This is not a competition with other men per se, but with the expected entitlements women's egos and an entire feminine social order has convinced them is men's duty to embody for them.

In our brave new world of instant global communication, social media and the ego aggrandizing influence it has on women is exactly what anyone should expect it would be. When we look at the progress of the social and legislative repercussions that the influence of unfettered Hypergamy has had on our social order should we really be surprised that women would use social media as a vehicle for expressing and advancing their sexual strategy?

False Equivalencies

February 28, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the more persistent questions I get asked about Hypergamy is if there's a parallel to it in men. I've answered this in several comment threads both here and in other forums, but I've never really addressed it in a post. When I was considering this I remembered a couple of comments from manosphere luminaries *Deti* and *Novaseeker* who I thought summed up this (often deliberate) misconception. *Deti* was kind enough to provide me with his own observations which I'm quoting and riffing on here:

It's often said that men and women are both hypergamous. This isn't true. Both men and

women optimize. But only women are hypergamous.

Hypergamy has become a term of art in the manosphere. It has a very specific meaning which differs from the meaning social scientists ascribe to it. In social science it refers specifically and only to marriage relationships. The term is used to refer to women marrying men who are perceived to be wealthier or of a higher social/economic standing or caste, usually observed in Hindu cultures on the Indian subcontinent but also observed in early American society. In the United States it's often referred to as women "marrying up".

F. Roger Devlin, himself having a social science background, appropriated the term in his essay entitled *Sexual Utopia in Power* when referring to his observation that young single women always seemed to be looking for the best man they can get at any one time, seeking the most attractive man or men for sex. Devlin observed modern Western women's propensity to discard one man in favor of a better man, in serial fashion, always doing their best to "move up" and get a more attractive, better man with each successive discard and pairing.

Expanding on this, manosphere writers and bloggers noticed that hypergamy operates at a low hum, like a background operating system, in every woman. It is "satisfied" while she's with a man of sufficiently high value. But if a man of perceived higher value or greater attractiveness shows interest, and/or her current man's value is faltering, that low hum becomes a loud alarm. This can cause her, at the very least, to have feelings of attraction for the new man and feelings of dis-attraction for the current man. This can in many cases cause her to leave the current man for the new higher value, more attractive man. This doesn't always happen, but it can happen. Hypergamy can operate in any combination – more attractive man showing interest; current man's attractiveness waning or falling, and anywhere in between. Thus, the manosphere's use of the term "hypergamy" came into being, to refer to a core aspect of female sexual nature which is unique to women.

If you do a Google search for the term 'Hypergamy' you'll find *The Rational Male* and the topic category link for all the posts I've ever done on it is the second return you'll get below the Wikipedia entry for the term. At the risk of a humble-brag, I'm not sure anyone in the 'sphere has written more extensively on the subject than myself and I think *Deti* sums up the conflict in definition that both critics and the uninitiated have with their understanding why there is a need for a broader definition of Hypergamy.

I made an effort to address this in *The Hypergamy Conspiracy*, but this was some time ago. 'Hypergamy' serves well in a much broader capacity, but should the Feminine Imperative find that broader definition threatening to its purpose it will casually dismiss it as illegitimate, because the manosphere appropriated the term. Thus, we'll see feminine-primary society embrace the larger ideas of Hypergamy (as in the embrace of *Open Hypergamy*) so long as it's flattering to, and benefits most, women. Once it gets ugly, then it conveniently denies the legitimacy of the broad definition and it's strictly about the "women having a *tendency* to marry up" sociology term.

People confuse "optimization" with "hypergamy". Both men and women optimize;

meaning they want the best they can get, of anything and everything. Men and women optimize everything: jobs, cars, houses, furniture, friends, even churches. Men and women optimize with each other. But men and women optimize with the opposite sex in different ways, and that's where the confusion comes in.

Hypergamy in its current iteration in the manosphere means essentially "is attracted only to people who are more attractive than I am". Women will be sexually attracted to men who they perceive as "above" them in attractiveness. They will be somewhat attracted to men who are at their rough SMV level, but that man must bring other things to the table, usually provisioning and commitment, before she will have sex with him. And women are never ever sexually attracted to men who are perceived to be beneath their own SMV level.

Example: A woman with SMV = 7 will be sexually attracted to males with SMV of 8 and up. She will pair with a male 7, if and only if he brings "other things" to the table. She will never be sexually attracted to male 6s on down. And she will be able to easily get sex with men above her in SMV. She can occasionally get relationships with male 8s. She can easily get relationships and sex with male 7s. Male 6s on down are her orbiters, with whom she'll never have sex.

Female critics of the broader definition of Hypergamy often have a (contrived) problem with the distinction between optimization and Hypergamy. And, as *Deti* explains, a lot of this comes from the fact that women's sense of their own sexual market value is largely overinflated. Women rate 80 percent of men below average in attractiveness. When you contrast, even loose, statistics like this against the broader idea of Hypergamy you start to see why women would want there to be some analogous kind of Hypergamy for men. Hypergamy in women is founded on three bedrock truths:

- Persistent doubt that a woman has adequately 'optimized' on Hypergamy with any man she has, or will potentially have, consolidated on a long term relationship with.
- Hypergamy never seeks its own level. Women are always looking for a better-than-equal pairing with men in respect to their own SMV compared to his. When 80% of men are (loosely) agreed to be below average in attractiveness to women, we must consider that this assessment is measured in relation to what women's Hypergamous doubt might be optimized with in a man.
- Women's Hypergamy is based in, and the source of, women's dualistic sexual strategy. The manosphere euphemism for this is Alpha Fucks and Beta Bucks. This shorthand refers to Hypergamy seeking optimization in both short-term-sex breeding potential and (ideally) long-term parental investment, protection and provisioning security potential.

It's important to review these principles of Hypergamy because, for all the protestations of women wanting an equal comparison, there are no parallels of Hypergamy for men's sexual strategy.

Deti continues:

Men do not operate like this at all. And that's the difference. Men are not attracted only to women who are above them in SMV. A man can be, and often is, attracted to women above him in SMV, and to women at his SMV level and also to women below him in SMV. What is also different is the level of women he can get and how well his relationships will work

out, based on his and her SMV.

A man will be unable to continue a relationship with a woman above his SMV. He is very sexually attracted to them, and occasionally lucks out and gets sex with one or two; but he can't sustain a relationship with them. He can get sex from women at his SMV level but only if he goes all in and offers commitment. He can most easily get sex with women below him in SMV, many times no strings attached sex.

Example: A male 6 will rarely get sex with a 7 but can't keep anything with her going. He's not even on the radar of female 8s on up. He can get sex with a female 6 only if he offers commitment and provisioning. He can most easily get sex with female 5s on down.

And here's the grand difference: A man is **OK** with having sex with women at and below his own SMV. In fact, he'll be happiest in his relationships with women beneath his own SMV – a woman is “meh” about sex with men at her SMV, and she is positively repulsed and sickened at having sex with men below her own SMV. She'll be happiest in a relationship with a man above her own SMV and she can tolerate a man *at* her SMV. And she'll be miserable at best with a man beneath her SMV and will tend to blow up those relationships.

Men and women both have attraction floors. Men's attraction floor is below their own SMV. Women's attraction floor is either above her own SMV and sometimes at her own SMV, but *never* beneath it.

I explore the fundamentals of intimate attachments and how SMV status influences it *here*. That article might be worth reviewing because in it is a lesson about Hypergamy. Again, compare the idea that the most secure attachments between couples are ones where the dominant, man's, SMV status is roughly 1-2 points above that of the woman's and contrast that against the fact that women rate 80% of men's attractiveness as ‘below average’.

Also, keep in mind the *Cardinal Rule of Sexual Strategies*: For one gender's sexual strategy to succeed the other gender must compromise or abandon their own.

The other, minor difference is that men are polygamous, not hypergamous. A man's imperative is not (necessarily) to get the *best* woman. It's to get as *many* women as possible with as little investment and commitment as possible. If he can do it, he would love to get as many women as possible at and a little below his own SMV, and have sex with as many of them as possible for as long as possible, without committing to or investing in any of them. That's spinning plates. Most men don't do this, because they can't, because they're not attractive enough, but that's a different post.

A woman's imperative is to get the best one man she can get for sex and for provisioning. That's why you don't see many women “dating” (i.e. having sex with) several different men at the same time. Women don't spin plates; they pick the best plate they can and take care of it as best they can. Instead of trying to collect plates, they just change out the plates, one for another, when a bigger, better one comes along.

This is why the best long term relationship is one in which the man outranks his woman in SMV. He should be at least +1 and preferably +2 in SMV. This makes both of them

| happiest in the long run.

On many an occasion I've fielded the question, "Well Rollo, if there's a Feminine Imperative, there must be a Masculine Imperative." People don't usually like the answer, but from a strictly evolutionary and biological perspective, the Masculine (or male) Imperative is *Unlimited Access to Unlimited Sexuality*.

Deti summed this up adequately here, but the more high-minded of my critics will often think the 'male imperative' is setting the bar too low for men, but usually this comes from a want of something more than the visceral truth of what motivates us. And I'd agree with this for the most part, if men are to become something more than their base natures would have of them. But using the same reproductive metric I use in describing women's Hypergamy I've also got to recognize that men's drive for sex has been the incentive for our greatest achievements and our worst proclivities. If we are to be ethical in our judgements we must be amoral in our assessments. Sometimes those assessments will be unflattering for men and women.

The objective issue here is that men's imperative is not analogous to women's imperative. When we look at men's approach to gratifying this imperative we see the stark contrast between women's Hypergamy and men's sexual strategy.

False Equivalencies

One of the most predictable responses I expect to hear from women when they chafe at various Red Pill truths is always the first presumption of false equivalencies between the sexes. Whenever I, or any Red Pill man relates some unflattering truth about the nature of women, without fail, the first reflexive response is "well, men do this too, and it's worse,..." or there's some other unflattering presumption about the nature of men that's supposed to provide some counterbalance to the ugly truth about women that's being related. Feminized men and White Knights will also adopt this tact in order to defend the honor of the Sisterhood so as to have there be no doubt that they 'aren't like typical men' in their identifying with women.

This is to be expected though. The first impulse is to defend against anyone acknowledging that truth by distraction. "Ooh, ooh, men do it too!" is a distraction meant to refocus the intent of objectively (amorally) assessing what is otherwise an unflattering aspect of female nature, behavior and/or the motivators that prompt it. In order to do so we are expected to first presume a co-equal state between men and women, as well as a co-equal state of mutual goals. Thus, for women's distraction to be effective there must be a presumed state of equivalency between men and women.

As such, we are, by default, expected to accept that if there is a female Hypergamy there *must* also be a male form of Hypergamy. This is a very useful illustration of the false equivalency principle women rely upon. Deductively it should make sense, for every action there is an equal and opposite reaction, but only in a mindset and a social order based on egalitarian-equalism is that reaction presumed to be the binary opposite of the original action.

If, as equalism would have us accept, men and women are functional equals, then it follows that there must be a male Hypergamy that is the reaction to women's (often unflattering) Hypergamy. Women's innate *solipsism* only reinforces this presumption because only an action that impacts a woman (positively or negatively) is deemed a legitimate truth to that mindset. I would argue that this is exactly why women's first reflexive defense (to anything challenging her gender-defined ego-investments) will always be to presume some gender-opposite reaction for men. The belief is that while she can't deny the proposed truth, at least (she) women aren't as bad as men. From there the

objective is to distract from that uncomfortable truth by indicting (functionally equal) men's natures. All of this presumption only functions in a social order that's based on the idea of egalitarian-equalism between the sexes. When we look at things from a gender-complementarity perspective, and we accept that there are fundamental differences in the innate natures and motivators of men and women, those distractions become less effective. Just as *Deti* explains for us here, once we accept that men are not co-equal agents with women, we don't even expect that there would be an equivalent to women's Hypergamy in men.

The genders are different. We both have strategies for sex and life and fulfillment that are often not analogous to one another. Women only expect that there would be analogies because they presume that a female experience, female goals and contexts that benefit the Feminine Imperative will necessarily be what men mutually agree upon as what's best for themselves. Only in a state of equalism, ignorant and intolerant of anything not agreed upon by 'feminine correctness', is there a presumption that men must have some parallel to the motivators and behaviors that prompt women. Only in a state of solipsism is this the subconscious assumption.

This is something to keep in mind the next time a woman bemoans how unfair *double standards* are for women. Men are not women, women are not men. Our strategies are often incompatible, or at the very least require a degree of compromise or total acquiescence to coexist in an ostensibly symbiotic relationship between men and women. It is only women (and feminized men) who default to supposing men are their functional equals.

Going Away

March 4, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

If you've spent any time in the 'sphere you're probably familiar with the blog of Private Man. I've been a friend, and sometimes confidante, of Andrew for some time now and I've know of his cancer for most of it.

At first it was losing his eye, but now it's back and it's very aggressive. Andrew is very upfront about his mortality and he's accepted he will die this year. You can learn more about it [here](#). I've offered Andrew the guest author the forward of my upcoming book and he's accepted. I did so in the hope of having him be memorialized for being a fixture in the manosphere.

Private Man is having a going away party tonight in Boynton Beach, Florida and I'm simulcasting it on The Rational Male for tonight. If you have the time, please watch.

I'm not going to lie, it's really hard to think of Andrew in the past tense right now, but how we face death is at least as important as how we face life.

The First Female PresidentÂ®

March 8, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As a matter of policy I've always kept this blog's topics about intersexual dynamics and left direct issues of politics, religion, economics, race, etc. to other blogs. The only time I cross into these issues is when they relate to inter (or intra) sexual dynamics, and usually when I do it makes for some heated discussions about whatever ideology seems to be the most "Red Pill". In these circumstances I've learned (the hard way) that it's wise to wait and reserve my opinions until all the cards have hit table. With respect to the gender-social landscape of a Trump presidency I think that time might be now.

If you've listened to any of my recent interviews over the last year (and American campaign cycle) you'll understand my take on how I believe Red Pill issues have colored the last campaign. With the first real shot of a female president on the table I could hardly *not* be asked about what I expected. If you follow me on Twitter you'll also know I made a prediction that it would be Red Pill issues, from the intersexual perspective, that would be a defining catalyst of the campaign. I was not disappointed. While I've never been an ardent Trump supporter, my political decisions were made for me with the campaign of Hillary Clinton being his opposition. I didn't vote *for* Trump, I voted *against* Hillary, and I don't think I was alone in that assessment. As far as I'm concerned the jury's still out on a Trump presidency, so I'll reserve my skepticism, but one thing I am eminently thankful for is that Hillary was denied the presidency. From a socio-sexual standpoint, and being a Red Pill writer for some time, my analysis of this being a campaign rooted in Red Pill dynamics, those the manosphere has been sussing out for going on 15 years, centered on the fact that Hillary was the Feminine

Imperative's best hope for the First Female President®. I think it's important not to lose sight of the fact that it wasn't Hillary herself who was running, but the ideal of the first real hope for a woman in the White House.

As a long-time Red Pill author, the feminine-primacy narrative in her campaign was blatantly obvious to me. Even 'Obama-the-feminist' carried the *Fempowerment* water for her. That was to be expected, but what I found equally predictable was the pro-woman narrative using many of the *Social Conventions* I've detailed for a decade now. Naturally, there were the feminist tropes, but the feminine-primary 'Village' couldn't just pander to women, it needed some outreach to men. So, the predictable appeals to "real manhood", the *Male Catch 22* and the ever-present shaming of conventional masculinity had to follow. Men needed to declare, "I'm with Her". It was a ham-fisted hope that male Hillary supporters would ostracize other men into supporting her – or at least they might self-police men's vocal opposition to her.

Again, as expected from the Feminine Imperative, any dissent, any criticism, any doubt or about Hillary (no matter the issue debated) was tantamount to misogyny. This has been the spoken and unspoken presumption of any man who might be critical of anything pro-female for sometime now, but the *Bitter Misogynist* narrative needed some freshening up to remind women and men about their *duty* as responsible members of a feminine-primary social order to elect the First Female President®. This played out on a larger scale in the Clinton campaign's late-game efforts to dig up the endless words Trump might've said that proved his misogyny. However, it didn't matter what Trump did or didn't say; the fact that *any* man would oppose the First Female President® made him a misogynist by default.

He versus Her

From my Red Pill perspective, the campaign wasn't about Hillary and Trump, it was about the Feminine Imperative vs. conventional masculinity. I believe the feminine-primary hope was to definitively defeat all vestiges, all semblances, of conventional masculinity. I've written on numerous occasions about feminine-primacy's efforts to *remove men* from all aspects of our collective thought, but a Hillary presidency was to be a decisive victory over the mythical Patriarchy and the symbolic defeat of all that is *men*. Hillary and Trump were mere caricatures, effigies, placeholding representative of the ridiculous extremes we're meant to presume of women vs. men – Trump, the living image of Patriarchy and Misogyny, Hillary, the pinnacle of exaggerated female empowerment that's been culminating since the time of the suffragettes.

It was the school yard, boys-against-girls, battle of the sexes writ large on a geopolitical scale, and the end-game victory of the First Female President® was all but a given certainty. I will admit myself, I thought Hillary had it in the bag. That's what anyone plugged into the narrative was certain above all doubt would happen. She was *supposed* to win. On countless female-supremacist blogs the mantra was "Its **Her** turn" – it wasn't specifically *Hillary's* turn, it was *Her* turn, it was women's turn. That was the foregone conclusion and anyone could see it. Even the polls who we'd later wonder "how could they have gotten it so wrong?", even they just knew it was "her turn". If you believed ~~Trump~~ **His** would win it was just a sign of your stupidity in the face of such overwhelming surety.

In fact, such was the surety of the First Female President® that companies, social organizations, advertising agencies, publications of every ideological stripe, all banked on Her winning the White House – and all prepared to be ready to welcome the First Female President®. With the surety of a

woman president came the surety of an ushering in of a new Era of the Woman. It was simple pragmatism to prepare well in advance for what everyone was convinced would be the zeitgeist of the next 4 (and likely 8) years of the First Female President®. *Him* winning was inconceivable, so it made sense to get advertising, commercials, corporate policies, special events, preliminary legislation, etc. all in readiness and in line with the coming Era of the Woman. The smart money was ‘being on the right side of history’, especially given the certainty of it and the idiocy you’d be accused of for betting against it.

But then Election Day came, and with it came the inconceivable, the unbelievable. ‘**He**’ won, not ‘**Her**’.

We were then treated to the tearful videos of young women in disbelief, sure that their efforts to elect Her were wasted and the certainty of their empowerment left in doubt. Their part in ‘history in the making’ was to be denied.

We had the hurriedly written concession speech only after a day or so, such was the hubris there was no need to write a ‘concession’ speech prior. Then came the existential cries of soul-destroying anguish when He was sworn in. And we were introduced to protests of a hostility never before exhibited by the followers of Her. His character was no longer about misogyny so much as it was converted to fascism. A vote for Him was considered a hate-crime, mirroring much of the same fluidity and ambiguity applied to the definitions of ‘rape’ and ‘consent’, before He came along.

With the inconceivable Trump presidency those pre-bought ad campaigns, those forward-thinking companies had to switch the narrative from a feminine-supremacism victory lap to one of ‘we shall overcome’ in spite of the same old sexism we’re supposed to presume is lurking under every male CEO’s desk. You can see this in stark contrast when you look at any of the multi-million dollar Super Bowl commercial spots that are shot a year well in advance of their air-time date. Audi’s commercial being the most glaringly evident of the presupposition of a woman president.

Turning Over Stones

What His victory has really exposed for us as a society is a condition of feminine-primacy I have been writing about for well on 14 years now. When I wrote *Fem-Centrism* and *The Feminine Reality* I was attempting to bring to light the ways in which we exist in a feminine-primary social order. I caught a lot of flack for those posts back in the day, but they’ve served as a keystone understanding for many of the social paradigms and the intents of feminization efforts I’ve written about over the years. For several generation we’ve been conditioned to believe “it’s a man’s world” and we accept notions of the evil Patriarchy to be a settled truth. Along comes Rollo Tomassi and he turns over the stones to reveal that it is in fact a feminine-primary social order men serve in – gynocentrism, gynocracy, misandry – and all pretense of ‘Patriarchy’ is really part of one more operative social convention to sell men and women on the idea of female victimhood.

All of that changed on Election Day, 2016. All of the preplanned victory lap celebrations, all the feminist triumphal marches scheduled to follow in the wake of the First Female President®, were converted to protests marches, riots, violence and demonstrations against the prospect that He might potentially remove Her rights. All of the pretense of our feminine-centric, feminine-primary social order being a social undercurrent has been, and will be tossed to the wind now. The Empress has no clothes (often literally), and all she wears is a knitted pink-pussy hat; the new uniform of female supremacism. In the span of one election cycle virtually every premise I asserted about the validity of the Feminine Imperative has been confirmed. But moreover, that imperative, so angered by the denial

of the First Female President®, is comfortable in its existence being laid bare.

For years I've addressed the comfort women now have in openly acknowledging their Hypergamy. Open Hypergamy and Open Cuckoldry are not just embraced, they're celebrated among women and among the feminine-primary social order to the point that we make commercials and sitcoms based on women's sexual strategy. Now that we've achieved Peak Hypergamy the final step is casting off all pretense about the designs on Female Supremacism. His victory appears to be the catalyst for this. The jig is up and the Sisterhood Über Alles has revealed the true nature of the Feminine Imperative. Even the pretense of a desire for 'equality' among the sexes is now replaced with a visceral contempt for all things male. More attempts to *remove the man* from all language is the first initiative in both the military and on campus. No longer does the femosphere feel a need to hide or sweet talk its agenda; the intent isn't lofty dreams of gender-equality, it is, and always has been Female Supremacism and the complete erasure of anything conventionally male or masculine. If it is male and can be replaced with a female proxy, so be it. If it cannot, its complete destruction is preferred. The Women's March on Washington last January was the most glaring confirmation of everything I've ever written about the Feminine Imperative. My timing of publishing this post with tomorrow's Day Without Women international protest is no coincidence and I have no doubt that the embrace of feminine supremacism will offer increasingly more evidence of what I've asserted about the Feminine Imperative. Men, Red Pill or otherwise, need to be aware of this embrace of Open Female Supremacism and their complicity in it. The Era of the Woman has now shifted to one of a blatant, naked, power grab that likely would've been made all the easier had the First Female President® not been denied "her turn".

Had Hillary won the presidency I have no doubt we'd still hear platitudes of how feminism is really about 'equality', and how it really benefits men too. Instead we have open contempt for all that appears masculine. Even the protests themselves are converted into programs meant to emasculate men. Instead of notions of 'equality' we get further atomization between the sexes in the name of *Fempowerment*. And instead they will openly make masculinity a disease to cure.

In the coming year(s) I predict we're going to see more of the "women-as-oppressed" in advertising, in our cultural narrative, in or social dialog, because this is what a feminine-primary social order believes will resonate with damn near every demographic. And for those whom it doesn't, then those who disagree will have to deal with those it does. It would be easy to dismiss all of this as over exaggeration; after all this isn't really anything new to Red Pill aware men. I've been writing about for almost 14 years. What is new is an increased social urgency combined with the denial of the feminine entitlement the Red Pill community has been talking about among individual women for a decade.

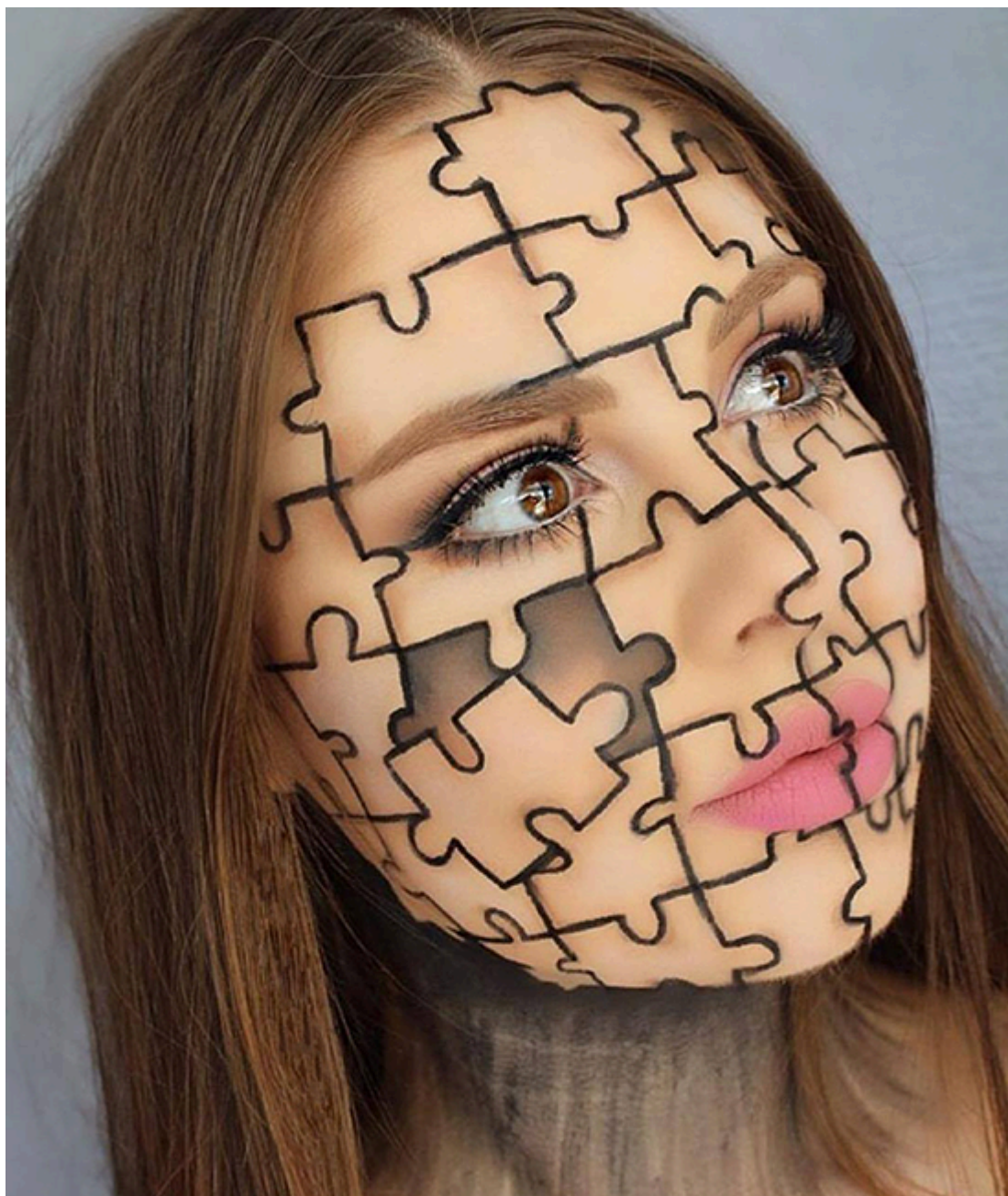
It's as if women everywhere were promised the First Female President® and then had her snatched away by the living embodiment of misogyny they've been taught to exaggerate for generations. They were 'entitled' to her winning – so much so that they would change the rules of the game in order for that certainty – but He took it away. He stole it, he cheated, he,...did anything but legitimately win it. That is a very BIG hit to the collective ego-investments of a feminine-primary social order. Thus, we will see in the years to come even grander displays of this entitlement, yes, but also the stripping away of all pretense women ever had of coexisting with anything looking like masculinity.

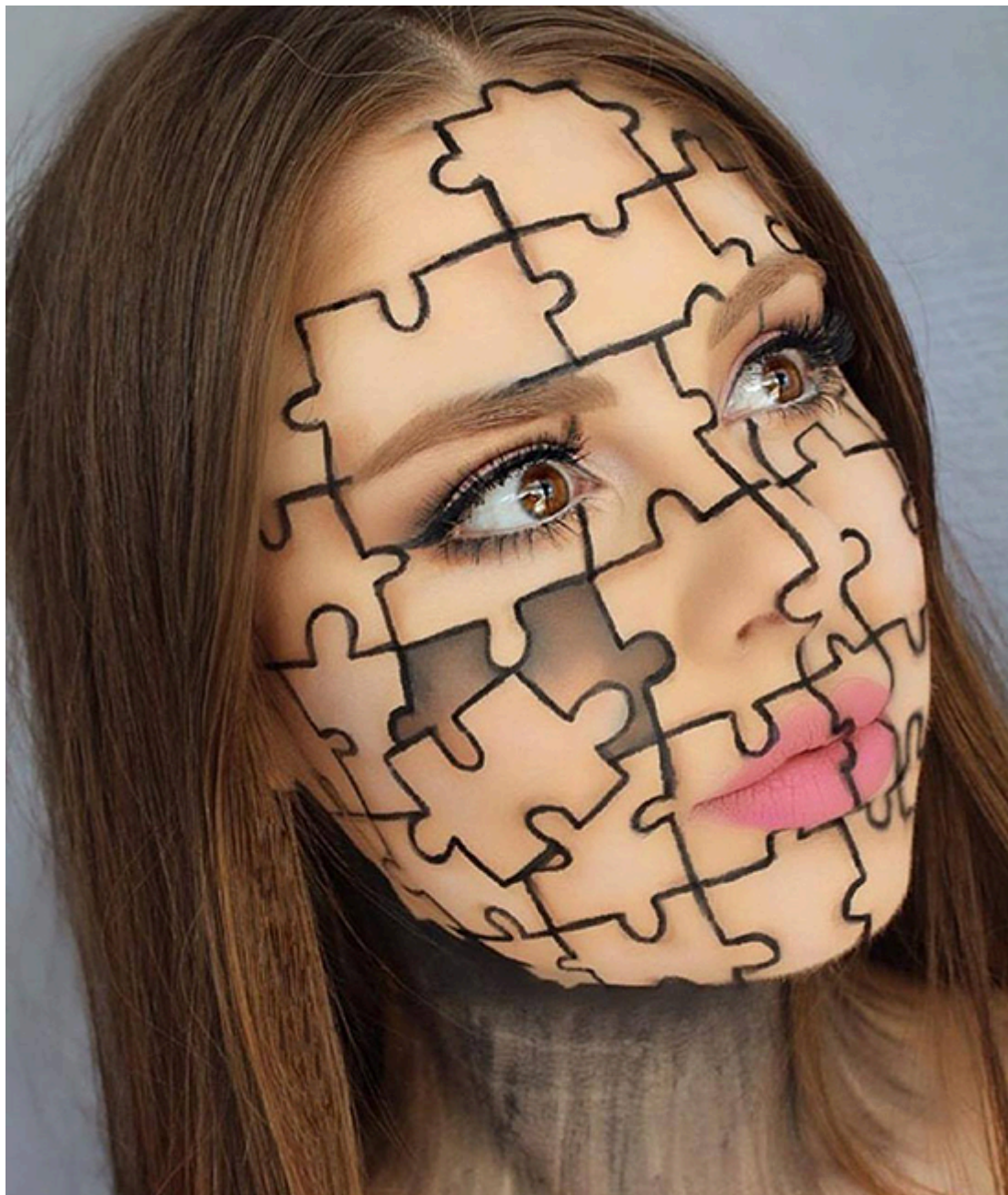
Masculinity *is* misogyny now. If you thought intersexual Red Pill awareness was derided before, it will be reviled as a hate-crime in the coming era. I once joked that if things kept going the way they

were socially, *The Rational Male* would need to be secretly smuggled to groups of men to read by firelight like Bibles in Mao's China. I'm not laughing about that these days.

The Epiphany Phase Revisited

March 15, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the best things about the Red Pill being a praxeology is that nothing's set in stone. Like any good science there's always room for reinterpretation and updating ideas per new information, or sometimes it's simply something or some observation that seemingly went overlooked that adjust an old interpretation. Reader *Playdontpay* brought something to light in an old post, *Three Strikes*:

I agree with the 3 Strike rule for younger chicks of 30 and under but once she hits about 32 something seems to flip in their heads, women of this age and up seem determined to hold out longer even if they want to fuck.

It's probably because at this age her clock is ticking and she doesn't have time to "waste" on flings that would won't lead to commitment, so she re-invents herself as a "quality woman" in the hope of convincing you that she is LTR/ marriage material.

It's up to you to decide if you can push the envelope to 5-6 dates max but I would only do this if I was sure it was her ASD holding her back and not down to a low interest level.

If you wait to date 5-6 and the sex is sub par, don't stick around waiting for it to improve as you've been sold a lemon and the juice ain't worth the squeeze!

This seemingly innocuous comment made me think a lot about some of my older material and how newer readers might interpret it. There's actually quite a bit to unpack in this short response, so with the benefit of over a decade of hindsight I thought I might riff on it.

“...once she hits about 32 something seems to flip in their heads, women of this age and up seem determined to hold out longer even if they want to fuck.”

Any long time reader of this blog will immediately associate this phenomenon with the *Epiphany Phase* women enter when the reality of their lessened capacity to compete intrasexually with their younger sisters becomes unignorable. Generally this phase comes at or around the ages of 29-31, however, depending on circumstance this may come sooner for some women (those whose attractiveness is already understood to be *suboptimal*), and sometimes much later for others (women who bought into the lie that their attractiveness is subjective and indefinite). I've written many essays about this phase and dedicated two sections of *Preventive Medicine* to it. It's very recognizable, and very understandable when you have a good grasp of how women prioritize the 'needs' of their sexual strategy as they mature.

The *Epiphany Phase* is really a woman's subconscious knowledge of The Wall coming into her cognitive acknowledgement. However, what's not so easy to grasp is why a woman who's come to this phase would actually make it **more** difficult for a prospective long-term, parentally invested, hopefully idealized, mate to become intimate with her?

On several occasions I've proposed just the opposite; that Hypergamy cannot afford to wait for 100% perfect confirmation of a man's Alpha status before she has sex with him. This Hypergamic bypass is actually one vulnerability women have with respect to well calibrated Game. Even for women in the luteal phase of ovulatory shift, (when by all means she ought to be seeking the provisioning, comforting and rapport of more Beta men's attentions) women will be prompted to sexual immediacy and urgency when presented with the prospects of fucking – and hopefully locking down – what she sees as an Alpha man. It is entirely possible to bypass women's natural, ovulation-induced, Hypergamy when you present yourself as the right Alpha incentive to her (I've done this myself). This is the prioritization women's natural sexual strategy has, and in reality, a woman faking an orgasm for a perceived Alpha, or having proceptive sex with him in her luteal phase only confirms the urgency women's natural Hypergamy has with regard to locking down an optimal man.

But why would a woman who, for all intents, knows her capacity to attract men is waning be so insistent on delaying her becoming intimate with him? This seems counterintuitive, particularly in light of the fact that most women in their younger, *Party Years* eagerly had sex with men for whom they made little or no 'rules' for in order to become sexual with them. It's a common enough idea in the manosphere that women will ride the 'cock carousel' in their 20s until they realize a lessened capacity to attract guys and then seek to cash out of the sexual marketplace before or around 30. Usually this ends up with a girl settling for a *Beta in waiting*.

But why would the rules and prerequisites be something she insists on now but didn't while she was in her sexual peak years?

Vaginas and Moral Compasses

There was a recent article on the HuffPo quoting Cate Blanchett saying “My moral compass is in my vagina“, and while this might be the red meat clickbait the HuffPo relies upon for revenue, it adequately sums up how Hypergamy, a woman's sexual agency and a woman's capacity to utilize it

throughout her life directs women's intrinsic and extrinsic priorities throughout their lives. I realize this wasn't how Cate intended her comment to be taken; she wanted to express some inherent guiding principle for women in an era she believes women are still repressed in, but in doing so she illustrates the real compass women have with regard to moral interpretations of their ideas and behaviors. If something gratifies, optimizes or otherwise benefits a woman's driving impulse of Hypergamy, it sets a rationale for moral interpretation by her. Or in other words, if it's good for what optimizes Hypergamy, it's good for women.

As men we want the easy answer to be the best answer. So it seems obvious to us that a woman making arbitrarily 'new' rules of intimacy for her prospectively long-term suitors would follow some *epiphany* where she comes to her senses, realizes the error of her ways and strives for being some new 'quality woman' to represent herself as. As such, her *quality* should symmetrically be matched by a man's *quality*. And that quality should logically take some time to determine. This is, in fact, most women's self and public rationale for making a 'quality' man wait for her sexually when in the past she had no such obstacles for the hawt guy she met on spring break in the Cancun foam cannon party.

We want to believe this because we're taught to expect such reasonings from a girl who now, at 29, wants to get right with God or "start doing things the right way" with guys. Social conventions abound that condition us to expect that once women, "get it out of their systems" (by following the Sandbergian sexual strategy) she'll realize the errors of her youthful indiscretion and magically transform into a "Quality Woman". We want to believe it, and it's in women's best interests that we do believe it.

Most Beta men (and not a few self-described Red Pill men) *want* to believe in a woman's Epiphany about herself. They love nothing better than the idea of the reformed porn star who's finally "grown up" and come to her senses about the error of her youth's indiscretions with the guys they grew up to hate as an archetype. Better still, they'll feed that rationale/fantasy in the hope that her Epiphany will include her saving her best sex for him since now she's come to understand that it's been the 'nice guys' all along she ought to have been getting with if not for 'society' convincing her otherwise.

The reformed-slut-with-epiphany archetype is a trope Beta men *want* to forgive because it represents vindication for their self-image, Blue Pill conviction and perseverance (they never gave up on her). Women with the pasts that make them good candidates for eliciting this rationale know men well enough to see the utility it has in securing Blue Pill men's resources and long term security.

Socially, she's got countless sources of 'go grrrl' moral reinforcement from both men and women. In fact, as a Man, just my bringing this to light makes me guilty of being "judgmental" in popular female-defined culture. And that's the insurance women will always have in their *Epiphany Phase* – whether it's a reformed slut coming to terms with the Wall at 29, or the ex-wife who frivorced her dutiful (but unexciting) Beta to have her own epiphany and discover herself a la *Eat, Prey, Love*, the social net of feminine-primacy is there with easy rationalizations to catch any and every woman's Hypergamous fall.

Holding Out

Yet still she hesitates in giving herself to that Beta provisioner.

We excuse this hesitation by claiming it's because, now, she wants to be extra sure about him. The Alpha men she so effortlessly gave herself to were all, of course, wolves in sheep's clothing (e.g. men are evil) and in her epiphany she must exercise caution. And if you think it's because of anything

else, well, you're a misogynist, so shut up.

A woman holding out on a guy during this phase of her life really isn't about any moral epiphany, it's really her hindbrain coming to terms with having to *make* herself become sexual with a type of guy whom previously she would never have naturally *flowed* into having sex with. We like to think a now 'quality woman' is deserving of putting a man through a set of qualifying tests, that seems like appropriate prudence, but in fact her reservation about fucking him comes from a deep seated, subconscious understanding that, while the guy might make for an excellent parental investment, he's not going to be someone she feels a sexual urgency to fuck.

Later she'll bemoan that *she'd rather cry over an asshole than date a guy who bores her*, but in the *Epiphany* she has to force this subconscious understanding down in order to better insure her Hypergamous security into the future.

This latent, limbic sexual uncertainty has nothing to do with vetting the 'perfect guy' for the 'quality woman' it's about a woman, who likely for the first time in her life, is presented with the challenge of having to bypass her hindbrain Hypergamy in order to secure her long term security. Thus, we see this demographic of women make even more rules for a Beta to *deserve* her intimacy, while a more Alpha tingle-generating man she was more than willing to break rules to get to bed with.

It's important that we focus on the idea that a man, any man, ought to be deserving of a woman's sexual 'gift'. We get this rationale from the affirmations of even the most well meaning of men. Even though the concept of Hypergamy is regularly proven through her Alpha Fucks / Beta Bucks strategy prior to her epiphany, the Beta mindset is always ready to do more and expect more from men who would get with his 'quality woman'. A woman on the expiration of her SMV likes nothing more than to be told, and to encourage the idea in men, that "she deserves better" in spite of her past decisions. Yet still she hesitates having sex with the 'perfect' guy who is ready to overlook all of it.

This is an internal conflict between what her psyche knows she needs to do to ensure her security, and what her hindbrain wants in an exciting Alpha lover. What "flips" in a woman's head is her inability to resolve her sexuality with her self-consciousness in having to force it to be with a man who likely doesn't merit it for her – but this meriting her sex, up to now, has always been a process she left to her hindbrain to decide. In a sense it is quality control, but not for the self-righteous rationales we're supposed to believe it is.

There is a lot of inner negotiation on the part of women entering their Epiphany Phase, trying to reconcile the long term security needs of her Super Ego and the visceral short term sexual needs of her Id. At some point, what sexualized qualities satisfies a woman's Id she no longer has the capacity to maintain so there comes an inner conversation of negotiation over what available man represents the best compromise depending on her need and her acknowledgement of it – and her true capacity to satisfy her long term security with or without him.

Now introduce a Beta man into this inner negotiation; one who's been preparing his whole life to be the best, most dependable provisioner that his conditioning would make of him. His influence enters the negotiation process, but her Id can never find satisfaction. Thus, the negotiation becomes one of her Ego negotiating with her Id trying to convince it to refigure it's visceral Alpha Fucks needs to accommodate this guy since he represents just such long term security as the Super Ego needs.

There's a bit more to this reevaluation of the Epiphany Phase I may do soon in another post.

However, I think I should add here that a lot of not-so-genuine confusion on the part of well-meaning guys about why a woman would so easily break her own rules to fuck an Alpha guy while require

them to jump through hoops to get to a mitigated sexuality with her is primarily due to a woman's hindbrain expectation about what sex should be like with either type of guy.

I've related in the past how women will gladly engage in a same night lay with a guy they see as a hot Alpha sex opportunity, but would never consider if she saw the guy as "relationship material". This situation is a clichéd joke now – we laugh at it as "chick logic", but the more Blue Pill men become aware of the *Myth of the Good Guy* the more these quandaries will give them pause to think about the women whose pasts they're ready to excuse and the women they're simply never going to consider "relationship material" themselves. They'll think twice about the social order that's encouraging them to "man up and marry those sluts".

Teaching Slaves to Read

March 23, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Ehintellect had a very enlightening comment in last week's thread. I've edited it for relevant content, but you can read the whole thing [here](#). This touched on an essay topic I've been considering since my conversation with [*Ed Latimore and Mark Baxter*](#):

[I] was at a home party a few years back. Highly successful surgeons, wives, husbands; quickly devolved into quarters, college games.

My wife loves the parties as she gets compliments and conversation she'd otherwise not get. She's not plugged into that crowd, and I assume doesn't want to. In a way, that's fortunate. There is tremendous value in my marriage, parenting. I'm astonished at the change.

Mrs. Eh's shit tests continue, but are a whole different breed. Comfort, mostly, and usually because I don't calibrate enough. Easily dealt with, I'm astonished at the dynamic. I was bar

rail with wife, and my erstwhile suicidal, now RP, TRM acquaintance called asking me to celebrate his 2 (!) plate spinning / back at school / "I know your trick, EhIntellect!" / "Now I understand the true nature of women." / "My life has never been better." life. I was celebrating on the phone with him. Well, yeah, after the 5-10 minute chat, Mrs. Eh. wasn't too pleased. She started to test about me treating her as a "whore" and my daughter shabbily.

Still upbeat, I kissed her forehead and whispered, "You're no whore. You're MY whore." Well, that didn't work as intended, she sulked, I got up and said let's go. Nope she sat and I, dropping her jacket on my chair, wordlessly left out the back. The bar waitress walked her out by the arm 3 minutes later.

I'd have never been able to do that without you guys.

I had a karaoke night planned, for me, so kept on. In a way I "bounced" her to another venue, ran with her happily sprinting with me to the new pub. It's like the dust up never happened, she was crazy sexual for the rest of the night. That's what we're to do right? Spike that test! I wanted to sing, and raised the roof that night. Did I reinforce bad behavior? IMO, no. The test is to be passed, my burden of performance, she holds me tighter, begs me for affection as never before. Sex is plentiful. More frame for me, no snark, much laughter.

Reader SJF comments next:

Your wife's response to overhearing your conversation is normal operating procedure for women. I've been through this scenario and could shed some more light on it.

Sure it is a shit test. Sure it is a comfort test. Doesn't matter. It's not about passing a shit test. It's about using it to your advantage. "You're no whore. You're MY whore" was an Agree and Amplify response to the test. Not the best way to accomplish your goals. Your goals here were to mentor your buddy. Not to game your wife—you already have that in hand

What this situation calls for is to conduct your discussions with men in fight club in private.

What's going on with your wife in this situation is and INDIGNATION of the SISTERHOOD scenario. (How fucking dare you help another man to implement his strategy to compromise the strategy of the Sisterhood? The Sisterhood's Social Conventions and their Feminine Imperatives to implement their strategy are more important in a Feminine Supreme Society than you buddy gaining agency).

Your wife on behalf of her and your daughter is affronted by you giving him tactics. (She figures on your part this is you giving her and your daughter and indignity because you are giving this: insult, offend, mortify, provoke, pique, wound, hurt to the Sisterhood Strategy and Imperatives.) You are poking the mother of your children in the ribs with riposte. She protests. She figures it's not fucking fair.

So this talking red pill to red pill with guys is best kept off the grid and out of sight and earshot.

Now keep in mind this is not abdicating frame any more than a Machiavellian strategist is embarrassed by *his tactics being kept secret*.

Tyler Durden in fight club would not agree about using overt, rather than covert discussions about blowing up the edifices (buildings, social conventions and imperatives) in society to

achieve ends.

And finally Novaseeker adds this most salient comment:

“You should know this stuff, but you shouldn’t know this stuff, if it were up to the Sisterhood. You guys are taking away OUR POWER and I’m going to shit test you about that with some INDIGNATION.”

Yes, it’s because it violates the “***Just Get It***” principle. It’s fine if a man “just gets it”. It’s not fine if a man has to learn it in order to get it, because in the latter case there is a concern that he doesn’t actually really “get it”, because he isn’t a man who “just gets it”.

More fundamentally, they do not trust themselves to be able to tell the difference between a man who “just gets it” and man who has learned from other men how to “get it”, and they fundamentally *do* want to distinguish between the two types of men because that is a critical Alpha filter. What you’re doing is sabotaging their filter, which of course will be unwelcome, never mind that they will generally be just as satisfied with a man who learns to get it as they would with a man who just gets it, in practice (as long as the former guy maintains frame and so on properly). So, yes, don’t talk about fight club outside fight club and all that.

Women want a man who ‘just gets it’ but they despise a man who has to be *told* how to ‘get it’.

This is the first law of the Sisterhood, a man who must be told how to be a man, how to be dominant in his dealings with women, or fluidly, naturally be the Alpha who is in control of his environment(s) isn’t the man for her. If masculinity or the value of social dominance had to be explained to him, he had to make a conscious effort to act contrary to what his ‘true’ nature would otherwise be for women.

Hypergamy always seeks the better-than-deserved situation with men. In the past I’ve discussed how the nature of Hypergamy is such that it cannot wait for a man to realize his potential. Hypergamy looks for the ‘sure thing’. This is why women prefer the romantic attentions (at least as far as long term prospects go) of men who are 5 – 7 years or older than themselves. On a limbic level, women are aware that men’s accrual of sexual market value takes much longer than for women. Men who *would* be intimately acceptable are the men who are already made-men. There is no (or certainly less) uncertainty for her Hypergamous doubt to resolve for her when that man possesses SMP equity that time has made of him. This is also the root reason women are attracted to men who naturally, effortlessly, display higher value and *Amused Mastery*, as well as men for whom social proof is socially and organically confirmed for her.

Women’s sexual agency –their only true commodity value to men – is perishable. This then is the nature of women’s very intimate relationship with *the Wall*; they know on a hindbrain, limbic level and from a very early age that their sexual agency rises quickly and burns out fast. Their peak competitive years in the sexual marketplace (SMP) spans only 10-12 years at best before their younger sisters replace them in the SMP. They know that there will come a point that their capacity to compete in the SMP will diminish.

Every cosmetic ever created, every plastic surgery or implant devised (by men) every fashion trend or clothing style for women has been created with the express purpose of both making a woman appear younger than her actual age and/or to convince her that her sexual agency has an indefinite shelf life.

Every social convention for women the Feminine Imperative has ever devised is rooted in the latent purpose of convincing women that their sexual market value ought to be based on some esoteric or intrinsic quality (rather than the biological and evolutionary reality) once they've moved past the age of being able to effectively compete intrasexually with their sisters.

They are conditioned to believe the fault in 'unrealistic beauty standards' is due to the horrific sexual objectification of men's base (biological) natures and/or the social constructivist narrative that would have them believe it's a nebulous 'society's' fault that they are unable to consolidate their Hypergamy once the expiration date for their sexual market value has passed and their younger sisters outcompete them.

Id vs. Ego

On a subconscious level this is the internal conflict women fight within themselves. The desires of their Ids war with the dictates of what Hypergamy demands of them, knowing all the while that their capacity to consolidate on it is limited to a very short window in their lifetimes. Women's Egos are then fed on the narrative of the Feminine Imperative that the worries of their Ids, and the crushing doubts that Hypergamy biologically wires into women, are unfounded and they have an almost indefinite timeframe in which to consolidate on the 'perfect guy' ; The guy who will satisfy both the Alpha Bucks sexual excitement of Hypergamy with the stable, comforting, dependable security the Beta Bucks side of Hypergamy needs for her long term security. A woman's Id knows this is a lie, but her Ego is convinced she can wait out her Party Years at least to sample as many 'bad boys, wrong boys, commitment-phobic boys' as the Sheryl Sandberg plan for Hypergamy has convinced her Ego she has the time to work her way through.

A woman's Id is having none of it, beyond enjoying the sexual pleasures of the Alpha men she prefers in her peak sexual market value (SMV) years. Hypergamy demands the complete package, the already-made man. The guy for whom she's so certain will be the best of both worlds (despite the unbelieveability of it) that it quells her Hypergamous doubt. On a rudimentary level a woman's Id *knows* she deserves a better-than-warranted situation with regard to her Hypergamy; it's the only situation that will ever be truly satisfying to her. Only a man who rates 1-2 degrees above what she feels her own SMV merits (however unrealistic that's become to her) will be the man she can truly submit herself to.

This is what her Id knows. On some level of consciousness it knows she is choosing a life in which she can either submit herself and entrust her life, body and soul to the long term security of a deserving man (one who rates a full to two steps above her own self-impression), or she will resign herself to her own 'independence' and self-reliance with respect to long term security in a life with a man who doesn't "deserve her" and who she will *never* submit herself to.

There are many variables that interfere with a woman making this consolidation in her younger years, but the fact remains, the longer a woman delays consolidating on the guy she could comfortably submit herself to the less likely she is to actually do so; and the more likely she is to resign herself to insisting on her own Frame to supply the security she would otherwise get from a man she could've submitted herself to.

This is why we see a majority of older women – women who've cycled out of the SMP – falling back on the tropes of the *Strong Independent Woman*® narrative. The truth is they are unlikely to ever lockdown the perfect guy with whom they could comfortably submit to. This is also compounded by her Hypergamous doubt and long term security having to be self-provisioned for a longer and longer

period of time. A never-married 40 year old woman will likely have been so necessitous in her own provisioning that she will never allow herself to submit to any man's Frames for the remainder of her life.

All of this interpersonal back and forth revolves around women's capacity to attract a suitable man while simultaneously filtering for men's requisite qualities to satisfy the dual nature of Hypergamy. From an evolutionary perspective, women's breeding potential cannot afford to be tricked or deceived into her consolidating on a less than optimal man. That's the paradox of Hypergamy and the prime reason women seek pre-made man (or a man with such overwhelming potential it satisfies Hypergamy). So important is this filtering mechanism that it evolved to be a part of women's neurological firmware – it's baked in.

In a larger respect, this filtering is part of the prime directive amongst the collective social influence of the Sisterhood. Women want, and expect, a default, and completely honest, evaluation of a man's intimate potential in satisfying Hypergamy from her peers as well as the larger social collective of women. Anything that confounds or deliberately confuses the veracity of this Hypergamous assessment about a guy is equitable with deliberately attempting to sabotage a woman's life. Accurate evaluation of a man's Hypergamous potential is the highest order for the Sisterhood.

Teaching Slaves to Read

In my [interview with Ed Latimore](#) we discussed exactly this dynamic and what Ed said was profound. I paraphrase him here, but the sentiment was, "Men learning Game, men teaching men about the intrinsic psychological and biological natures of women, men making other men Red Pill aware, is like teaching slaves to read in the time of slavery."

Men becoming aware of the nature of women is a *Threat*; and that threat is primarily dangerous because it deliberately confounds women's accurate assessment of a man's true value in satisfying her Hypergamous doubt. Educating men about Game, about Red Pill awareness, must be prevented on both a personal level and a sociological level if women are to maintain a feminine-primary, feminine-correct and feminine-dominant social order. Thus, we encounter the social situations that Ehintellect and SJF describe in the above comments.

This reminds me of a story I read on the Red Pill Reddit forum about a guy who's girlfriend discovered [my book](#) he'd been reading. She began picking through various sections and, expectedly, got really pissed off at the chapters on SMV ([the chart in particular](#)). They both discussed the parts she'd read and she admitted she wanted to read the whole thing, but from what they talked about she confessed that there wasn't really anything she disagreed with. Her words were, "***You men shouldn't know this stuff!***"

It wasn't that she was irritated by the truth in those sections of the book, but rather, her concern was that men might become aware of women's sexual strategies as laid bare by the SMV sections and chart. Essentially, men teaching men to become Red Pill aware, to unplug them from the Matrix is anathema to women's long term sexual strategy. Teaching men to *Just Get It* is a deliberate effort to bypass women's subconscious and overt filtering processes to evaluate a man's Hypergamous value.

Furthermore, Red Pill aware men represent an existential threat to women unilaterally making Hypergamous decisions for their lives – a unilateral power women have taken for granted since the unfettering of Hypergamy in the Sexual Revolution – and thus represent a threat to their making a less than optimal choice. Men becoming Red Pill aware, in effect, prioritizes men's control over the Hypergamous process. That may be only by order of degree, and subjective to men's real grasp of the

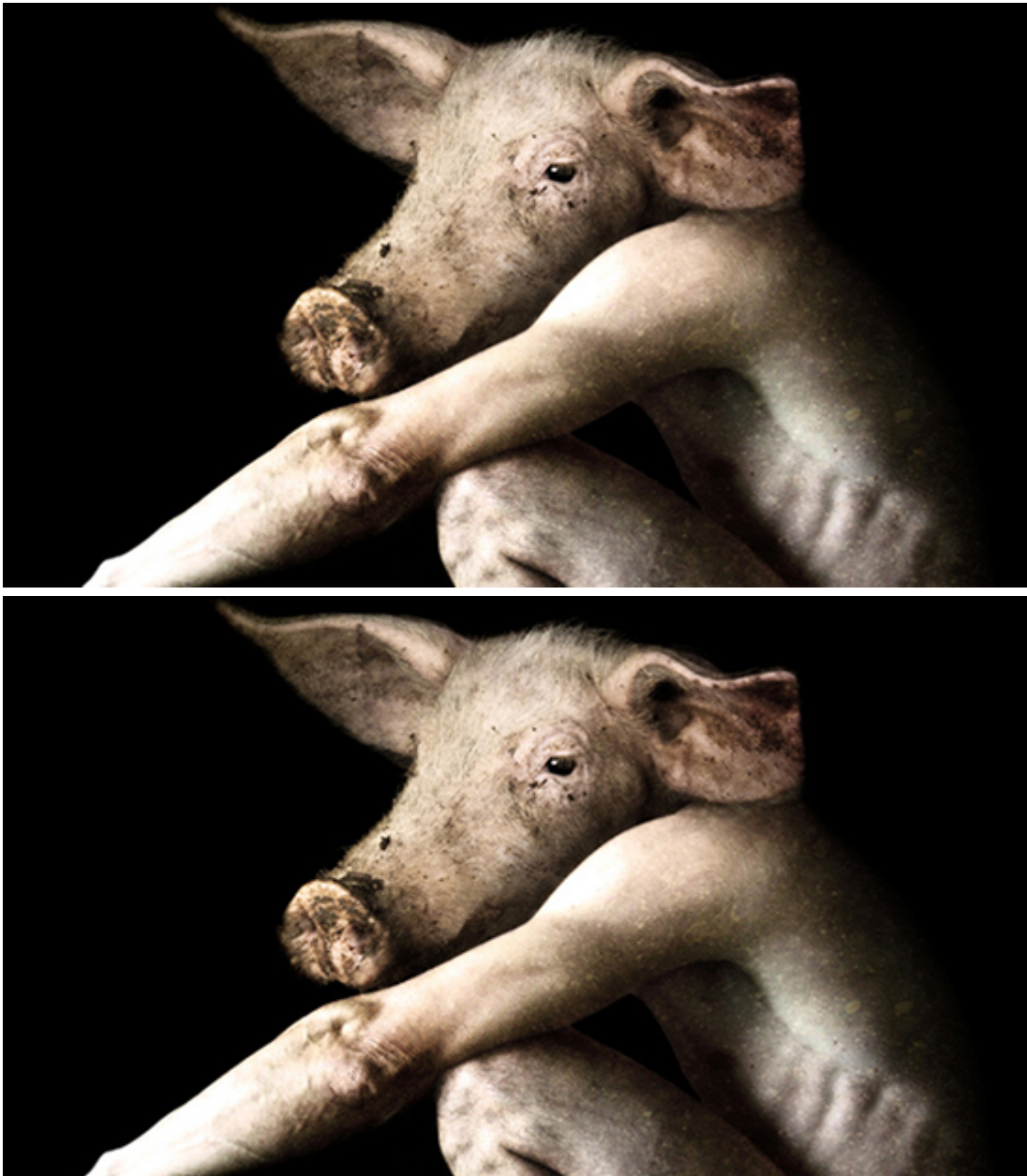
Red Pill and their capacity to implement it, but the fear remains. Even a nominal control or increase in control of men over the Hypergamous process must be criminalized, marginalized or shamed to eliminate the threat that a man might convincingly misrepresent himself for a woman's Hypergamous approval.

This is interesting in light of women's hubris of embracing Open Hypergamy on a societal, cultural level. It's not that men would be aware of women's Hypergamous sexual strategies – this they triumphantly flaunt in very public ways – it's that men would collude together to deliberately exploit that knowledge to wrest some marginal control over women's sexual selection process.

Novaseeker's assessment is correct, this convincing deception centers on men teaching men to passably appear to, if not actually, *Just Get It*. There's a maxim in the manosphere that states women are not interested in how a man becomes a man. They are uninterested in the process of a man becoming anything, just that he is. If there is one thing Hypergamy demands to satisfy its inherent doubts is that men be genuine. How they became 'genuine' is irrelevant to women, just that they *are* genuine is enough. This is the conflict between women's Ids and Egos – that a man might appear to be genuine in his quality is enough, yet not enough.

The Anger Bias

March 29, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I don't think it will come as a shock to my readers, or anyone who follows me on Twitter or on the Red Pill Reddit forum, that I've gone to bat in recent months to combat the (often deliberate) misperception that self-described 'Red Pill' men are inherently angry men. As such, we're also meant to presume these 'angry men' have a potential for violence or at best self-loathing.

The idea, of course, is proposed that "the guys in TRP are just embittered, deeply hurt men who've taken the truths that Red Pill awareness has presented to them and converted it to a real, genuine misogyny". Furthermore, the convention is proposed that these guys cannot come to terms with their own failures and want to blame them all on women, or at the very least an unkind, unforgiving, pro-female world in which they've always struggled (i.e. "losers want to blame their losing on women"). Thus, these 'bitter terpers' (TRPers) promote either hostility towards women, or they attempt to check themselves out of the sexual marketplace entirely by "going their own way". In either case, it's proposed that it's men's inherent anger that motivates them to an anti-woman mindset.

I addressed much of this misguided argument in my essay Anger Management:

But are we angry? I can't say that I haven't encountered a few guys on some forums and comment threads who I'd characterize as angry judging from their comments or describing their situations. For the greater whole I'd say the manosphere is not angry, but the views we express don't align with a feminine-primary society. Men expressing a dissatisfaction with feminine-primacy, men coming together to make sense of it, sound angry to people who's sense of comfort comes from what the feminine imperative has conditioned them to.

Most of the men who've expressed a genuine anger with me aren't angry with women, but rather they're angry with themselves for having been blind to the Game that they'd been a part of for so long in their blue-pill ignorance. They're angry that they hadn't figured it out sooner.

I understand that a lot of what is written in the manosphere can certainly be interpreted as coming from a source for anger. When I (or anyone else) outline the fundamentals of hypergamy for instance, there's a lot to be angry about for a man. Women get pissed because it exposes an ugly truth that the feminine exhausts a lot of resources to keep under the rug, but for men, learning about the feral reasons for feminine (and masculine) behaviors often enough cause a guy to become despondent or angry. That impression should never be the basis for a Man's Game, nor is it ever really an aspect of internalizing Game that will benefit him personally.

Anger bias and attribution to men is an easy follow for a social order predicated on empowering and protecting the feminine. From an egalitarian mindset that insists on socially constructed equalism between the sexes it's ironic that the attribution of a default anger to men, and the conventionally masculine, is something entirely unique to the male sex. To the feminine-primary mindset, all-is-one until a negative trait unique to the male biology serves a purpose, and a positive trait unique to women is flattering for them. *Then* the ideals of social constructionism are suspended insofar as biology agrees with a feminine-primary social order.

I would also argue that predisposed anger is just one attribute the Feminine Imperative finds useful in men to create operative social conventions. The default presumption of men's predisposition to anger is the basis of most domestic legislation (paternity, domestic violence, child custody, etc.) between men and women.

This is a convenient social constructivism based (ostensibly) on egalitarian equality until a particular emotion or personal quality is predominantly attributable to one sex in the positive or negative; then it's the 'differences', not the similarities, between the sexes that make for social control. It's funny how we're all equal, blank-slates until anger is better attributed to "toxic" masculinity and some preternatural capacity for empathy in women are beliefs the Feminine Imperative reinforces in its cultural context.

Anger is a useful emotion for fem-centrism. It's all too easy to classify men's propensity for anger (and associated violence) as 'toxic' yet women's anger is something transformative and empowering. This connects back to the social efforts of the past five generations designed to feminize men and masculinize women; the inverse traits that would be conventional to one gender are encouraged as positive traits in the opposite gender.

This may be somewhat remedial for my regular readers, but I'm reviewing this because it illustrates a

dichotomy that a Blue Pill mindset is all too ready to accept. To the equalist ideology, biological gender-specific truths are only a minor factor in the human condition – unless the truth of that gender-specific biological fact is something advantageous to the feminine and disadvantageous to the masculine.

For instance, to suggest that women's evolved neurological capacity for communication makes them more intuitive and sensitive to verbal and nonverbal sub-communication we're supposed to embrace this biological fact as something that sets women apart as 'special' or evidence of women being "more evolved". But when we suggest that men outclass women in cognitive spatial ability, or neurological gender differences in rational abstract thinking gives men a biological advantage in areas like mathematics, then male professors lose their tenured jobs for expressing these facts publicly. If a biological difference is flattering to women it's an exception to the blank-slate ideology; if a difference is unflattering to women it's considered evidence of an institutionalized sexism on the part of men.

For all purposes, a social order founded on the blank-slate ideology of egalitarian equalism (serving the Feminine Imperative) regularly, and ruthlessly, quashes any discourse of biological gender differences – **unless** those factual differences are flattering to the feminine and/or damning of the masculine.

Anger Bias

One biological difference equalism is happy to promote is the notion that men are biologically predisposed to anger, aggression and violence. The motivating impetus behind this anger is rarely something the equalist mind will consider, but that men are predominantly, naturally, more 'angry' than women is a meme that is actively encouraged. If anything, this biological fact is a root basis for the cultural concept of "toxic" masculinity.

However, the fact does remain, healthy men possess 12 to 17 times the biogenous serum testosterone that women do. This naturally predisposes men to be more muscular, hairy, lower voices, libidinous and yes, aggressive. It's no secret that statistically men are biologically more prone to anger, aggression and potentially violence. In a feminine-correct social context this natural predilection is the basis of all masculine attributes being 'toxic', if for no other reason than it presents a threat to women's social control.

For all this, the male gender-bias towards presumption of anger has a foundation in evolutionary psychology. Men will always be considered more angry than women because of an evolutionary adaptation known as **Error Management**. And in men's case, this anger attribution is a species-survival adaptation. The following quotes originate from a study called, *Seeing storms behind the clouds: Biases in the attribution of anger*. This experimental study, and another similar study (*If looks could kill*), come to us courtesy of Dr. Martie Haselton and her colleagues in the evo-psych department at UCLA. These studies outline the inherent biases towards anger all humans theoretically harbor subconsciously.

Anger-prone individuals are volatile and frequently dangerous. Accordingly, inferring the presence of this personality trait in others was important in ancestral human populations. This inference, made under uncertainty, can result in two types of errors: underestimation or overestimation of trait anger. Averaged over evolutionary time, underestimation will have been the more costly error, as the fitness decrements resulting from physical harm or death due to insufficient vigilance are greater than those resulting from lost social opportunities

due to excessive caution. We therefore hypothesized that selection has favored an upwards bias in the estimation of others' trait anger relative to estimations of other traits not characterized by such an error asymmetry.

Anger attribution to physical and gender cues is an “adaptive rationality”. In other words, it's probably better to err on the side of caution and misattribute anger to an individual displaying even marginal cues of a potential for aggression (for instance, they hold implements or tools that *could* cause physical harm) than to miss that cue and wind up dead or injured.

Moreover, we hypothesized that additional attributes that 1) make the actor more dangerous, or 2) make the observer more vulnerable increase the error asymmetry with regard to inferring anger-proneness, and should therefore correspondingly increase this overestimation bias.

This is an important distinction to make when we extrapolate this theory to a larger social scope. When the actors (men in our case) are made to appear more dangerous, or the observers (women & feminized men) are made to feel more vulnerable there is an increase in the perception that the actors are in fact more prone to anger (asymmetrical error attribution).

Adaptive rationality and error management

The “adaptive rationality” approach contends that the mind was shaped by selection to enhance fitness in ancestral environments rather than to yield accurate judgments.

Therefore, human cognition can manifest seemingly irrational biases that are, in fact, “adaptively rational.”

I explored this topic in my essay, *Vestiges*.

Anger attribution is one domain in which this might occur. Perceivers can commit one of two errors: underestimate an individual's trait anger (false negative) or overestimate it (false positive). On average, underestimations will have been costlier than overestimations in ancestral populations: assuming that an anger-prone individual was temperate placed the perceiver at risk of assault, whereas assuming that a temperate individual was anger-prone merely led to foregoing potentially profitable interactions. Thus, overall accuracy (i.e., committing false negative and false positive errors with equal frequency) did not maximize fitness over evolutionary time. Rather, in line with error management theory, we hypothesize that selection favored a biased tendency to commit the less costly false positive — overestimating trait anger. Although the same logic applies to the estimations of state anger, our predictions focus squarely on trait anger because traits predict future behavior, and it is costly to underestimate an individual's anger not only in the moment, but also in future interactions.

For the Red Pill aware, what I'm suggesting is that there is an evolved predisposition to perceive men as generally more prone to anger, and thereby more susceptible to aggression/violence, than may in fact be the actual case with men individually. Largely, as a man, you will always be perceived as potentially angrier than a woman.

Contextual factors can influence this asymmetry, resulting in a concomitant increase in biases in the perception of a given emotion. Anger motivates aggression, hence an important

contextual factor in anger perception is the capacity of the perceived individual to inflict harm. The greater the capacity to harm, the more costly it is to underestimate the extent to which the target is angry, and therefore the more that perception should be biased in favor of overestimation.

I would argue here that men's state in western(izing) cultures is one that grossly exaggerates men's overall potential for anger, and by extension violence. Presuming that Red Pill men are "a bunch of angry misogynists" is one such error, but it is also a useful one in that it plays upon this overestimation of anger in men on whole. This anger attribution in men will always be an easy method of poisoning the well or creating straw men arguments from which opponents of Red Pill awareness will dismiss valid, factual arguments.

As you might guess, this male anger bias is a simple tool to use – and one I unfortunately see being employed by many Purple Pill dating coaches who'd like to dissuade their clientele from the less marketable aspects of Red Pill awareness. Anything Red Pill that disagrees with their feminine-sanitized advice is conveniently dismissed as "negative" or the rantings of angry, bitter, burned men. It becomes "Truthful Anger", but their emphasis is always on the anger part rather than the truth that would kick a leg out from under their positivity marketing scheme.

The default state of women and feminized men is one of a presumed vulnerability due to a persistent social characterization of a default female victimhood in popular culture and media. Likewise, men are portrayed as quick to anger – all in spite of generations of effort spent in Blue Pill conditioning of men to be ideally passive, supportive, non-assertive and entirely less masculinized. Despite all that sensitivity conditioning, from the earliest ages, the default presumption that's still popularly reinforced is that men are always the angry/violent ones. Domestic violence laws presume a man is always the attacker and always the party to be removed from the home because of this preconception. Both the Feminine Imperative and even well meaning Red Pill men default to this overestimation. I get that this is largely merited on whole as a characteristic of men. This error management is a useful and pragmatic adaptation, but it is also a useful foil for dismissing men on whole. It's interesting that I'd be pilloried for expressing that the realities of women's menstrual cycle predispose them to ovulatory shift, as well as anti-social, behaviors, yet were I to explain that testosterone predisposes men to aggression we largely accept this as a given.

My intent in this essay isn't to say men aren't as angry as their evolutionary nature makes them. The point is that a feminine-primary social order readily makes this nature a useful tool in dismissing what would otherwise be valid, but uncomfortable Red Pill truth. This anger bias mechanism is a tool for message control.

The Private Man Has Completed His Journey

April 4, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Live with Christian McQueen

April 6, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A few Rational Male updates to pass on here. I'm getting very close to publishing my third book – *The Rational Male, Positive Masculinity*, so needless to say April is already beginning to be a very hectic month for me. In addition to this, I've got several other business irons in the fire, both from a Red Pill perspective as well as my personal career, all of which are very exciting for me.

With the Private Man's passing I had to stop and do a bit of introspection and self-evaluation. Andrew's death occurred a day after my 49th birthday and I needed to take some time to ask myself what I want to do with the time I have remaining. One of the best things about *The Rational Male* is that the ideas I explore are both timeless and subject to the social winds of our time. That said, I don't ever see a time where I'll be slowing down from connecting the dots I do, but obviously I have only a very limited say in how long I'll be doing this. I had asked Andrew to write the forward to my third book, but obviously fate had a different idea for the book. Needless to say I'll be writing it myself now. I had wanted this section to be a sort of testimonial last message memorial to him, instead I'll be

dedicating the book to his memory. Both my books have become institutions in the manosphere and Red Pill awareness on whole. I had hoped this new one would be some kind of enduring obituary for Andrew.

In the five and a half years I've written this blog I have never taken a sabbatical longer than a week's vacation time – hell, I even tee up two drafts just to keep things going on vacations. Making men Red Pill aware, evolving ideas, planning new ventures, and exchanging ideas with other men, has always been a life-mission for me. I never really planned it, it's just something I feel like I need to do, but when a luminary like Private Man comes to an end, that's when I have to take stock of things. The Red Pill, the sphere, unplugging men from their indenturement, my books, my presence is, I feel, the dent in the universe I, and other men are making at this time in human history.

So, with that, I'm happy to say I won't be slowing down any time soon. Steve Jobs was said to be even more motivated to making his dent in the cosmos after he'd accepted his own mortality. I'm very healthy now, I have a lot going on in my life and I see no reason not to continue doing what I do. I do however acknowledge my own mortality much more acutely these days. My wife's brother died suddenly in his sleep back in 2011 at the age of just 39. No indication, no hypertension, no nothing. For all impressions the guy was very healthy, no alcohol, no smoking, etc., but one night he simply died (heart failure is what the coroner said). It's incidents like this that keep me going.

In the coming year I have a lot planned for *The Rational Male* and Rollo Tomassi. I'll be making a public appearance again; the first one in 2 years by the time I do. I'm more comfortable with being at least semi-public now, and while that won't change anything substantially for what I do, it does mean I'll be less concerned showing my face. The third book will drop this month, or early in May, depending on when I finish the forward now. And Sam Botta assures me the audio for *Preventive Medicine* will be coming out in the next 2 months.

There is one big announcement I'll be making tomorrow on my *4th podcast with Christian McQueen*. I've had this in the works since October of 2016 and I'm happy to say it's finally going to happen this year. As always, please use the comment thread here to ask me any questions you might like me to answer on the show tomorrow. We'll be catching up and going at it like we always do. We'll be recording around 12 noon PST.

Lastly, I'll also be talking to *Richard Cooper* live on his own YouTube channel the following day, Saturday, April 8th. So if there's anything on his show you'd like me to cover feel free to drop those questions here too.

The Christian McQueen interview can be [accessed here](#). Fair warning, it is behind a paywall, but I feel it's well worth Christian's very marginal membership fee.

In Episode 78 of A Man In Demand Radio, I welcome the great Rollo Tomassi, an astute author and giant among men.

In this exclusive (3-hour) interview, we discuss everything from the Current State of Man in 2017 to politics (lightly), to hypergamy, and much more, including answering all of your questions that you posted in the Comments section of his blog and on my forum.

This is 3 plus hours of great insight and wisdom from Rollo and is not to be missed...

Show Notes

- How the Red Pill can help you raise your children (specifically daughters)
- The use of Game in relationships and marriage
- The epidemic of the anti-male agenda in the media
- When Rollo's 3rd book is coming out and what's inside
- Rollo's advice to 'himself at 15 years old'
- All readers questions answered covering a variety of topics
- And much, much more!

Sublimation

April 10, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One question I was asked in my recent interview with Christian McQueen came from a read *Cheryl*:

Why don't men find out a little info about the girl he's going to have sex with?

Seems simple enough, right? I mean, hell, I got into all kinds of trouble for suggesting ways men might use in the vetting process of determining a woman's suitability for a long term investment (however you want to define that). I can certainly understand the criticism. I seem to run into two extremes in this respect. On the one hand I get run up the flagpole for even suggesting men might qualify a woman for anything more than a pump & dump. The danger is too great and the more hardline MGTOW a guy might be, the more misleading he thinks my suggesting guys vet a woman is.

On the other extreme, there are the guys who tend to preemptively White Knight for themselves. In this perspective his standards (according his Red Pill awareness) require the utmost scrutiny for any

woman to be considered worthy of his attention. In fact, just that he would consider a woman suitable ought to be flattering for her.

Now, those are two ends of the bell curve, but it's the guys in the middle who, as Cheryl says, seem to give very little thought about a girl he wants to bang. This is a fairly innocuous question, but it has many answers.

First and foremost, it is biological. There are aspects about women that trigger a sexual response for men. We evaluate sexual potential and sexual availability of a woman all in a matter of seconds. He's found out all he needs to know about a woman he wants to have sex with by whether or not he gets an erection with her. I think it was Roosh who dubbed this the boner test. In polite society this is the vulgar answer, but a man's unconscious sexual response is the result of millennia of pragmatic and efficient evolution.

All sexual response in humans has evolved to be so autonomous you don't notice it functioning in your mental processing. That's one reason appealing to sexuality in commercial advertising is so reliable and ubiquitous – the response is always running as a background subroutine in our hindbrains. In our evolutionary past it served men best to hone their sexual evaluation and response to a woman within moments because anything less, any over-investment in that assessment, had the potential of his being killed by a rival for whom he might be competing with intrasexually.

Assessing sexual availability and suitability evolved to be an instantaneous and subconscious process for men because men also had the lowest investment requirement in reproduction. I often delve into explaining the mechanics of raw female Hypergamy on this blog, but it's important to consider how women's fundamental sexual strategy forces men's own strategies to adapt. What we call 'pump & dump' now was a very pragmatic, often life-preserving reproductive strategy for men to follow in our prehistory. Since *Estrus* is largely concealed in human females it made sense for men to adopt a sexual strategy, and consequentially evolve a physical sexual response, based on immediacy.

Men's sexuality is 'always on'. Men are aroused sexually far quicker and with much less prerequisite cues and stimuli than are women. You have to work a woman up to sexual arousal. In some instances that may be an easy task (if the guy is an idealized Alpha for instance), but by comparison healthy men's sexual response is far more responsive than that of women. You might think, "well duh, Rollo, everyone knows women need foreplay and an emotional kick (good or bad)", but this is one of those "well duh" moments we need to review in order to understand why men don't apply themselves more to sexual qualification of women.

Now carry this dynamic into the present. This immediate sexual evaluation and response was a great evolutionary adaptation benefit for prehistoric men – assess it, hit it and run – but in today's world, it's largely a disadvantage because social and environmental conditions have changed. Our mental subroutines are the same our ancestors had, but the environment they evolved in is largely gone and forgotten. However, the *vestiges* of this evolution are something we need to contend with today. I think it's ironic how ready we are to accept that our bodies process and prioritizes calories of certain foodstuffs as a result of how food scarcity in our evolutionary past made for a more efficient physical machine. Today, food is plentiful, but our physiology still processes food as if food was scarce. As a result we see epidemic obesity rates.

Mind Over Matter

That's easy to understand, but what our social and physical conditions demand from us now is us exercising self-control over the consequences of those evolved vestiges. Largely we think a fat guy is

weak for not having restraint with food and prioritizing exercise (and exercise he needed for survival in the past), but what we don't like to accept is that our physical nature is what sets our operative conditions today.

We expect much of the same modern day self-control over our evolved sexual response too. The more noble, higher-order thinking aspects we value today are really mechanisms intended to sublimate evolved aspects of ourselves that used to be the most pragmatic and efficient means of solving the problem of reproduction and survival. Mind (or spirit) over matter doesn't preclude the influences of these evolved motivators – nor does it (or should it) absolve men of consequences of his behavior.

In psychology, **sublimation** is a mature type of defense mechanism where socially unacceptable impulses or idealizations are unconsciously transformed into socially acceptable actions or behavior, possibly resulting in a long-term conversion of the initial impulse.

Sigmund Freud believed that sublimation was a sign of maturity (indeed, of civilization), allowing people to function normally in culturally acceptable ways. He defined sublimation as the process of deflecting sexual instincts into acts of higher social valuation, being “an especially conspicuous feature of cultural development; it is what makes it possible for higher psychological activities, scientific, artistic or ideological, to play such an important part in civilized life”. Similar views state that sublimation is when displacement “serves a higher cultural or socially useful purpose, as in the creation of art or inventions”.

In short, sublimation is a result of restraining those evolved aspects of ourselves and channeling that motivation and impetus to other endeavors. I think one of the key understandings that Red Pill men need to grasp is how these underlying motivators operate in themselves as well as how they affect women. Game is greatly enhanced by a real good understanding of how a woman does or does not sublimate certain aspects of herself. In fact, I would argue that since the time of the Sexual Revolution, and the social unfettering of Hypergamy, women have systematically changed how they sublimate their evolved impulses. The rise of our feminine-primary social order has been molded by how women have been absolved of the consequences of realigning this sublimation, or unapologetically dropping it altogether.

Simultaneously, this social order has increased the liability for men who cannot or will not adopt the forms of sublimating their own impulses according to feminine-primacy. As you might guess, this coincides with the *Male Catch 22*, men's *Burden of Performance* and men being held to old order social contracts while also being expected to respect new order social mandates. Men are held accountable for any marginal lack of self-control (sublimation of evolved imperatives), while women are socially absolved of, and sometimes rewarded for a lack of control over their Hypergamous impulses.

Roissy once stated that the goal of feminism is to remove all constraints on female sexuality while maximally restricting male sexuality. How we reward and punish either sex's capacity to sublimate their feral natures is how this is effected.

Devil in the Details

Yet the bewilderment persists, why don't men vet the women they want to bang more? What the question presumes is men ought to have a capacity to sublimate their sexual desire in order to make better decisions for themselves. What the question presumes is men's sublimation should align with the sexual strategies of women and to their 'correct' benefit. It also presumes women's sexual

strategies are in no way intended to confuse or capitalize on a man's value to her. I don't mention this to be mean or imply judgement, rather that arousal and attraction don't happen in a vacuum. I've made this analogy before, but,...

T-rex doesn't want to be fed; he wants to hunt. You can't just suppress sixty-five million years of gut instinct.

– Dr. Grant, Jurassic Park

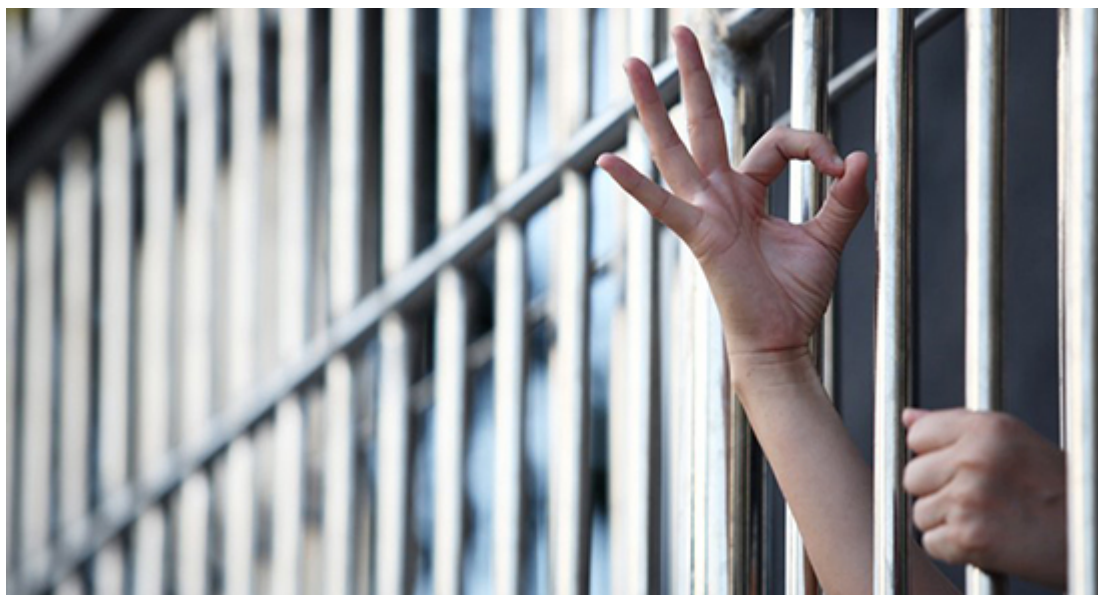
Sexuality, families, and men did not come about because of society. To the contrary, sexuality, families, and men are what made society possible in the first place. – Pook

Men's brains evolved to sexually objectify women. In order for this assessment to take place the mental construct of perceiving women as objects was a necessary evolutionary step. The simple truth is that it's part of men's neurological firmware to see women's bodies as objects. It's a well studied fact that when men see an arousing woman's semi-nude body it triggers the same area of our brains associated with tool use. Sexual objectification is a survival feature for men, not a bug. Furthermore, studies show that men's brains will prioritize sex even above food acquisition.

None of these facts absolve men of personal responsibility for their actions – however, men making less than wise decisions with regards to sex are following their evolutionary directive. Today's women feign some ignorance of this, but what they don't appreciate is that their own directive, the dualistic nature of Hypergamy, is not the same as men's. And yet again we become victims of the teachings of equalism that wants us to believe men and women are the same, and as such men ought to be able to sublimate themselves in the same manner as women.

Blue Pill Conditioning and Equalism

April 17, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Rational reader *Playdontpay* had a very poignant [comment](#) in last week's thread:

I'll stick with the "boner test". Women are only playthings anyway!
Do I enjoy fucking her? After sex is she good feminine company? This is all I need to know, if shit goes sideways I'll just get another one.

She's only going to lie and present a fictional version of herself based on what she thinks you're looking for anyways. Women don't do real self improvement they just convince themselves that they already are "better" because if she can't convince herself it will be more difficult for her to sell it to you.

She will rewrite her sexual history and "because she's a different person now", well, that's the way she has always been. Stop taking them so seriously, how are you going to vet a Machiavellian liar that's been learning game from the age of 12?

His perspective on women is exactly why I tell men to avoid marriage altogether even though I've

had a fantastic marriage myself for over 20 years. A lot of my haters, and more than a few supporters often get hung up on this.

Most of the criticism I get for writing what I do and still maintaining a good relationship with Mrs. T comes from men who cannot wrap their heads around the very simple, accepted truths described in this approach towards women. They think there must be something more to it. They think in their preconditioned equalist mindset that women are wired for the same introspection and development that men are. So, naturally, the easy presumption is that any self respecting woman would never put up with a Red Pill man's outlook and approach, because they believe the blank slate lie.

If an egalitarian ideal between men and women were tenable I'd completely agree, but it isn't. So, in order to protect their ego investments, the rationale follows that any woman who falls for a Red Pill man **must**, by definition, be lacking in self esteem, self respect, low quality, etc. They believe that because anything else destroys their equalist fantasy world. This stems from a much deeper, root level, ego-investment in egalitarianism and I think this is a perspective a lot of Red Pill aware men have a tough time with to say nothing of men still plugged into the Blue Pill world view.

If you've read me for any length of time you'll know I'm rarely prescriptive in my writing. I've always been of the belief that men need to find ways to utilize Red Pill awareness of intersexual dynamics for themselves on an individual basis. However, I will say that there are certain general aspects of that awareness and how to put it into something applicable in a man's life that seem self-evident to me. First and foremost among these generalities is that in *killing your inner Beta* and disabusing oneself of his Blue Pill conditioning, a man needs to understand that the foundational belief that informed and defined his Blue Pill existence is equalism. The presumption that an idealized, blank-slate egalitarian state between the sexes is both possible and desirable informs all Blue Pill beliefs that follow it.

This equalist presumption often forms the mental point of origin for most Blue Pill men. Ostensibly, this mental prioritization of some equal state between the sexes is what most Blue Pill guys will tell you attracts women. This notion is also fundamental to Blue Pill guys' drive for identifying their own psyches with the feminine and forms the basis of Beta Game.

Transitioning this early equalist ideology to a sexual strategy is a simple, deductive process for men. Little boys are raised on feminine primacy memes and the narrative of *Fempowerment*, all the while being conditioned to believe that, beyond some insignificant biology, boys and girls are identical beings with the same potential and proficiencies. It's gotten to the point where this process is normalized and pushed to the backgrounds of most people's consciousness. We'll raise boys in feminine-primary educational standards, we'll teach them they're the same as girls, but we'll also teach them they're defective for not aligning themselves with girls, for not getting in touch with their feminine sides.

I'm fleshing this process out a bit here because unlearning this equalist's mental point of origin is a key transition in a man's unplugging. Often the hardest part of killing the Beta and accepting Red Pill awareness is replacing equalism with oneself as a mental point of origin. This is a hard step for most guys because it requires he shift his opinion of himself and risk being called a selfish asshole. Remember, anything that would disagree with or challenge the idea of intersexual egalitarianism will always be equated with misogyny, intolerance, tyranny, etc. Questioning the validity of equalism (however it's applied) will always be countered with a binary extreme.

This is exactly why *Playdontpay's* comment appears so outrageous and self-indulgent to anyone not

Red Pill aware. HIs pragmatism will be conflated with anger.

Interchangeability

Anonymous Reader posits:

Rollo

...men who cannot wrap their heads around the very simple, accepted truths you describe about your approach towards women. They think there must be something more to it.

Often because they've been told since they were toddlers that there is "more to it", also known as the Blue Pill.

They think in their preconditioned equalist mindset that women are wired for the same introspection and development that men are.

Exactly so and very important. The feminist fallacy of "interchangeable" leads to this. The mental habit some men have of projecting themselves onto others, believing "Well, I'm like this, so everyone else must be also" leads to this. It is extremely frustrating to encounter female behavior that is so obviously stupid it is like catching someone peeing in the kitchen sink.

Many betaized men will put up with bad behavior for far too long, then have a major blowout of anger and expect behavioral change. That doesn't work with toddlers or dogs or women. Constant, low key, correction does work. Neuroplasticity points to a "why"; daily reiteration of a desired habit works better than once per week, etc.

It's important to recognize the difference between real introspection and brooding or ruminating, too. Some women will brood over wrongs done but not connect that up with their own behavior. That's not introspection. That's not "failure analysis". That's rewiring neural pathways to perpetual resentment.

It is extremely difficult for an equalist, betaized man to accept the fact that women *want and need* to be dominated, because they for sure would hate and resent that. It is even worse for the churchgoing men, because the equalist chant from the conservative feminists in churches is almost always slathered with a layer of "sisterly love".

What *Anon* is driving at here is my second point in Blue Pill and Red Pill men understanding the depth of their conditioning. Equalism and feminism depend on interchangeability. In order for little girls to grow up to be anything they want to be there must be an agreed upon "level playing field" from a socio-sexual point of view. This means that if little girls want to grow up to become football players and little boys want to grow up to be prima ballerinas there (at least ostensibly) must be an agreed upon equalist environment in which this can happen.

The egalitarian ideal the Blue Pill conditions us to believe is possible presumes there is a mutually agreeable state of intersexual equality. In reality this state is entirely contradictory to our evolved sexual strategies and our biological realities, but in theory, an egalitarian ideal can only exist in an environment that is deemed equal by both men and women. If such a state were possible, if evolved influences of our biological realities for both sexes were non-factors, then this state would also presume a mutual interchangeability between the sexes.

The combination of our equalist conditioning and this interchangeability is the root of much of the dysfunction we see between men and women today. Because we are taught all-is-one, because we presume we're all the same except for the plumbing, there is also a presumption of uniformity of purpose between the sexes. Equalism is really just the religion of the Feminine Imperative, but it hides behind this feminine-primary advertising that men and women are playing by a mutually agreed upon set of rules, striving for mutually agreed (Blue Pill) goals and all in spite of our natural predilection or any competitiveness. No other social condition in the history of mankind could place women in a more socially controlling position than Hypergamy excused by equalism.

In such a state women can mandate their unilateral control over Hypergamy, but there is one downside – men expect a mutual interchangeability. Blue Pill men actually expect women to play by that mutuality of purpose. That's the interchange. Women will still ensure that optimizing Hypergamy is the prime directive, and they'll hide behind equalism to keep men in check and absolve themselves of the worst of their predations in doing so, but men still expect women to feel as men do. Blue Pill men believe that women can and will love them in an idealized way that runs contrary to their Hypergamous opportunism. Why? Because they were conditioned to believe, from a very early age, that interchangeability exists between men and women.

The difference between men and women's concepts of love is a prime example of this equalist interchangeability fallacy. Men's concept of love is rooted in idealism; love for the sake of love. This is a result of men's outward looking idealism and existential experience being male. Women's concept of love is rooted in opportunism. This is a result of natural solipsism and the need to optimize Hypergamy. It is intrinsic and inward looking and based on security and ensuring survival. When we introduce a condition of egalitarian equalism to men and women only one of these concepts can be the mutually correct concept. Both can exist in a natural state of complementarity between the sexes, but if all-is-one, there can only be one concept of love that decides for both sexes.

The confusion Blue Pill men have is presuming that men's idealistic concept is the mutually accepted one. This then wars with women's natural opportunistic concept; and by extension her intrinsic need to optimize Hypergamy. Of course, I'm under no illusion that equalism is anything more than a social utility to ensure a feminine-primary social order, but this is one illustration of how deeply conditioned equalism is what a majority of men base their intersexual understandings on.

I see this conditioning persist even amongst men I would otherwise think had a firm grasp of Red Pill awareness. As I said, they think in their preconditioned equalist mindset that women are wired for the same introspection and development that men are. They still want to hope in that Blue Pill goal of interchangeability. For all of the Red Pill and self awareness I could credit men of the MRM with, they still cling to this equalist mindset. This Blue Pill ideal of true equality between the sexes ultimately works against their best intentions since it is women who are more perfectly placed to take advantage of this 'equality'. Once again, you will never achieve Blue Pill idealistic goals with Red Pill awareness. Most men are taught that those Blue Pill goals are worthwhile, but they are carrots proffered by the same builders of the cart who hope to get the mule to pull it.

I have read and heard the words of many otherwise brilliant, otherwise Red Pill aware men who simply cannot unlearn the falsehoods of egalitarian equalism. Nothing's more frustrating to me than to hear a guy I have a deep respect for parrot back some meme or catchphrase of a feminine-operative social convention, or what he thinks is a funny, gender-deprecating quip that belies his ego-investment in the same equalism he just spent a book's worth of research to debunk. I see brilliant men like Dr. Jordan Peterson, Dr. Warren Farrell or Steven Pinker, who I would hold up as guys who

have a lot figured out, still rattle off the same memes I would expect to see from equalists on Facebook. I find it the height of irony that the same men who would systematically destroy the idea of the blank slate still pander to the hopes and goals of the equalists who built those goals based on a blank slate ideology.

Understanding how your prison is constructed, how it works, who your jailers are, is not the same as understanding how to escape it. It's interesting how refined our Red Pill Lenses can become yet we still never drill down to the root beliefs that still keep us ignorantly hopeful. It's time we embrace an ideology of true complementarity between men and women. It's time we accept that we are not equal and in some circumstances that puts men and women at respective advantages and disadvantages based on what any challenge poses to us. It's time we threw away the Blue Pill goals that equalism has taught us are 'correct' and replace them with realistic ones founded on Red Pill awareness.

The 21 Convention

April 25, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



If you've been following my Twitter (and why aren't you?) or you had a chance to listen to the 3 hour interview I did with Christian McQueen you'll know that my only in-person appearance this year will be at the 10th anniversary of the 21 Convention in Orlando, Florida on September 28 through October 1st.

I feel it's kind of incumbent upon me to give my readers a little background on my involvement with this convention. When I did the [Man In Demand conference in 2015](#) I got to work with Christian McQueen in a very limited capacity as far as planning things went, but I agreed to do my first in-person talk because I knew he understood what my purpose as a writer is. Before I'd agreed to do that appearance I'd already met with Goldmund so when I was told he was confirmed for the weekend too that made up my mind for me. That experience, meeting my readers face to face was something I'll never forget and I wanted to do at least one appearance every year since then if I could. We had talked about making MID an annual event in Vegas, but logistics made 2016 just too difficult.

In the summer of 2016 I had the 21 Convention organizer Anthony Johnson approach me about speaking at the 9th 21 Convention, but again, work prevented me from going. If I'm honest I wasn't terribly impressed with the lineup of speakers after I'd seen some of the talk videos from the prior convention. A lot of what I saw was typical [Purple Pill](#) life-coach motivational speaking and I wasn't feeling it. Anthony assured me that wasn't the case, but I still got that vibe. As most of my readers know, I'm very conscious of who I tacitly endorse by mentioning or even casually co-brand *The Rational Male* with. My first thought is always about being real and objective with my readership. Sometimes that objectivity (as best I can adhere to it) gets ugly, but I'd rather be honest than sugar coat Red Pill awareness.

Since that first introduction (courtesy of Tanner Guzy) Anthony and I developed a friendship and he convinced me to agree to this year's conference. In that time he went through a real Red Pill unplugging himself. You can see why [here](#), but suffice to say Anthony has embraced a more objective Red Pill awareness, and many of his prior speakers saw this change in him. My concern then was about putting my name next to purple pill dating coaches, but after many conversations, and more than a few of my referrals, we managed to get a very solid Red Pill lineup of speakers for this convention. As such, I've agreed to do two TED style talks over the 4-day event and I'm comfortable

putting my name on it.

Not only will this be my first and only speaking engagement this year, but it will mark my first truly public appearance in terms of my putting my face on YouTube and going at least semi-public. Needless to say this makes me one of the featured speakers of the conference.

The following are 19 of the 24 confirmed speakers/talks that will be at the 21 Convention this year:

1. Anthony Johnson
2. Socrates manningupsmart.com
3. Rollo Tomassi – Hypergamy (speech 1)
4. Rollo Tomassi – Positive Masculinity (speech 2)
5. Drew Baye baye.com
6. Tanner Guzzy masculine-style.com
7. Christian McQueen realchristianmcqueen.com
8. Goldmund Unleashed goldmundunleashed.com
9. Brent Smith brentsmithlifestyle.com
10. Zan Perrion arsamorata.com
11. Ed Latimore edlatimore.com
12. Richard Nikoley freetheanimal.com
13. Richard Cooper youtube.com/EntrepreneursInCars
14. All speaker Q&A panel (on Sunday)
15. The Private Man Memory (memorial panel for Andrew)
16. Stonepimpletilists stonepimpletilists.blogspot.ca
17. Eric Von Sydow (Hypnotica) hypnotica.org
18. Jim Flanagan (fitness)
19. Ross Jefferies rossjeffrieslive.com

There'll be more confirmed soon, but as you can see Tanner, Goldmund, Christian and myself will be present, thus bringing the Man In Demand team back together again. After my interview with him and Mark Baxter getting Ed Latimore on the schedule was my personal favorite. Richard Cooper was also my personal suggestion after my doing an upcoming interview with him. And I should also add that Stonepimpletilists is the admin and man behind the Married Red Pill sub on Reddit. You can have a look at the other speakers bios and blogs, but I think my readers will agree that this is a Red Pill summit of sorts.

And now for the nuts & bolts. Dates are Thursday September 28th – Sunday October 1st 2017, ~9am – ~7pm daily, with night events on Friday and Saturday.

The full price ticket for the 4-day event is \$1499. And early bird registration is \$799 until April 30th at 11:59pm EST and will raise to \$999 on May 1. Then the price will increase from there as the event gets closer.

With each ticket you'll get full access to the event, +1 year digital access to 21 University to watch all the videos (including my two) from this event early and ad-free. You'll also have access to a giant dinner on Friday night, plus access to a private party on Saturday night where you'll have one-on-one access to pick my brain personally.

At this point, for security reasons I cannot divulge the location of this event, but suffice to say it will be at a 4 star resort hotel in Orlando, Florida (my home for 8.5 years actually) with a truly amazing

convention site. If you haven't planned a vacation yet this year, this will be something worth considering. Once you're confirmed for the event you'll be given the site location. As you might guess in our current social climate Anthony wants to ensure a safe and high quality gathering. This event is about men getting together, not a publicity stunt.

My hope here is that making myself more available this year will inspire men to reimagine what their lives can be in a Red Pill context. My second talk, Positive Masculinity, will be primarily focused on how men might use their Red Pill awareness, in both an intersexual and interpersonal capacity, to recreate themselves on an individual basis and replacing their Blue Pill idealisms with objective, real-world goals based on a new Red Pill understanding.

As all of my long-time readers know, I don't do prescriptions. I am not a mindset-is-all motivational speaker nor do I profess to have some *Secret* formula for how men can universally live better lives. In fact, I'm very much averse to the profiteers who sell men exactly this. I'm not in the business of making better men – I am in the business of men making themselves better men through nuts and bolts, objective, Red Pill awareness. I believe this can be practical and applicable to men's lives via Game, but also through a concentrated effort of individual men making the best use of this objective awareness in remaking themselves as their personal circumstance dictate.

My talks, my writing, are about how things work – about connecting dots. The Red Pill, the true intersexual definition of it, is a praxeology, but how you choose to apply it is going to be unique to men by their own circumstances; age, status, position in life, personal history, ideology, convictions, race and acculturation all play a part in how a man can individually use what the Red Pill reveals to his best benefit. The Red Pill is not one-size-fits-all, but it's my hope with both the upcoming third book and this talk that I might be able to give men some actionable ideas on how they might best put the awareness to use in their lives. So, try to think of the Positive Masculinity talk as more of a workshop, more interactive, in how we'll proceed together.

You will not get sugar-coated Purple Pill step-by-step pabulum meant to soften the blows that offend women and feminized men about Red Pill awareness. What I present is raw and disagreeable at times. For men still on the fence or still clinging to comforting myths that their Blue Pill conditioning has taught them, this objectivity will sting at times. In fact, it's my hope that men will disagree with it in order to work through the truths for themselves.

All that said, I can only say that I hope you'll join me and the rest of the truly great panel we have lined up so far. I'm really looking forward to interacting face to face with my readers once. If you're debating with yourself on the price, remember it's a 4-day event with Red Pill writers, bloggers and personalities, many of whom (myself included) don't do this sort of thing for a living, flying in from all over the country to interact with you personally. There's also the social activities to consider as well. I'll be making myself personally available at all of these get togethers.

If this sounds like a great opportunity for you (possibly a vacation in Florida too) please click this banner link here for tickets. I ask that you click this particular link as it links back to *The Rational Male* and lets Anthony know my readers are interested.



Needless to say this is going to be kind of a big step for me in going at least semi-public. I'd like reader feedback about all this in the comments on this thread if you'd be so kind. Concerns? Questions? Let me know what you think and also if you can make it out to this. I'll be updating this post as we have more speakers and events confirmed.

We'll Do It Live â◻◻ 21 Convention

April 29, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I did about a two and a half hour interview with Anthony Johnson today. Anthony is the organizer of the 21 Convention and is really a great guy who's unafraid to get into the nuts and bolts of the Red Pill. We covered a lot of topics and questions in this talk so rather than give you an outline I'll just say listen here or download (available on iTunes soon).

Let me know what you think. I'll be covering the questions I didn't get to in a forthcoming post.

Submission

April 30, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





When I was talking with Anthony Johnson last week we came upon a topic I'm not sure I've adequately detailed before. That is the topic of submission in a relationship. One of the more hotly debated subjects I hear and read coming from evangelical Christian women is about a wife's duty to submit herself to her husband. Anyone who's familiar with my take on the state of the mainstream church and how feminism and feminine-primary doctrines have assimilated it can also understand why the topic of a wife submitting to her husband rubs many of them the wrong way.

My intent here isn't dig into something that would be more aptly covered by Dalrock's blog, but I begin my analysis of women submitting to men in a Biblical context because a wife's submission to

her husband, or in other cases a male family member, is something fundamental to Abrahamic religions. In the interests of social control women were simply told that it was God's will that she submit to her husband and that was that. Granted, there were some stipulations to that submission for the man involved, but essentially the doctrine was one that placed a man and men's decisions above that of a woman.

Naturally, Christian feminists and the Feminine Imperative the pervades the modern church (even amongst the men) want to dance around or prequalify this 'commandment' such as it is. It's a very testy subject for a pastor or a speaker to consider because it risks alienating women in the church who for the better parts of their lives have been raised on the narrative of *Fempowerment* and equalism. It's my belief that this part of doctrine is so troublesome due to the socialized want of an ideal equalism between men and women in the church.

From a male perspective, and for all of the secular influence of feminism in the church, men in the church have largely become men women simply aren't comfortable submitting to. Issues of the church aside, women in general are 'empowered' today to believe they can be self-sufficient and self-satisfied without any male influence. When we combine this ideology of female self-sufficiency with the sad (and ridiculed) state of what passes for masculine identity it's easy to see that the 80% Beta men in society aren't men any woman's hindbrain is going to register as someone she can submit herself to.

When a woman submits herself to a man it reinforces the idea that her doing so is imparting him with something of value. Very few women can completely submit themselves to a man's authority. I overheard a conversation between a mother and her adult daughter once. They were discussing the details about how and why she decided to marry her father. The adult daughter was dating and Mom was offering her matronly wisdom. In the course of the conversation it was apparent to me that although she'd been married for almost 25 years Mom was an Alpha Widow. What she said to her daughter was interesting, she said, "I love your Dad very much, but there are parts of me he will never know."

What she was saying is that, although her husband was a great guy, he wasn't *the* guy who she could totally submit herself to. After 25 years of marriage she knew that he would never be the man to make her feel comfortable in total trust, but also he would never know the sides of her she keeps reserved (usually sexual) because he's not the kind of man who can bring it out in her.

Much of the modern divorce-porn (Eat, Pray, Love) narrative centers on exactly this dissatisfaction in women. The hope that's sold to women is that it's not too late to divorce your boring husband and fly off to the Bahamas to meet the kind of guy whom she can completely submit herself to. Even if it's never the case that she takes action on the fantasy the popularity of that fantasy speaks volumes about the state of women and their submitting to men.

In the manosphere we have a maxim that states women hunger after a dominant masculine man. It's a Red Pill tenet that it's exactly this masculine dominance that women want to submit themselves to. It's a large part of what contributes to the tingle effect of women's arousal, but masculine, confident dominance also stimulates the desire to submit herself to a man who will know how to take care of her and any potential kids. Just as there are two primary aspects of women's Hypergamous filter, so too does masculine dominance attract and arouse both the short term sexual and long term provisioning aspects.

Why do women hate anal?

This was a question I saw posted on the Ask the Red Pill sub-forum on Reddit recently. Of course, you get the troll answers to it, but I stopped for a minute to consider why it was a woman would be so resistant to have anal sex with a guy. Some guys stated that their girlfriends were into it and obviously anal sex is a very popular niche in pornography. So it wasn't so much that women hate anal as it is they only consider it with certain men.

Anal is about total submission to a man. It is all about his pleasure and her discomfort in the act. If that man isn't 100% an ideal dominant Alpha to her, her sexual interest is mitigated by order of degrees. Her genuine desire to initiate sex, and her imaginativeness in sex, will be the metric by which you can judge where she perceives your sexual market value to be. It's my belief that women's sexual hesitancy with a man is inversely proportional to her subconscious appraisal of his sexual market value.

Women's hindbrains will not allow them to submit totally to a man it perceives is less than Hypergamously optimal. Anal is one thing, but does she swallow, is she averse to your fluids (sperm and saliva), does she initiate, does she flirt with you, or is sex something you have to negotiate, make appeals to her comfort (mental satisfaction) or some non-sexual qualification? I got into this topic in *Saving the Best*, but was she a wild and fun lay back in her college days yet lack-luster in bed with her husband?

Submission by a woman to a man is a reflection of her hindbrain acknowledgement of that man's SMV. I also explored this in detail in *SMV Ratios & Attachment*. The greater the disparity in SMV between a couple the more or less likely a woman is to partially or totally submit herself to him. In a modern equalist perspective men and women are conditioned to believe that all-is-one and men and women are no greater or lesser than another in all respects. The idea is that an SMV ratio of 1:1 makes for an ideal relationship. Naturally, I disagree with that assessment, but what equalists don't like to consider is that there are categorical differences between men and women and one of those differences is that women *want* to submit to a worthy man's direction and influence. This is an intrinsic gender difference that not only defines an individual personal relationship between women, but also on a larger societal scale. There are many sociological studies of "egalitarian" cultures where the populations still opt for gender normative roles. And even in *sexually fluid* relationships there is always a dominant and submissive partner.

It's my belief that women can instinctively determine a man's SMV within moments of meeting him. There's an old saying that a woman knows within five minutes of meeting a guy if she'll sleep with him. I disagree. I would say that a woman knows if she *wont* sleep with a man within five minutes of meeting him. That's the key. Preselection and some other variables help, but her hindbrain knows the external cues and triggers. The more a man must sell himself as a potential sex partner is inversely related to a woman's hindbrain's instinctual uncertainty of his potential to satisfy her Hypergamy. In a nutshell, this is how women's sexual filtering processes work in sexual selection.

Nature & Nurture

A man's value to a woman is derived from both an evolved sensitivity to arousal cues, but is also influenced by her acculturation to perceive a man as attractive. Evolved cues are generally what women's mental firmware make them physically respond to in arousal. It bears repeating here that *arousal* is not the same thing as *attraction*. The two sides of Hypergamy are looking for different (sometimes conflicting) aspects in a man. The first is short-term sexual, good breeding potential in a man. Ovulatory shift, visceral arousal and sexual urgency is what defines this side of Hypergamy.

Submission comes easy for the right candidate in this sense, and it's submission born of necessity. If a sexual partner's investment is something she knows will be fleeting, there's less to be concerned with in submitting to him and enjoying the experience.

On the other hand, there is also a learned aspect to attraction. There are learned social cues, status markers, cultural cues that imply a good potential for provisioning and parental investment. All this builds up to the *attraction* side of Hypergamy. For years the manosphere has raised awareness of the fact that women's provisional side of Hypergamy is largely accounted for by social influences, a larger educational base, and programs that essentially transfer men's resources to women. We can add to this the break down of the conventional family and the disenfranchisement of men's participation in it while still making them accountable to it and we can see how women's primary focus in Hypergamy leans heavily to the side of short-term breeding opportunities (Alpha Fucks).

As such the short-term necessity for submission becomes something a woman sexualizes and conflates with that side of Hypergamy. There's been an ongoing debate for years now about how a man earning less than his spouse is a recipe for divorce. Even though women have their provisioning needs met in various ways, the want, the expectation, is that a man's long-term value is directly connected to his earnings, status and to a lesser degree his education. Since Hypergamy always seeks a better-than arrangement with regards to SMV, a woman's capacity to submit herself to a man is bound by what she believes is her better-than due. That isn't to say a man who excels in the Alpha Fucks side of things can't maintain a woman's complete submission to him. Good sex is still good sex, and it's a strong glue for an otherwise imbalanced relationship, but when a woman bemoans the lack of any 'good' men to marry her, it's this expectation by which she judges an acceptable man. Is he someone she can submit to.

Although the equalist boilerplate would have us believe that house-husbands are sexy and perfectly viable, the stats show that women don't want to submit themselves to a man who earns less than her, is less educated and whose status is below what she believes her own is. If that sounds like a power struggle you're not far off. Equalism teaches women to resist submitting themselves, much less ever doing anything for men. Even the word "submission" sounds like slavery, but in spite of all that there is a root level desire to willingly submit themselves to a worthy man. Romance literature is rife with exactly this submission as its main formula.

"Hell Yes!"

When I was speaking with Anthony last week I answered a question regarding how men might determine the genuine desire of women they're engaging. I mentioned the "Hell yes!" dynamic as one way. I believe it was Mark Manson who said whenever you propose a date or a drink or some other interaction with a woman the answer you're wanting to hear from her is "Hell yes!" Whatever the proposition you make with a woman you want her to say "Hell yes I do!" Unsolicited enthusiasm is a very good sign from a woman, and one that can help you determine her genuine desire as well as her capacity to submit to you.

When you get this response from a woman it feels like it's magic. It's active anticipation and a real drive to submit. When I go into issues that deal with a man maintaining *Frame* much of that comes from a woman's genuine desire to submit to that man's authority. A woman's got to submit in order to enter a man's reality.

If we use the "Hell yes" response as the upper end of a woman's interest, what follows from there is, by order of degrees, lesser interest. From the "Hell yes" on down any hesitancy on a woman's part is

lesser capacity to submit, all down to “Hell no”. It’s those in between degrees of interest that trip men up. They make poor decisions due to a woman’s Luke-warm desire. They keep driving at spiking interest, calibrating and then reassessing a woman that had only marginal desire for them. In itself this isn’t a bad thing, most PUA Game centers on this process, but it all has a purpose of arriving at a woman’s submission to Frame.

Weekend Interviews

May 5, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



So I had the pleasure of speaking not only with Mark Baxter once again, but also Carl from [Black Label Logic](#). If you're not familiar with Carl you really ought to (he's on my blogroll links on the sidebar). Between he and Illimitable Men these men have become Red Pill staples for a couple of years for me now. I won't spoil the interview for you, but Mark is a master of digging through my backlog of posts and hitting me with some unexpected and fresh questions. We get back to red pill 101 covering topics like [Buffers](#) and abundance. It's about two solid hours of great Red Pill fundamentals.

[Have a listen here.](#)

Next up, I did an interview with entrepreneur, and fellow [21 Convention](#) speaker, Richard Cooper

about 3 weeks ago.

Richard hit me up almost a couple of months prior to this after making a hard Red Pill unplugging himself and made my books the focus of that in one of his [YouTube videos](#). I'll have to say Richard's interview style is very personal and I get into some personal background with him here. I generally try to stay on Red Pill point, but Richard likes to dig deep here. Be forewarned, I was coming back from some allergies and using Skype from my laptop for this, so if the audio's not great, hopefully the content is worth it. After this interview and looking into Richard's other videos I suggested to Anthony Johnson that he'd be a good inclusion at the 21 Convention and I'm happy to say he's onboard for this year.

And finally, Anthony from the 21 Convention has remastered the audio from our interview from last week, complete with show notes and links. You can listen [here](#).

Hopefully that's not too much of my voice for the weekend. For what it's worth, I'm toying with the idea of starting a YouTube channel myself, but I'm not sure my schedule these days would make it anything more than an occasional thing. But, let me know if you think that might be a good idea.

Also, let me know if you have any questions about anything I cover in these, or feel free to start a discussion thread about any topic from these interviews.

Family Integrity

May 12, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As most of my readers know I have my third book in the Rational Male series coming up soon (very soon, promise). When I began this new book I had an initial working title – The Rational Male, *The Red Pill* – however, as I progressed I shifted this to *Positive Masculinity*. I spoke briefly about this in my last two interviews, but there came a point in my compiling, writing and editing where I'd taken a different path in the purpose of the new book. Where I had wanted to explain and / or defend the initial, intersexual, definition of what the term 'Red Pill' has increasingly been distorted away from, I found myself leaning more into expressing ways in which this Red Pill awareness could benefit men's lives in many ways in and apart from intersexual dynamics.

I'd hit on this in my *Red Pill Parenting* series from a couple years ago and I knew I wanted to revisit and make that series a prominent part of the book. As it sits now, it accounts for a full quarter of the book's content, but as I moved into my writing more I decided that the best way to really define 'The Red Pill' as I know it was to go into the various ways men might benefit from redefining masculinity for themselves in a conventional, Red Pill aware sense.

When I finished the parenting section I realized that I was really laying out general, if not prescriptive, ideas for ways men might better raise their sons and daughters in a feminine-primary social order that's determined to condition them. My purpose with both the series and section was to equip fathers with Red Pill aware considerations in making their sons and daughters Red Pill aware themselves in order to challenge a world that increasingly wants to convince us that fathers' influence is superfluous or dangerous.

It was from this point that I'd made a connection; what I was doing was laying out a much-needed reckoning of sorts with regard to what conventional, positive masculinity might mean to future generations of Red Pill aware men. Since my time on the SoSuave forums and the inception of this blog I've used the term *positive masculinity*. I've even had a category for it on my side bar since I

began too. From the time I began writing I've always felt a need to vindicate positive, conventional masculinity and separate it from the deliberately distorted "toxic" masculinity that the *Village* of the Feminine Imperative would have us believe is endemic today.

In *Vulnerability* I described this deliberate, but calculated, confusion thusly:

For the greater part of men's upbringing and socialization they are taught that a conventional masculine identity *is* in fact a fundamentally male weakness that only women have a unique 'cure' for. It's a widely accepted manosphere fact that over the past 60 or so years, conventional masculinity has become a point of ridicule, an anachronism, and every media form from then to now has made a concerted effort to parody and disqualify that masculinity. Men are portrayed as buffoons for attempting to accomplish female-specific roles, but also as "ridiculous *men*" for playing the conventional 'macho' role of masculinity. In both instances, the problems their inadequate maleness creates are only solved by the application of uniquely female talents and intuition.

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that's already been predetermined by his feminine-primary upbringing.

Women who lack any living experience of the male condition have the calculated temerity to define for men what they *should* consider manhood – from a feminine-primary context. This is why men's preconception of vulnerability being a sign of strength is fundamentally flawed. Their concept of vulnerability stems from a feminine pretext.

Masculinity and vulnerability are defined by a female-correct concept of what should best serve the Feminine Imperative. That feminine defined masculinity (tough-guy ridiculousness) feeds the need for defining vulnerability as a strength – roll over, show your belly and capitulate to that feminine definition of masculinity – and the cycle perpetuates itself.

From my very earliest writing I've always seen a need to correct this intentionally distorted perception of masculinity with true, evolved, biologically and psychologically inherited aspects of conventional masculinity.

As you may guess this isn't an easy task when a Red Pill man must fight against many different varieties of this masculine distortion. We live in an age where any expression of conventional masculinity is conflated with bullying or '*hyper-masculinity*'. The Blue Pill teaches that inherent strength ought not to be considered "masculine", if a boy acts in a conventionally masculine way he's to be sedated, and boys as young as four can decide their gender to the extent that doctors are chemically altering their physiologies to block hormones and transition them into (binary) girls.

To the Blue Pill Village, a definition of masculinity is either something very obscure, subjective and arbitrary or it's something extraordinarily dangerous, ridiculous and toxic. As I said, even the most marginal displays of anything conventionally masculine are exaggerated as some barbaric hazing ritual or smacks of hyper, over the top displays of machismo. With so much spite arrayed against masculinity, and with such an arbitrary lack of guidance in whatever might pass for a form of masculinity that feminine-primary society might ever find acceptable, is there *anything* positive about the masculine at all?

There is only one conclusion we can come to after so much writing on the wall – there is a war on conventional masculinity that’s been going on in progressive western societies for generations now.

I found it very hard to describe what exactly a *Positive Masculinity* might mean to Red Pill aware men. One of the more insidious ways that Blue Pill conditioning effectively neuters masculinity is in the recruiting of men to effect their own emasculation. Usually these men themselves have had no real guidance in, or embrace of, conventional masculinity precisely because this Blue Pill conditioning has robbed them of maturing into an understanding of it. Blue Pill fathers raise Blue Pill sons and the process repeats, but in that process is the insurance that Blue Pill sons are denied an education in what it means to be a man.

Thus, we get masculine apologists like *The Good Man Project* who think ‘real’ masculinity can be found in an egalitarian parity between men and women – rather than our evolved, complementary gender roles. This is a manifestation of years of gender-loathing indoctrination. If men would just apologize for their maleness and all the negative aspects that it’s characterized and defined by, all can be made well. These are the *Nice Guys* who are accused of using their niceness as a ploy to win over women’s sexual favor. These are the male feminists, who never acknowledge that they are, but who still place the “divinity of the feminine” above their own self-loathed gender identity.

Next we get the men who are all made of honorable intent. These are the guys for whom a rational, firm, no-nonsense *appeal to a woman’s reason* should be enough to not only convince her of his quality, but he expects her attraction to be based on it. These are largely Red Pill aware men who still hope that old books virtue is something they might parlay into some form of attraction with women.

These tend to be the long game kind of men. When a guy is given to aspirations of virtuousness-as-game they’re generally cut from Beta cloth. I’m very familiar with this from my younger days. I too believed in the Boy Scout 12 point law: a scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. In and of themselves these are noble aspirations, and ones that an old books / old social contract rightly endorsed. The problem is that none of them translate into an ounce of arousal for women.

Dean Abbot tweeted this recently:

<https://twitter.com/DeanAbbott/status/857236074493603841>

I would argue that since the rise of our feminine-primary social order and the dissolution of the family in terms of conventional (and evolved) gender roles, even with a family, men have little idea of the impact their influence makes. As I’ve written before, women fundamentally lack the capacity to ever *appreciate* the sacrifices men make to facilitate a woman’s reality. Few, if any, women understand just how their lives are made possible by the ceaseless efforts men make directly or indirectly to ensure their safety, provisioning, security, ambitions and support. This is only exacerbated in a social order that entitles, coddles and overemphasizes women as the gender whose imperatives define our social context.

Family isn’t what defines men’s virtue or integrity, ideally it ought to be a result of it. However, I tend not to deal in “what ought to be” on this blog, I deal in what is. The fact remains that *Virtue* is only valued and estimated by men on an individual basis.

“There is no such thing as moral phenomena, but only a moral interpretation of phenomena.” — Friedrich Nietzsche

A lot of well-meaning Red Pill aware men want the old order, old books noble aspects of men to have a reinvigorated worth today. As we make Red Pill awareness applicable in a broader perspective in men's lives we get to an impasse over what a 'legitimate' use of that knowledge *ought* to be. I believe we get a couple of extreme positions in this respect. I touched on this in *The Bitter Taste of the Red Pill*:

Game-aware women – the ones who have been forcibly exhausted of all pretense of maintaining the illusion that Game is a lie – feel as though it's owed to them, in their concession of Game's reality, that Men should use Game to women's benefit. Even to the last effort women still cling to the tools of a feminized acculturation;

"Yeah, OK, you got us, Game is really what women want, hypergamy is the law of womankind, but now it's your responsibility that you use it for the better benefit of society by molding a new breed of improved Betas to accommodate fem-centric monogamy. You owe us our security for having admitted to the grand illusion that's kept you in thrall for so long."

It's an indictment of Game-aware women, and sympathizing men, that they should feel a need to delineate some aspects of Game into good camps (pro woman, pro feminized monogamy) and bad camps (manipulative, polygynous, male-centered). Even in the admission of the truth that Game has enlightened Men of, the feminine imperative still seeks to categorize the application of Game to its own end. That Men might have some means of access to their own sexual strategy is too terrible a Threat; Game must be colored good or bad as it concerns the imperatives of women and a fem-centric societal norm.

I think it's important that we not allow ourselves to fall into a similar trap with regards delineating what is appropriate use of the Red Pill advantage we have. This isn't an endorsement for or against ethics in the Red Pill – I've already written *that post* – but it is to emphasize that I think objectivity should precede any pretense to what may or may not be on or off limits in Game or Red Pill awareness.

The Red Pill Moralist

On one end of the spectrum we get men who've accepted Red Pill awareness and the truths it presents as a guiding influence to varying degrees. I think it's a mistake to think the Red Pill moralists are always an 'Old Married Guy' who wants to justify his decision to 'do the right thing' (no matter how disastrous his personal outcome may be). There are an increasing number of younger idealists who believe the Red Pill aware man has a civic duty to use that awareness in an ethical way that promotes the reinstitution of the conventional family. That may be a noble cause, but I don't think it should be a straightjacket for Red Pill objectivity.

For the Red Pill Moralist, proper application of the Red Pill is to use that knowledge to vet women for a marriage suitability and a prospective family. With full knowledge of the inherent downsides and liability risks of modern marriage, the moralist takes it as his masculine duty now for the future to still assume the "sucker's bet". Needless to say this masculine social-sacrificial position seems more like men running back to the plantation of marriage for unresolved Blue Pill rationales, but I would argue that in a post-Red Pill awareness the belief is that a strong, dominant Red Pill aware Frame control can make the difference to offset the overwhelming risks. The core notion is that reestablishing the conventional family as a man's civic duty warrants the almost certain prospect of a

man's own detriment.

The moralists have a tendency to disdain or moralize any other application of Red Pill awareness that would facilitate a self-serving or hedonistic purpose. Usually this comes after their living their own lives hedonistically, but also because they were “awakened while married” or just post-horrible divorce. This mirrors a Trad-Con position of encouraging men to “Man-Up” and volunteer for their own fleecing and disdaining the trappings of anything that doesn't serve women's imperatives for their own lives – but again as a kind of self-imposed noble duty of masculinity.

This is the flip-side of moralist's position might be the self-serving use of the Red Pill solely for individual pleasure or gain. This is characterized by the PUA, Game-is-all, guy whose only purpose ends with himself. To the moralist, this use of Red Pill awareness is furthering the destruction of a family archetype that seems to be a solution to societal decay. The Rational Male comment threads are no stranger to the debates of PUAs whose pass or fail, Alpha or Beta benchmark for success rides on what would likely be considered sitting poolside while the world burns.

The last hurdle most men still refuse to get over is that they want women to meet them half way because, despite their Red Pill awareness, they still believe in egalitarian equalism. The most intelligent men still think that women use the same operating system that men do. They don't, and that's why these otherwise great men fail with regard to their approach to women. They believe women have the functional capacity to understand men's motives as if they were any rational being's motives and agree and comply with them. They simply do not, but unlearning the programming that women should have the capacity to reach some mutually acceptable bargain between men and women's sexual imperatives is something intelligent men can't seem to factor.

In *Moral to the Manosphere* I wrote this:

If you choose to derive your personal value from some esoteric sense of what sex 'should' mean, more power to you, but I find it's a much healthier position to accept a balance between our carnal natures and our higher aspirations. It's not one or the other. It's OK to want to fuck just for the sake of fucking – it doesn't have to be some source of existential meaning. If you think it means something more, then that's your own subjective perspective – even in marriage there's 'maintenance sex' and there's memorable, significant sex – but it's a mistake to think that the totality of the physical act must be of some cosmic significance.

It is as equally unhealthy to convince oneself that self-repressions are virtues as it is to think that unfettered indulgences are freedoms. There is a balance.

While I do think that whatever becomes the Red Pill family unit needs to have some structure similar to that of conventional gender roles, I think it's important to understand that the new Red Pill 'family' will live or die by men's capacity to accept and apply their awareness of intersexual dynamics. This is one very important difference between an idealized, pre-sexual revolution family and what will evolve in a post-feminist social awareness.

Pickup, Game, really the use of any aspect of Red Pill awareness that isn't bent to the reconstitution of what I assume would be a Red Pill family unit, is an illegitimate use in the moralist perspective. I think this also goes too far in that Red Pill awareness shouldn't be limited to what anyone might consider a pro-social purpose for it. Much of what I go into in the parenting section of the new book centers strongly on a man, a father, a husband applying his broader understanding of intersexual

dynamics to create a better marriage and family for himself; but I think it needs to be said that all of that Red Pill awareness comes to those men courtesy of the hedonists who wanted to simply crack the code of how to get laid. Too much of either will lead to an imbalance.

State Control

May 17, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Reader, *constrainedlocus* had an interesting thought in the *Anger Bias* essay comment thread:

“The point is that a feminine-primary social order readily makes this nature a useful tool in dismissing what would otherwise be valid, but uncomfortable Red Pill truth. This anger bias mechanism is a tool for message control.”

What I find interesting is that, from my own personal observations of men in both marriage and long-term relationships, is that this dismissal happens readily and frequently at the micro level in sexual relationships as well. It’s impossible for men not to notice the hypocrisy.

A man need not experience the trivialization of his anger from “the sisterhood” response in the media, in the corporate setting, or even while at a party with other couples.

I think it now common for a wife or long-term girlfriend to assume a certain privilege or “authority” to express and direct her own anger, indignation and outrage rather freely and loudly – whenever she wishes – toward her male companion, without much consequence.

But should her male companion ever lose his composure, raise his voice in anger toward her, then this is either considered “verbal abuse”, an uncalled for overreaction, or his complaint is simply trivialized, ridiculed or disqualified by her, much like she would belittle the tantrum of her own young child.

Who has not witnessed wives scold their husbands in public at a restaurant or at a park like little children for his getting angry at her attitude or behavior? “Don’t you EVER raise your voice at me, mister!”.

I realize this is all about a man’s frame in the relationship.

I know that it is a weak man who tolerates this, while a wise man just ignores or nexts it.

Indeed, it is all about control.

But I still find it fascinating the confidence level with which so many women feel they can just scoff and ridicule the anger of men in relationships overtly, while unilaterally assuming the validity and overriding importance of their own anger whenever convenient for them.

It’s seems like an added bolt-on power up of feminist triumphalism.

Even among ourselves, we men are not supposed to show such angry emotions, at risk of verbal abuse or a humiliating well-deserved fucking beat down. Us dudes are to be these rational Vulcans walking around and doing shit, deleting emotion commands from our code. Because the thought is this: allowing someone else’s behavior to determine your feelings and emotional response is regarded as a sign of male weakness.

Anger should be expressed infrequently, and when expressed, done decisively and with brevity and action.

I think a lot of dudes recovering from blue pill conditioning struggle with this immensely, and are not sure what to do when their anger and frustration is openly minimized, trivialized or negated by their wife or LTR.

In a feminine-primary social order men are expected to show exactly this emotional restraint out of fear for being considered a typical, angry bully for any marginal display of aggressiveness. Yet, men are simultaneously conditioned to be emotionally expressive, emotionally available, in order to be ‘fully actualized’ human beings. They’re taught that strength is weakness and weakness is strength,

and that vulnerability and emotionalism makes them whole persons.

Then the narrative changes again as per the needs of the Feminine Imperative. Men who are agreeable and show humility are punished with a removal of women's sexual interest in them, while more conventionally masculine men, more Alpha, potentially more aggressive men who display outward signs of it – the emotions they're taught to repress – are more commonly rewarded with women's sexual interests.

When you have a social structure based on a calculated duplicity and confusion of purpose is it any wonder we see a generation of frustrated Betas with a perceived potential for violence? We're supposed to delete emotional commands, but also to be more emotionally available and in touch (whatever the fuck that means) with our emotions. What it really comes down to is men are socialized to be automatons whose emotional connection should only apply to those emotions that benefit and complement with the Feminine Imperative and repress the emotions that frighten or potentially threaten the Feminine Imperative. In other words, to become more like women is to become a more perfected 'man' by today's metric.

Blank-slate Feminism

We presently live in a feminine-primary social order that wants to convince us that egalitarian equalism is the normative presumption between men and women. The blank-slate idea is that men are the functional equivalents of women, but, for all the social constructivism, men need to train, learn, be conditioned to constrain the aspects of themselves that conflict with their identities becoming more like women in their emotional nature. If boys and men can be conditioned (or medically treated) to repress every evolved aspect of their maleness that conflicts with aligning with the feminine they can be trained to be ostensibly more 'equal' beings. In this mindset, for a man to become more 'equal' he must be more feminine.

The normative belief is that boys and men are simply unperfected women, but the subtext to this is that men and women, binary genders, are (or ought to be) functional equivalents. This too is based on the (I believe flawed) Jungian theory of anima and animus; that no matter the sex, every 'person' has some counterbalancing elements of male and female nature to them. I believe this is a flawed theory for the simple fact that men and women have never been functional equals from an evolutionary standpoint and modern science is disproving Jung's (often metaphysical) presumptions with neurological and hormonal (and the functional behaviors that derive from either sex's innate structures) understanding that didn't exist in Jung's time.

I've dug into why I have a problem with Jung in the past, but the point I'm making is that, in Jung, the Feminine Imperative and 2nd and 3rd wave feminist agendas have had an incestuous affair with his theories and conflating overwhelmingly disproven blank-slate equalism. This conflation of flawed theory has been the foundation for normalizing the social feminization of boys and men for almost a century now.

With this equalist presumption as a point of origin, the first step is to condition boys for emotional control.

State Control

Emotions have an evolutionary purpose in men and women. We can trace the manifested behaviors of emotional response to survival-specific functions. Oxytocin, for instance, predisposes human beings to feelings of trust and nurturing which primarily affects women most. The effects of testosterone, which men produce 12-17 times the amount that women do, are well known and

masculinize the human body. These are just some basic hormonal differences, but the function behind the effects of those hormones (as well as men and women neurological structure) is where we run into conflict with the Feminine Imperative.

For millennia, boys and men have been taught to control their emotive states. This practice in control isn't something that sprang up a few hundred years ago, we're talking ancient cultures teaching their young men to resist losing their rational state-control over to an emotionalism that had a potential to get a man into some serious trouble. In some respects this self-control has been a necessary part of men's upbringing, but also because men and women experience emotional states differently as a result of evolved biological differences. Women tend to process negative emotions differently than men. This processing isn't due to some socially constructed acculturation, it is the result of the differences in men and women's mental firmware. This is also a primary reason why making an emotional impact on a woman, positive or negative, is a source of stimulation for them. Men's arousal may be founded on visual cues, but women are wired for emotional cues.

Likewise, men's emotive states run a different gamut than that of women. As I mentioned in the Anger Bias essay, men are less predisposed to emotional states that women believe are beneficial in their own experience. In a feminine-correct social state, where women's experiences define the norm, and in a social constructivist perspective, this amounts to a 'repression' of emotions. The idea is that an overly masculine acculturation of boys leads them to holding back the emotions that women tend to build their lives around. The real truth is that men process emotions, and prioritize the expression of those emotions, much more as a result of our own mental firmware than social repression.

That's not to say there isn't some social influence over teaching men to learn self-control over those emotions. As I just mentioned, young men have been taught for millennia to have state control by each other, their mentors and their peers, but since the time of the sexual revolution and the rise of a feminine primary social order this state control has been turned into a net negative.

So, in a sense, young men of the last 4-5 generations are caught between pleasing two masters. To be considered the 'equal' that feminine-primary egalitarianism would have them be they must first get in touch with their emotions. However, the only emotions they are taught are valid are those that make them more alike and identifying with women; nurturing, crying, expressing vulnerability, etc., essentially anything not characteristic of conventional masculinity. This of course has the effect of women subconsciously perceiving them *as* they would other women, and not potential intimates. Essentially, this aligning with women's experience of emotion desexualizes men.

Yet, on the other hand, men are expected to repress their emotions in terms of having a state control that appeals to women's Hypergamous need for security. Thus, the emotions that might better serve men in a survivalist utility are exactly those which feminine-correct society considers negative or 'toxic' and therefore must be controlled. The problem inherent in all of this is that it is feminine-primacy that is defining what men's experience of emotion is acceptable despite it being the cause of so much of women's frustration with men.

As the saying goes, women get the men they deserve and the emotive, masculine-confused men of today are simply the result of a social order that's standardized the female experience as the definition of what blank-slate equalism should be for both sexes – but really as a means of social control for women whose experience is defined by an unsolvable need for certain security.

None of this is to say men ought not to express themselves emotionally or avoid being artists and

poets or whatever in favor of some uninspired stoicism, but it is to say that Red Pill aware men should also be aware of the feminine-primary influences informing their expectations of expressing any or no emotion. That may seem like a drawn out way of saying 'own your emotions', but it's my belief that for men to reclaim conventional masculinity it will require them to honestly assess why and how they choose to express or control their emotional states based on their own definition of what is correct from a male perspective, not the female perspective.

The Meta Frame

May 26, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In last week's comment thread *Not Born This Morning* shared an interesting quote that got me to thinking about *Frame* in a larger, meta perspective. I'm going to riff on it a bit here as I go, but I

think it's important to understand that the concept of *Frame* applies in many different circumstances in a man's life. I've covered this idea in *Frame* as the first Iron Rule of Tomassi, as well as in *Blue Pill Frame* and in an interview of *Mark Baxter and Carl from Black Label Logic*.

The concept of *Frame* is one of the most often discussed Red Pill ideas – especially with guys newly unplugging from their old Blue Pill conditioned lives. Most men tend to think that controlling or owning their own *Frame* is the key to changing their lot in life, and to an extent this is true. What they most often overlook is how to establish that ownership and developing their personalities around a confidence that comes from it. It doesn't happen overnight in some magical process of simply changing one's mind about themselves. Proponents (and marketers) of the power of a *Positive Mindset* tend to oversimplify what I believe should be a developmental process of coming into a strong sense of a man's *Frame*.

I say that because *Frame* in a larger perspective isn't something a man can compartmentalize and make specific from one arena in his life and not in another. My last three essays *State Control*, *Submission*, and *Family Integrity* are really explorations in this *Meta Frame* ownership. A lot of quick-hit Game proponents, as well as 'Life Coaches' like to repeat the mantra of how women are attracted to confidence in a man, but what they're really selling is the idea of a man owning the *Frame* of his life. Confidence with his career, family life, friends, his status *and* confidence in understanding the base nature of women from a Red Pill aware, and how to use it to his advantage, are really all aspects of a strong *Frame* control.

Confidence is the result of having real, actionable options, and/or the self-understanding that a man's past, provable, successes mean he can regenerate new options for himself. Confidence is certainly an aspect of solid *Frame*, but it is not *Frame* itself. Neither is confidence the result of one simply convincing himself he ought to feel more confident by thinking positively. Confidence is the result of having developed a mastery to successfully generate realizable options, and from that understanding comes solid *Frame* control.

The comment thread began [here](#) if you want to read it in full context, but the salient point I've quoted here:

The following excerpt is well worth sharing with everyone here at Rational Male as it pertains to the questions we debate, and ask ourselves, considering men, women and the inevitable sexual social dynamics. At first consideration you will likely think I am even more full of crap than I am, but it is wise to be patient and think about the following seriously. What I am about to tell you dovetails with my most recent comments, there is wisdom herein on the most fundamental level concerning all this.

"Fooled?" is an excerpt (verbatim) from the book entitled "What is the name of this book?" written by Raymond M. Smullyan.

Chapter 1 – "Fooled?"

My introduction to logic was at the age of six. It happened this way: On April 1, 1925, I was sick with grippe, of flu, or something. In the morning my brother Emile (ten years my senior) came into my bedroom and said: "Well Raymond, today is April Fool's Day, and I will fool you as you have never been fooled before!" I waited all day long for him to fool me, but he didn't. Late that night, my mother asked me, "Why don't you go to sleep?" I

replied, "I'm waiting for Emile to fool me." My mother turned to Emile and said, "Emile will you please fool the child!" Emile then turned to me and the following dialog ensued:

Emile "So, you expected me to fool you didn't you?"

Raymond "Yes"

Emile "But I didn't, did I?"

Raymond "No"

Emile "But you expected me to, didn't you?"

Raymond "Yes"

Emile "So, I fooled you, didn't I ?!"

Well, I recall lying in bed long after the lights were turned out wondering whether or not I had really been fooled. On the one hand, if I wasn't fooled, then I did not get what I expected, hence I WAS fooled. (this is Emile's argument.) But with equal reason it can be said that if I was fooled, then I DID get what I expected, so then, in what sense was I fooled? So, was I fooled or wasn't I?

End of excerpt.

So, how does the forgoing excerpt pertain to sexual gender dynamics? And how does it dovetail into the subject of my previous comment?

When we model our sexuality with women in the fashion of a "game" being aware of red pill "truths" and applying strategy accordingly, we do so at an invitation to operate within the dynamic of the feminine MO. It is imperative to comprehend that Red Pill "truths" are actually nothing more than stratagems which only effectively become "truth" when they are respected as such.

I'll note here that I disagree that Red Pill truths are stratagems in and of themselves. What may be considered stratagems (depending on how applied) are Game techniques and contingencies. I would argue that Red Pill awareness and truths are fundamentals and concepts that exist apart from, but inform, Game stratagems.

They are only manifested into reality when they are effective. They are each like terms of a contract, each of which is a term offer of how the relationship will be defined. Their real manifestation is only possible when both parties accept them to be "true". Accepting them and respecting them can only be done by submitting to the frame within which they are cast. You make their truth become your truth only by subverting yourself to the idea that they are in fact universally true. You make them false by not subverting yourself to them. Ignore them.

Again, I disagree. Red Pill truths exist in spite of a belief in them or whose Frame, male or female, a man or woman is operating in. Blue Pill idealism, replete with all of the hope-filled delusions of what behaviors and thinking *should* produce mutual genuine desire, is unproductive because it conflicts with the evolved, base nature of human beings. Red Pill awareness is hard to accept for most men because it is counterintuitive to what Blue Pill conditioning has hammered into their heads, but it is enlightening once a man understands the latent purpose of Red Pill truths. Those truths exist no

matter whose Frame a man plays into.

A woman can experience her full attraction to a man only when she respects him (this does not mean she must be frightened of him). To gain respect, you must remain outside their frame entirely. As a consequence, you will gain control of those who cannot lure you into this morass, their relentless test is to see if you can be baited or if you are already conscripted. Understand this and you will gain great power over all women, feminists included. Psychological dominance is established primarily by the explication of not taking the bait, rather than only an implication of not taking the bait. And actions speak louder than words. The test results cannot be faked for long because you may be able to fool some people all the time and all people some of the time but you cannot fool all people all the time.

As I've mentioned countless times, Hypergamy is based on a fundamental doubt for women – is this guy really the best she can do? That doubt exists outside of whoever's *Frame* is the dominant one. It is a mistake to think that a woman's testing a man is always intrinsically malicious. Shit testing a man is only "bating" him when a woman is self-aware enough to realize that she is consciously doing so. In this case I might be inclined to agree that it is her *Frame* that is defining a man's reality, assuming he's unaware (or refuses to believe) he's honestly doing so.

For the most part, women's insistence on their *Frame* being the dominant one is largely something they're unaware of. The Hypergamous doubt, the subconscious decision making, the influence of ovulatory shift in their libidos, the reason they shit test, and many other behaviors and rationales for them are aspects of women's natures they have no reason to have any insight about.

When Raymond accepted Emile's invitation to Emile's contest of being fooled or not, Raymond entered a frame that was predefined, created and controlled exclusively by Emile. Emile was the absolute omniscient emperor of this frame and all its tenants including Raymond. There is a profound lesson offered here. Those who learn from it, know that Raymond's only proper response would have been to simply state: "Emile, you cannot fool me." A lack of response (MGTOW) is as cowardly as an agreement, no matter the terms of the agreement (Alpha-Beta or Macho-Musho). The most desirable masculine men are the ones who cannot be fooled. You are either free or you are tamed, wild or domesticated, master or slave.

Whether or not Emile predefined a truth for Raymond doesn't erase the fact that there is an objective truth that exists apart from both of them. That is the root of Red Pill awareness and the reason why learning and acknowledging it is so productive for men – with women and in life. I agree that rejecting someone else's subjective truth is a primary element in unplugging, but so is acknowledging the objective truth surrounding you and using it to one's benefit.

Authenticity

Not Born This Morning has a tendency to return to the question, 'whose meta-frame are men really operating within?' If women control the larger social dynamic as to how men will define every term of engagement, up to and including men's own existences (to say nothing of sexual strategies) then they are not acting or thinking 'genuinely' as Real Men® should.

This is a MGTOW classic now, and it's a tough hurdle for most of them to get past. The more militant will say that any engagement at all with women is acquiescing to the female meta-frame. I

think some distinction needs to be made between an individual woman insisting on her own dominant Frame and the larger, meta-social narrative that women in general *should* always expect to have men relinquish Frame because it is women's correct and entitled position.

I don't believe *Not Born This Morning* falls into that MGTOW category since he is directly engaging women in direct Game. I discussed this in my first interview with Allen Roger Currie and had some very insightful comments about direct vs. indirect Game. You can look them up, but essentially the MGTOW approach distills to Direct = Genuine, Indirect = Disingenuous or 'unauthentic' if you prefer. The idea is that if you feel like you need to be indirect or communicate on women's terms, or women's preferred form of communication, you are surrendering to women's meta-frame.

In such a case you may be able to 'fool' a woman of your authenticity as a "man" but it won't be a permanent impression on her in the long term. In this line of thinking you literally can't "fake it till you make it" you must first "make it" and then act in an authentic way that reflects you operating from an uncompromisable position of your own male meta-frame.

I half agree with *Not Born This Morning* in the sense that men ought to own their own worlds and be 'made' to the point that a directness about it becomes a man's default approach. It would be nice if men could understand objective Red Pill truths (in all aspects of intersexual dynamics), internalize it, cast off their old Blue Pill misgivings and then make that a part of his own authenticity. It would be great if guys could go from Red Pill school to Game practice as a matter of course, but that's not always practical for guys. Owen from RSD has made a very lucrative business on the idea that Game practice and action should come first, Red Pill understanding of why it works second. As you might guess I disagree with that because most guys who've been deprived of women's sexuality and intimacy for most of their lives only care about driving the car and care nothing about how it was built or how to repair it. They get trapped in the process and are discovered to be inauthentic in the long term if they don't make the Red Pill connection and understand the larger meta-Game going on around them.

That said, I disagree with the idea that authentic masculinity can't be learned. In terms of attraction that may eventually be the case, but in terms of arousal and triggering it in women, it can very much be learned, and indirect approaches can prove just as effective as direct ones. Let's not lose sight that arousal (short term sexual) and attraction (long term provisional) are two sides of Hypergamy and either can set the prioritization of the criteria a woman has for a man – and modified by her physical and maturation states. Women's attraction/arousal triggers can most definitely be fooled, the real question is how long can you hold up the impression of being an "authentic" (as defined by MGTOWs or whoever) man while you sort out whatever that ought to mean in terms of a controlled meta-frame?

One Tomassi maxim has always been that women should only ever be a complement to a man's life and never the focus of it. That idea is only profound, only controversial, to men because it conflicts with the feminine-dominant social meta-frame men are taught to accept as part of their Blue Pill conditioning. Blue Pill men are raised to believe in female social dominance – a default female frame – but are comforted by a belief that it's all about equalism. When you suggest that it is in fact men's meta-frame that women ought to respect and acknowledge; that is men's meta-frame that comes closest to objective Red Pill truth, that is when the fighting starts.

I'm of the opinion that guys ought to have a more balanced approach – Red Pill theory and Game practice with the end result being a man coming into a solid meta-frame for himself and

understanding where women's proper place should fit into it. We often repeat that women require masculine dominance from men; I would offer that this dominance should be the result of a man owning his Frame and genuinely being in control of the 'world' he expects a woman to voluntarily enter. That makes sense.

If you're a fraud in the long term (meta-male Red Pill aware authenticity), all of the short term attraction, arousal and dynamism you offered her at the outset only exacerbates a woman's disappointment in a man. Game is great; it gets you the '*Dream Girl*' you couldn't fuck before you learned it, but once you're "found out" in the long term and it's clear that – despite all your Game skills – you're really Blue Pill and subscribe to all the failings it conditions into men, this only serves to anger a woman for having invested her Hypergamous trust in you.

Now, of course, the refrain will be, "But Rollo, who gives a fuck what women *want* in the long term? It's my world, take it or leave it." If your long term goal is simply a lot of short term lays I can completely concur. When men begin to get concrete results with women they'd never had before it's easy to understand this sentiment, but it doesn't change the objective fact that even in *spinning plates* women eventually want to presume that a man is implying a more long term monogamy at some point. So, while it may be that a man's only immediate plan for 'his reality' is to include short-term, non-exclusive sexual relationships, Hypergamy still has two sides to it and your plans will not alter women's innate reality.

In the next post I will discuss this and the latent purposes of both men and women's competing sexual strategies and the social conventions that facilitate or limit those strategies.

Interview with Obsidian & Special Announcement

May 28, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Last Friday I had the opportunity to return to Obsidian's blogtalk radio show. It's been a while since I've been on live with O and Allan Roger Currie and it's always enjoyable, especially when it's a call-in show. I really think Obsidian fills a very vital role in serving the African-American community by marrying Red Pill awareness to Black culture. One of the aspects of Red Pill

awareness that I believe is very profound is that it's not limited to one culture, age demographic, ethnicity, religious or political affiliation. The Red Pill and understanding intersexual dynamics are universal, and yet it's never a one-size-fits-all proposition. That's one of the greatest strengths of the Red Pill community – the manosphere at large – it's open to all men from all walks of life to contribute their experiences to. It's also my belief that this 'open source' nature of Red Pill awareness should also be protected from elements that would seek to limit it in the scope of race, creed or religious/political stripe.

Simultaneously, this open source nature is also something that frightens Blue Pill believers locked into our feminine-primary social order. The fact that this community is so broad in terms of demographics and socioeconomic levels of the men who seek and find it is something that really threatens the ego-investments of people still trapped in the Matrix of the *Village*. We discussed this at length in this interview. It's interesting to me how fluidly Red Pill detractors will reinvent their rationales to the same, very old, debates we've been hashing out for years.

We covered a lot of material in this interview, and by that I mean stuff I don't generally get asked about. The show I've linked here is actually 2 hours of what went on for a 3 hour discussion. The first 2 are free of course, but if you want to get the bonus hour Obsidian requires a membership subscription. As I was saying, this show is primarily aimed at a Black audience, and I'm proud to say The Rational Male has an extensive following Black men. It's always enjoyable to me to get feedback from men in cultures I may not have a foot in. The trials and solutions may be in a different context, but the understanding is very much Red Pill.

So, have listen [here](#) (link in the picture too) and let me know what you think in the comments.

Jack Donovan confirmed for the 21 Convention!



Things at the 21 Convention are getting real interesting lately. Due to scheduling problems (I believe due to his boxing training) Ed Latimore will regrettably not be able to join us in Orlando. I'm understandably bummed about this, but to offset this news we have had another Red Pill heavy hitter who's just confirmed he'll be speaking.

Jack Donovan will be a featured speaker this year!



I figure most of my readers know who Jack is, but for those who don't he's the author of *The Way of Men*, *Becoming a Barbarian* and *A Sky Without Eagles* and the proprietor of *Masculinity and Tribalism*.

You can read Jack's announcement [here](#). This addition really makes this convention a once-in-a-lifetime opportunity to attend what's being called a 'Red Pill Summit' now. Myself, Jack, Goldmund, Christian McQueen, Tanner Guzzy, Anthony Johnson, Stonepimpletlists (Married Red Pill sub-red), Ross Jefferies and so many more are going to make this convention something to remember.

Anthony's informed me that we're down to the last 45 tickets already. Right now the price for the 4 day event is \$999, however this will increase to \$1099 beginning June 1st, so if you've been on the fence about attending – and maybe Jack's inclusion decides it for you – now's a good time to make your travel plans.

You can learn more about the convention from my original post [here](#). And you can always listen to the podcast I did recently with Anthony [here](#).

Feel free to leave questions or comments about the convention in this comment thread too.

The Utility of Beta Men â◻◻ Part I

June 1, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This week my fellow *21 Convention* speaker and good friend [Goldmund](#) posted a very poignant essay about his experience stealing a girl away from her Blue Pill orbiter for a same night lay. I'll paraphrase a bit of it here as I riff on it, but do click over to his blog and [read the entire exchange](#).

Before I do though, let me first begin by stating that I have been the Blue Pill orbiter Goldmund describes here. I think too many readers seem to think I write from some position of Alpha authority; as if I've always been the lesser Alpha I am today. I'm sorry if this disillusion anyone, but I've run

the gamut from being a well-conditioned Blue Pill Beta, to being a verified-by-social proof rock star Alpha, to dropping almost into an Omega status with a BPD girlfriend, to maturing into a Red Pill aware, lesser Alpha I would humbly think of myself as today.

A lot of critics, and even a handful of Red Pill men I know, have a real tough time with what they believe are arbitrary terms – Alpha, Beta, Omega, Blue/Red Pill, etc. – but let me reiterate here that these terms have always been abstracts. They are placeholder words for larger ideas, not binary definitions. A lot of critics also, erroneously, believe that Blue Pill, Beta, Omega, White Knight, etc. are some dismissive insult to end a conversation with, rather than, again, the abstract terms used to describe a man's condition. I've made it clear in prior posts that being Beta or Blue Pill isn't a life sentence, and neither should it merit our scorn beyond the ignorance that man happens to be a subject of.

I'm prefacing this here because sometimes it's hard to look at ourselves, or our past selves, from the perspective of a guy who is enduring the same Blue Pill conditioned delusions we had. The Blue Pill orbiter's role in Goldmund's story here is a guy I'm sure most Red Pill men can somewhat empathize (if not sympathize) with because they were this guy also. They made the same decisions based on the same foolish Blue Pill preconceptions about women, and due to the same ignorance and lack of any Red Pill awareness we once had. So in this respect, try to understand the following from an objective perspective of what it was like to be that 'hopeless Blue Pill orbiter' basing decisions on old books social understanding.

To outline the story briefly, Goldmund was invited to socialize with a friend and what he'd thought was a *couple*; a nice looking 23 year old woman and her dutiful Beta 'pseudo-husband' (edited for content):

It was Sunday evening, the weather was pleasant, and being around a group of great guys who were eager to learn had me in extra fine spirits. A text came in from a friend who said he was hosting some people from out of town and wanted me to join them all for dinner. I met them at a restaurant and sat down to eat.

At first I thought the two attractive people he was hosting were a couple. They were both from Australia and sitting next to each other at the table. I noticed that the guy was catering to the girl, not standing his ground in conversation, and ended up paying for her.

After dinner we all went to a bar where a band was playing, the girl came over to me and we started to chat. I immediately asked her "so, is that your husband?" and she responded with "oh, no, he's just a friend" and gave a hungry 'save me' look.

[...] The Australian guy stood next to the girl while I walked closer to the front, and after the first song, I looked back and waved her over. She came right away and the guy glared at me like I was Satan.

She stood right in front of me and began dancing a little. While I rubbed my crotch on her wiggling ass, my hands went to her hips, then felt up her flat stomach before caressing her big boobs.

I said into her ear, "I'm going to take you on a date right now" and she looked back and smiled.

At this point you can probably see where this is going. One thing I think is very important to point out here is that Beta male orbiters of most stripes can simultaneously end up being their own worst

enemies while reinforcing the Alpha impression of his sexual competitors. In most cases, that orbiter's status is set in woman's hindbrain and as such any other man's status whom she happens to encounter is measured against his. Game savvy men should (usually do) know that Beta orbiters are an opportunity to establish an implied social proof. Orbiters actually strengthen your Game and SMV because of his baseline status and subconscious comparing of Hypergamous options.

Women want men who other men want to be and other women want to fuck. Whether it's actually true or not, to a woman's mind, her impression of your orbiter's status means you are a man who wants to be like the competing Alpha – the guy who she and other women want to fuck.

In most instances there's no real reason to AMOG an orbiter. We'll get to this in a bit, but understand now that most orbiters are unwitting volunteers in aiding a Red Pill, Game aware, man boost his signal, so to speak, by complaining, doubting and criticizing the efficacy (or ethics) of it. In doing so, his less (or non) competitive status is also reinforced with every positive response a woman returns for that Red Pill awareness.

Remember, stay objective here, focus on what's transpiring and why it's working. Whether you're the Blue Pill orbiter or the Red Pill seducer in a scenario like this, the real education comes from observing the process.

Goldmund continues:

We went to the back of the venue, and my friend came up to me and said "hey man, listen, that guy is really upset that you are hitting on the girl".

"Well she surely isn't going to fuck him, they aren't together"

"Yeah, but he paid for her to come out to New York [from Australia], and last night, he told her that he loved her"

I couldn't help but burst out laughing.

While this conversation was going on, the guy went up to the girl and begged her not to leave with me. At this point, I despised him, especially after my friend informed me that he had referred to me as 'a creepy predator', and wanted to teach him a lesson that stung.

Especially since he was taller, better looking, and much more arrogant than me.

Right about here you'll probably have a real tough time with the ethics of this scenario, but let's run down a few of the facts we know at this stage. First, 'Pseudo-Husband' is now the kind of Beta who pays for non-interested, or semi-interested women to go on international trips with him. This in itself is material for an entire post, but any Red Pill aware guy knows the mindset of the Beta sexual resource exchange – also known as the Savior Schema.

Just as an aside, I think this schema becomes all the more interesting when you account for the Sugar Babies companionship/sex dynamic going on today. It might be easy to think a Sugar Daddy paying for a woman's exclusive attention would simply vote that girl off the island by closing his wallet, but when you mix pride, alcohol, Beta Game and expectation-but-not-expectation of sex with a Sugar Baby, well, that can make for a very volatile outcome. There's a certain expectation of ROI when you pay for a woman's international vacation.

Obviously Goldmund's approach shifts at this stage, but, being the seasoned seduction artist he is, he has more than enough intel on the guy and IOIs from the girl to get the lay. At this point I expect Goldmund made it personal, but we'll discuss this towards the end.

'Pseudo-Husband's' impression of Goldmund as "creepy predator" is another tell as to his Blue Pill conditioned mindset. "Creepy predator" is fem-speak. It's what I expect to hear come from a woman's mouth, but when it comes from a man it's a giveaway as to his conditioning; in this case feminine-primary.

As I'd rather not copy and paste all of Goldmund's story here, I'll ask that you read the sexual details on his site. Suffice it to say Goldmund expertly Games this woman and has quick-hit sex with her at the venue they were at. However, to continue with the analysis of this girl's orbiter, let's skip ahead to some select quotes:

Her face was red and we had been gone for about 20 minutes, so when we returned to the table, I'm 100% sure that everyone knew what just went down. The guy didn't say a word while the rest of us chatted about sex over drinks, and when I got up to go home, he didn't say goodbye. As I was leaving I told my friend to mention The Rational Male to him.

Major lessons found in this one, and they are so clear because a few years ago, I could picture myself being in the loser's situation (I wouldn't go so far as to pay for a chick to fly across the world, but I've done some extremely pathetic things in attempts to woo girls).

Game taught me that girls are incredibly sexual creatures, love being dirty, think about sex often, need it, and want to get fucked by men who are wild.

I'm sure the Australian guy never thought the girl was capable of having sex in a bar bathroom by a stranger, yet it happened right under his nose. Its hard to think of a bigger example of getting friend-zoned than this guy who had spent 1000s of dollars on the girl to confess his 'love' for her, only to be cucked by some Playboy she just met.

I think this is one of the hardest lessons a Blue Pill man has to learn before he understands the importance of being Red Pill aware. Most 'Nice Guy' orbiters/friends never really need to be AMOG'd by a sexual rival because they're ignorant of the nature of Hypergamy. Even the ones who've experienced it personally from a woman, or having it flaunted in their face via commercial *Open Hypergamy*, these men still *want* their dream girl to somehow be different. Many a White Knight has been knocked from his horse after having the truth of women's sexual natures viscerally illustrated for him. It's the guys who go into denial, who fall back on the "*Quality Woman*" rationale and get back on the white horse who are truly lost.

I've been friend-zoned before and remember it being some of the most frustrating, mentally clouding times of my life. This guy was seething with anger so bad, he couldn't even speak—or attempt to fight. The friend-zone is anguishing. Overcoming it happened when I started reading stories like the one above, started assuming every girl has slutty tendencies and will use weak guys for money, attention, gifts, or whatever it is that they are lacking.

Having your Blue Pill ego-investments dispelled in such a brutal fashion often leads to two types of misdirected anger: anger at the sexual rival who just schooled you in the most personal way about women's Hypergamous sexual natures, and anger with a woman (or women) who are simply incapable of appreciating, or abiding, by the old social contracts, the old books he believes they ought to be.

This anger is not so much about a loss of investment as it is about a Blue Pill man having his inner world destroyed by outer world facts.

There was a point in my own life when I was something very similar to the Australian guy. I'm glad Goldmund mentioned my site and books to this guy's friend because I'm still hopeful for men like this. I've had a few men in my Red Pill sphere tell me I ought not to care about men who don't want, or don't know how, to intrasexually compete; either due to their arrogance or ignorance. But that's not what my goal is. While I understand that sometimes it's necessary to *Ghost* on men at times, that's never going to be my first impulse.

If the dude was cool about the situation and humble enough to talk to me like an adult about it, I would have gladly given him some advice and probably just got the girls number at some point and arranged to meet her privately.

Ego is the reason most people stay bluepill, you have to be honest with yourself and admit when something is wrong. And then find ways to fix it.

Hypergamy and Evolution want Hoes Before Bros

I understand Goldmund's sentiment here. About 9 months, maybe a year ago I ran a Twitter poll asking whether it should be considered a Red Pill aware man's duty to educate Beta men about their Blue Pill beliefs and why it's the source of a lot of their troubles. For the most part, the consensus was that men should help other guys. That's encouraging, but it's also not always advisable. I find it fascinating that despite all of the attraction and arousal Red Pill aware men can knowingly generate in women with Dark Triad personality traits, they still believe they can compartmentalize those traits when it comes to helping their fellow man.

Should Goldmund have backed off this girl out of respect for a man who was obviously trapped in a Blue Pill negative feedback loop with her? Or did he do both him and her a favor?

I've personally had one of my best friends bang a girl I was locked in the friendzone with. This was a girl I'd tried for months to get her to sexually respond to my pathetically Blue Pill "I really care" *Beta Game*. I vividly remember (I was 19) the night I introduced him to her and so began a literal fuck-fest between the two of them that lasted about 2 months after only meeting for an hour that night. It was a hard kick in the teeth to take, one my friend and the girl showed absolutely no remorse or regret for, but it taught me a very valuable lesson. All the bullshit about "bros before hoes" all the idealistic pretty Blue Pill lies I believed about being friends and comfort first before sex went right out the window that week – where they belonged.

Personally it was hard to take, but objectively it was exactly what I needed to experience. I think this is a hard line for even a lot of Red Pill men to really cross today. Granted, I expect Goldmund was really into banging this girl that night more than he wanted to teach this guy some object lesson, but I think it's going to be a really difficult area for Red Pill guys to sort out for themselves when it comes to "helping" Blue Pill guys unplug.

I'm reminded of the story about the guy who taped the note about banging another guy's girlfriend under the toilet seat.



What is a Red Pill aware man's ethical responsibility to Blue Pill men?

This is a two-part series of posts. In the next post I'll consider how Red Pill men might deal with

Blue Pill men in non-sexually competitive situations, and the advantages and dangers you might encounter.

The Utility of Beta Men â◻◻ Part II

June 6, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Before I get started today I thought I'd relate a few things to think about from the first installment of

this series.

No Neutral Balance

Reader *Boxcar* had a pertinent comment on last week's thread:

Frankly, losing the "beta" qualities would make it difficult to live a happy, successful and fulfilling life. But they have become stigmatized because they are associated with men being used by women.

I used to lock horns about the necessity of Beta traits with Athol Kay on Married Man Sex Life back before women took over his messaging. The problem with this idea is that 80%+ of men in a feminine-primary social order, that has systematically engineered a majority of men to be predominantly Betas, possess all these Beta behavioral and psychological attributes in spades.

As such, there will always be a gross overemphasis on the value of those aspects. I don't believe in a balance of Alpha to Beta traits. It's my opinion that men should make Alpha traits their predominant, default set, only expressing Beta traits as necessary to maintain a minimum comfort level – and even then, this comfort level should only be apparent to reinforce a necessary anxiety level for a woman's continued interest in a man.

Also, I believe there needs to be a distinction between Alpha and Beta behavioral sets and Alpha and Beta mindsets. Most men today are raised into a Beta mindset and this manifests in their behaviors. Vice versa for Alpha mindsets. However, that isn't to say that a man of a predominantly Alpha mindset can't deliberately display a Beta attribute in order to serve his own ends. Same with Beta men displaying a Alpha attributes. The problem with this lies in what is congruent with the overall perception of that man's status to a woman.

In the case of the Australian guy whom Goldmund schooled in last week's post, the woman already had a preconceived understanding that his mindset was that of a Beta. Had he displayed some brief "*flash of Alpha*" it would've seemed inauthentic and incongruous with her preconception. However, going from an Alpha preconception to a brief "flash of Beta" can be endearing and affirming for a woman.

Ergo, there is no neutral balance of Alpha and Beta that a woman will ever find attractive in a man. His mindset and behaviors must be predominantly and consistently Alpha to hold her Hypergamous sexual and relational interests. While occasional, strategic and brief expressions of a Beta-like trait are necessary for comfort, there is no advantage in a man trying to maintain some equilateral balance of Alpha to Beta, and if anything it only serves to confuse a woman about her estimate of your status. Moments of *Vulnerability* can be reassuring for women, but only when that vulnerability is uncharacteristic for a predominantly Alpha man.

Relational Equity

One very common hindbrain presumption most well-trained Betas have is a that their emotional, financial and loyalty investments in a woman will be appreciated and reciprocated by the women they invest in. This 'pre'-sumption is integral to a mindset founded on the *old books* social contract. Beta men's approach to intimacy going in already expects a woman to appreciate his investing in her as some quality that sets him apart from "typical guys who just want to bang her".

So, when when a guy like Goldmund effortlessly seduces the woman that Aussie Guy has been investing so much into (like all-expense paid trips) it represent two very frustrating realities for him. The first, as I mentioned, is the destruction of his ego-investment in his old books mindset. The

second is the sense of loss of so much relational investment he was trying to figure out how to get a return on. All of the preconditions he believed were necessary to get this woman's intimacy are tossed out of the window when Goldmund arrives and she willingly and (to him) unconditionally becomes sexual with him.

He believed he had to earn her sex, but in no uncertain terms, along comes a guy who did almost nothing to earn it and she reflexively responds to him with sex. In prior posts I've proposed that women will break rules for Alpha men while creating and imposing new/more rules for Beta men to access her sexuality. I would expand this to say that Beta men will, via their preconditioning, impose those rules upon *themselves* before they even meet a woman with whom to invest themselves in.

The presumption of relational equity comes before a Beta even has a woman to invest in. This is the source of Aussie guy's frustration. I covered this dynamic in *Prewhipped* and *Betas in Waiting*.

Giving Value

Commenter *Trent Lane* had an excellent insight about what ought or ought not to be a Red Pill aware man's duty to his fellow, unenlightened Blue Pill man.

Ethic responsibilities in a red pill paradigm for those who are not in it is an interesting concept. If we all accept Red Pill principles like Hypergamy, AF/BB and so on as truth (which most of us do, since we're here) and as you advance in Game you see, know and can do more with social and intergender dynamics than 99% of the men around you.

You can use this for destruction and mayhem. You can use this to selfishly get your needs met with zero fucks given about anyone. Or you can use it to get your needs met AND give value to the people you interact with.

The question is, why should you?

The answer is, aside from metaphysical reasons like religion, Karma and so forth, in which you can chose to believe or not: you mainly do it for yourself.

By fucking others up this way you fuck yourself up. Is it possible to go down the route of destruction this way with zero fucks given about anyone and lead a happy, fulfilled life long term? Probably for some. More likely you'll end up fucked yourself, without purpose, unable to ever satisfy your raging narcissistic urges, burning out and getting more and more shallow as you chase the next kick.

Giving value makes you happier than taking value. It sounds corny like a cliché, but if long term happiness in life is your concern, it's true.

I'm going to jump off here because this comment speaks to what I want to cover next in this series – dealing with Blue Pill men in a Red Pill aware man's life. Just as I'm inclined to tell guys of the MGTOW persuasion that there really is no exiting the game, so too is it next to impossible for the Red Pill aware man to insulate himself from having to deal with, work with, relate to, men who are thoroughly invested in a Blue Pill defined existence.

In the first part of this series I mentioned how Blue Pill orbiters are often an untapped resource of social proof for a Red Pill aware man. Sometimes all it takes to stand out in the crowd is to simply allow the mediocre to display their status and be ready to capitalize on it. It's like the part of Game where once you get to attraction all you have to do is not fuck things up. That's not to say Game doesn't take effort, it does, but when you have a connection with a woman who herself has orbiters'

attention in spades it easy to see that her attraction cues and ego are built around quality not quantity. I also mentioned in last week's essay that actively AMOGing these guys can actually be counterproductive to Game. Women may not ever want to bang their orbiters or really have them mean anything more than easy attention, but on the same note they likely don't want to have anything too cruel happen to them. Fortunately there are 'lightest touch' ways to use these guys' inability (or willful rejection) to really embrace Red Pill awareness to your advantage if you have the art. There's a tendency to want to help these orbiters, but I would say the real test is having the confidence to use them as SMV comparisons. Adopting an *Amused Mastery* with an orbiter is one such method – building social proof by artfully pointing out their *Beta Game* strategies. The risk you run is women taking this as arrogance on your part, at first, until that Beta confirms your measured analysis of him.

Betas at Work

One of the most arduous aspects of modern work life is having to cooperate with well-conditioned Blue Pill men. God forbid you have a business partner or a boss with whom your financial wellbeing depends. I would argue that the single most dangerous environment in which to attempt to 'help' a Blue Pill man with Red Pill awareness is in the workplace. For all the talk of mythical "glass ceilings" and back room boys clubs, modern corporate culture has been at the mercy of the Feminine Imperative's influence for several decades now. This social environment was a *Male Space* that was invaded long ago by feminine-primary interests, but for the sake of this discussion I'd have readers consider the following: imagine a Blue Pill conditioned Beta who's been educated and acculturated in feminine primacy (as equality) for the better part of his lifetime. Now, take that guy and put him into a workplace social structure, steeped in feminine-primary work laws, HR departments and corporate bylaws (all designed to avoid charges of endemic workplace sexism). Finally, base that man's livelihood, the health of his marriage and the future wellbeing of his children on how well he adheres to that feminine-primary office culture and you get a guy who's a veritable time bomb for any Red Pill aware coworker.

This reminds me of a great [article in the Telegraph](#) about how men are so afraid of sexual harassment accusations they resist the urge to extend the most basic courtesies to women in the workplace.

Elsesser cites examples of men who have been dragged in by their HR departments for simply opening a door for a female colleague or complimenting her on a new suit. "Stories like these spread around workplaces, instilling a fear that innocent remarks will be misinterpreted," she says.

The upside to this situation is that a Red Pill savvy man can use the predictable foreknowledge of how a Blue Pill colleague will respond to various workplace circumstances to his advantage. While it may be prudent to accommodate that guy's Blue Pill mindset at work, it also presents some opportunities to use Red Pill awareness and Game in a context that can advance your career. Female bosses are still female, and as noted earlier, the same dynamics you can use to ping social proof from a Blue Pill orbiter can similarly be used with a Blue Pill coworker and a female supervisor.

If you know a guy is trapped in a Blue Pill marriage, odds are he's in a dead bedroom situation. If he's got kids, especially a newborn, it's fairly easy to predict his life priorities based on what we know of his Blue Pill mindset. Happy wife, happy life is probably his ego-investment. There's quite a lot you can read from a Blue Pill coworker or supervisor, and as a Red Pill aware man, this puts you at a strategic advantage in the workplace. As such you are not at the disadvantage he is and can opt in

on work opportunities his mindset and his life's resultant conditions won't permit him to.

As a side note here, I should also mention that being Red Pill aware has various advantages in dealing with women in the workplace too. In the same vein as the Blue Pill supervisor, it's important to get a 'read' on a female boss and how she interacts with male and female subordinates. Corporate culture is often the most visceral teacher when it comes to understanding intrasexual competition amongst women. However, as a Red Pill aware man we can also apply our predictive Red Pill Lens towards what most women in the workplace are experiencing in their lives. We know the common dissatisfaction professional women experience when it comes to their personal lives. We also know that even the married ones are likely to be discontent with husbands whom they can never feel comfortable in submitting themselves to – especially after 8-10 hours at an office where lesser men must submit to her and the greater men she is beholden to don't see her as anything but an instrument for their own success. The trick is using this tactical understanding to your own benefit by getting inside their heads and making female nature work for you.

So, after all this we're left with a few of considerations. The first is the degree of calculated risk a Red Pill man is comfortable in taking with a Blue Pill colleague. Even if the guy is a personal friend, there is always a risk that using your Red Pill Lens with him can backfire on you. There's only one thing worse than a woman scorned and that's a deeply committed Blue Pill guy who's just had his mindset used against him by a superior player. Most will pass it off as the result of an unfair life, but others, the less stable Blue Pill guys, they can have an explosive potential.

Then there is the ever present ethical considerations that will always dog this question – should you do it? If Goldmund's story from last week's essay was an object lesson in mate poaching it was also a subjective lesson in the ethical consideration of it too. Much of what constitutes attractiveness in men to women is found on the Dark Triad personality traits. Sometimes Red Pill awareness and Game application gets called an education in psychopathy. Having written about Red Pill awareness for as long as I have, I know there's far more to this, but to an initiated reader, one steeped in Blue Pill conditioning, I fully understand why it would look like psychopathy.

Now the question is, does a Red Pill man use his awareness to his advantage outside of the intersexual realm? In the case of using it with a female supervisor that might be an easy, yes, but in the case of using a Blue Pill man's handicap of his mindset that answer may be subjective by order of degree. Even if there is no malice involved, and even if just by fact of having that awareness, a Red Pill man has a distinct advantage over men given to a Blue Pill belief set and their resultant life conditions.

So the question might be, are we our Beta brother's keepers? Do we have an obligation to give Blue Pill men value or does that idea end where that man's capacity to accept what Red Pill awareness offers him end? Obviously I have two books and five and a half years of blog posts all written with the intent of ultimately unplugging Blue Pill men and making them aware of the true nature of intersexual dynamism. My purpose has always been to give men the tools they need to do that, but is it my obligation to do so?

Kill Your Idols

June 14, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The Family Alpha had a motivational post about getting over a past lover this week.

<https://thefamilyalpha.com/2017/06/09/getting-over-your-relationship-ptsd-pt-ii-give-love-one-more-chance/>

I thought this was a reasonably good post. My only reservation (and this is no reflection on TFA) is I'm seeing a lot of "get back on the horse and ride" positivity attempts to replace rational understanding of intersexual dynamics when it comes to men's bad experiences with women or break ups in the Manosphere these days. I'm not saying that "steel sharpening steel" encouragement or a sharp kick in the ass isn't helpful for these men. Lord knows I'm apt to do just that myself with what I've been writing for over a decade, but it's my view that understanding the mechanics of why that experience happened, and learning about women and oneself is vital to a man's personal

development.

It's not enough to say 'sack up, go lift and get over it'; a man's got to learn from that pain, go through the process of developing insight from what Red Pill awareness shows him about it and grow from it. Yes, men can dwell on it and let it consume them or they can utilize those feelings to motivate them to understanding how they came to be in these circumstances. I don't think I'm exaggerating here when I say that the most common way most men come to my blog (or any number of other Red Pill blogs) or the Manosphere proper is as the result of going through a traumatic breakup.

I've mentioned this in many prior posts that, unfortunately, the time men are most receptive to Red Pill awareness comes when they're experiencing the loss of a lover whom they believed was a key goal of their Blue Pill idealism. Their "perfect" Blue Pill world was destroyed for them, but more importantly their ego-investments in that world reached a point that Red Pill reality would no longer sustain for him. It's at this juncture men seek out the Red Pill community. Some of the most common search terms *The Rational Male* blog gets linked to are phrases like "How do I get my girlfriend back?" and "How do I get over an Ex?"

While I can empathize with men in such circumstance, I also recognize that men need to *Kill the Beta* before it kills them. A lot of guys reeling from having the Blue Pill rug pulled out from under them resort to either suicide, self-improvement or a long-term dwelling upon what they *believe* was a loss they will never be able to replace. And even after the acceptance of that loss becomes normalcy for him, his subconscious still won't allow him to move on – even when he thinks he has.

Studies have shown that while women may take a breakup the hardest (generally, only when they're the ones being dumped) it is men who suffer more in the long term, and, because of men's mental firmware and differing sexual strategy, *may never truly get over it*:

But men are more "competitive" in their approach, meaning the loss of a woman they see as a good catch could be deeply felt for months or even years.

Anyone familiar with my essay *War Brides*, understands the evolutionary reasoning behind why women have an ability to move on after a breakup so much quicker than men. However, much of men's inability to let go is dependent upon his investment in his Blue Pill conditioning; that and how his subconscious believes in where he fits in a sexual marketplace founded on Blue Pill idealism:

"The man will likely feel the loss deeply and for a very long period of time as it sinks in that he must start competing all over again to replace what he has lost – or worse still, come to the realization that the loss is irreplaceable," says Morris.

And because women have more to lose by choosing the wrong partner, they are also more likely to pull the plug on a relationship – with 70% of divorces in the US filed by women.

Kill Your Idols

This only reinforces my stance on Blue Pill men investing themselves in the fallacy of *Relational Equity*. One reason men have such trouble getting over a previous lover is because Blue Pill conditioning predisposes men to idolize women on whole, while their *old books* perspective fosters the idea that their investment in the relationship should be what sustains it – rather than accepting the cold, harsh reality of Hypergamy.

TFA writes:

Many men have given the power over their inner-self *entirely* to the women of their lives. They let their ex-relationships dictate their future relationships, trying to do the opposite of before or they'll fall into the same routine ultimately leading to a love life filled with redundancy without progress.

You need to break the cycle.

Married men, divorced men, guys coming out of a shitty LTR, and even the men who had a plate cheat on them thus scarring their soul permanently are not acting in accordance with their masculine self *if they're basing decisions off how they can avoid heartache again*.

This is good advice, but I think one of the mistakes Blue Pill men make when they exit (or are ejected from) a relationship is that they see a relationship as the only legitimate form of intersexual dynamics. Once a man unplugs, for better or worse, that idolization, the giving over power of self to the Feminine has to be dispelled – but not at the expense of a full understanding of the Red Pill awareness that brings him to unplugging in the first place.

Most men, the largely 80% Beta majority, are conditioned to be serial monogamists. They are taught to identify with the feminine to the point that only what he believes women's (old books) sexual prioritization *should* be is correct and valid for himself. A lot of well-meaning Red Pill men think monogamy is the only rational decision to break the cycle.

One of the maxims of the Manosphere is that the best way to get over a woman is to go fuck 20 more before you consider monogamy with another one. This advice actually makes, an albeit simplistic, sense in that the best way to avoid ONEitis is to Spin Plates. Usually, that's what a bad Blue Pill rejection amounts to; a losing of the best thing that Beta has ever had in terms of sexual access. The Blue Pill conditioned mindset predisposes men to a scarcity mentality and it does so by training men to believe that exclusive monogamy is the only meaningful condition in which a sexual, intimate relationship can take place for him.

So, stemming from this scarcity mentality, we get generations of preconditioned Betas latching on to self-induced ONEitis-prone relationships. Thus, you get pitiable Beta men just this side of suicidal over average HB 5-6 women. I would argue that the reason we see such a preponderance of men bemoaning their post-rejection state (suicide or self-pity) is directly attributable to Blue Pill conditioning and then taking it from there.

Telling this post-rejection Beta, who thought he'd had his Blue Pill dreams come true, that he ought to Spin Plates, fuck 20 women and go lift is like speaking a foreign language to him. His Blue Pill mindset can't comprehend it, at least at first. Getting past this state of shock usually involves despair, anger, disillusionment – he's as likely to fight you for being misogynist as he is to fall apart in tears – but as I've always said, unplugging guys from the Matrix is dirty work.

Now, just for sake of comparison here, it should be noted that if we go by the Pareto Principle and presume 80% of men are Betas and 20% are some shade of Alpha, we'll see the dynamics for a breakup change accordingly. I would argue that for the 80% of Beta men, they are the ones women are breaking up with. And the logic of women's sexual strategy would also suggest that if a woman perceives her mate to be 1-2 steps in SMV above herself she would be less (if at all) inclined to initiate a breakup with a guy she sees as Alpha. Thus, the more Alpha a man, the less prone to ONEitis and lingering post-breakup psychosis he'll be.

Doing the Work – Pre vs. Post Unplugging

Recently there's been a push to paint Red Pill aware men as bitter guys who get stuck in the anger phase of unplugging. No doubt this can happen, and considering the mass effect of Blue Pill conditioning in men it's easy to see how it happens for them. For the larger part I concur with what *The Family Alpha* is suggesting here; for both psychological and personal reasons it can be all too easy for men to get stuck dwelling on an experience with one woman and then transferring that anger and regret to a self-limiting outlook that holds him back from interacting with women. I imagine some of my MGTOW readers see this as being pragmatic, but as with everything for men, isolation is dangerous.

On the other hand, however, I still think we need to guard against falling into the trap of thinking that a man's holding onto his Blue Pill regrets, or transferring that pain to a real misogyny means that fundamental Red Pill awareness is the *source* of his self-limitations. The point of Red Pill awareness isn't to make a man 'hate' women, but rather to inform him of women's nature so he won't hate what he'd never expect from women.

I really think there are two opposing sides that evolved from Red Pill awareness. On one extreme we have hardline MGTOW men wanting to remove themselves wholesale from interacting with women – largely because of their Red Pill awareness. And on the other we've got the Positive Mindset brokers believing that Red Pill awareness leads to the anger and resentment that causes men to limit themselves with women.

In the middle of this we have men who've found a new balance in their lives because they became Red Pill aware and created a new, healthier paradigm for themselves with it. It becomes a game of exaggerated nihilism vs. exaggerated optimism, but in the middle we have to find a healthy pragmatism in how we will use this awareness to redefine ourselves. It appears to me that at either extreme there comes a limiting of just how much Red Pill awareness either set is willing to embrace.

Surrender

June 20, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Most of my readers are aware of my stand on the myth of male vulnerability. Weakness is not strength, but the *Village* of the Feminine Imperative, would have us believe that the more a man displays honest signs of vulnerability the more endearing he'll be to women. The Blue Pill conditions

men to believe that crying, or being more emotionally sensitive, or really anything that makes him identify with the feminine in his personal character is a form of this endearing vulnerability that women can (by appealing to equalist reason) be expected to respect in a man. While adopting this mindset may open a man up to ridicule (and unspoken disgust on the part of women), this is not true vulnerability. The *Village* might try to convince a man he's being *brave* by avoiding conventional masculinity, but this emasculating vulnerability is nothing compared to what a man has to lose from real vulnerability.

What I think most men, certainly all Blue Pill men, miss is that the ultimate form of vulnerability a man can engage in is 'catching feelings' for, or emotionally investing himself in, **any** particular woman. And this is especially so if that man's Blue Pill conditioning makes him oblivious to the risks of that vulnerability.

Nothing leaves a man more vulnerable in life, love, family, career, finances and really power over the direction of his life than to invest *himself* in a woman. The very act, the very thought, of surrendering his life's imperative to the trust that a woman won't exercise the unimaginable control and potential for damage she has in his life is a vulnerability no woman will ever recognize or acknowledge; nor will the sacrifices that come from this vulnerability ever be something she has a capacity to appreciate.

Even in the best case scenarios, where a man's investment is reciprocated, or a somewhat idyllic relationship grows between a man and a woman, such is the state of our modern sexual marketplace that a potential for a man's ruin still colors that relationship. Our feminine-primary social order has, through legislation and social pretense, made the proposition of any man navigating the sexual marketplace one of inherent vulnerability. Women rarely understand the vulnerability a man is opening himself up to because our social order makes that potential for his harm invisible to her. In fact, if he resists opening himself up to potential ruin he's considered to be insecure, and this in turn is attributed to his maleness.

I have no doubt there will be women reading this last paragraph and think, "Well, women are putting themselves at risk too, we have to be vulnerable too." No, you really don't. Since the beginning of the Sexual Revolution every potential aspect of vulnerability for women in the SMP has been meticulously compensated for, or insured against the worst. Whether that's the grossly female-weighted divorce and custody laws, or legal abortion, or arbitrary consent laws that only serve women, or the special dispensation for women academically or vocationally, any and all vulnerability risk is mitigated for you. The emotional vulnerability you believe is so costly pales in comparison to the risk and consequences that vulnerability represents to men. Men commonly have more to risk, more to lose and invest more of *themselves* into that risk proposition.

True vulnerability, the kind that opens you up to life-destroying consequences, is when a man's idealism for women, despite knowing all the very likely, very destructive, consequences is something he willfully ignores. For a Blue Pill man, his vulnerability is rarely ever recognized. Thanks to his life-long preconditioning he believes in a romanticism that insulates him from ever acknowledging the risks and the all-downside potential of that vulnerability. This obliviousness – keeping a *Beta-in Waiting* blind – is a primary goal of Blue Pill conditioning.

Idealizing Surrender

Women would rather be objectified than idealized. The reason for this really gets back to evolved gender differences; women want a man who other men want to be and other women want to fuck. In

other words, women want to be the object of desire of a worthy man. When a man surrenders himself to the primacy of the feminine, when he makes a woman his mental point of origin, when he alters the course of his life to accommodate her, that's when he ceases to be someone for whom she'll willingly submit to. When she becomes his center he knowingly surrenders *Frame*.

It is, however, the innate *idealism* that predisposes men to outward thinking, to the belief in what could be realized, that also predisposes them to idolizing women on whole and idolizing a woman at once. A man's idealism makes a lot of things possible for him, but it also puts him at terrible risk with regard to being truly vulnerable. Furthermore, men's fundamental romantic nature is also attributed to our innate what-is-possible idealism. The Feminine Imperative has used this idealism to its benefit for millennia, but the most common (seemingly sensible) utility of it results in men's surrender of self to the feminine.

When we read through the romantic poetry of the ages – almost all of it written by men – the most common reoccurring theme is that of a helpless '*surrender*' to the love a man bears for a woman. From Ovid to Shakespeare to Byron the dialog and sentiment is the same; that of the inherent 'correctness' of a man surrendering his soul to the love – requited or not – of a woman. If there is a psychological root to the disorder of ONEitis it can be found in this poetic idealism.

However, there is nothing that makes a man more vulnerable to a woman, to the feminine, than his idealist's nature. The Feminine Imperative knows this thumbscrew of men. One hallmark of the conditioned Beta mind is an eagerness to put themselves into a state of surrender to the feminine. I go into this a bit in *Pre-Whipped*:

These are the men I call pre-whipped; men so thoroughly conditioned, men who've so internalized that conditioning, that they mentally prepare themselves for total surrender to the Feminine Imperative, that they already make the perfect Beta provider before they even meet the woman to whom they'll make their sacrifice.

But what should predispose men to so eagerly want this surrender? Certainly there's an element of a (false) belief in the possibility of a mutual concept of love between that man and a (potential) woman. It's what he believes should be possible.

What else? There's the pre-conditioned belief that this *surrender* is his masculine duty. Countless Blue Pill pastors make a living belaboring the narrative that men can't be Men until they mold themselves over the course of a lifetime to be a (once convenient) a woman's ideal. Literally, manhood is denied to him until he surrenders to the feminine.

The Family Alpha made this observation last week:

Many men have given the power over their inner self *entirely* to the women of their lives.

While I completely agree, what I'm wondering is why this need to surrender *self* is an intrinsic aspect in men? The majority of men (80% Betas) are pre-whipped to expect a need to surrender to the women in their lives. Their abdication is so matter of fact that it becomes something subconscious for them.

Is this a characteristic that separates Betas from Alphas? I'd like to think so, but then a distinction needs to be made between being a Strong Independent Alpha who lives up to a positive, pro-social, conventionally masculine role (despite a world arrayed against it) and the same who, though still respectively Alpha, surrenders his sense of *self* to the woman he idolizes.

SFC Ton had a great comment about this surrender:

“Women do not really have more power.....The first step is to realize that this is indeed the case. Men cede power. Men are taught to cede power. Men look for opportunities to cede power. Women just take advantage of men’s largess. A man does not have to be full on Alpha to get this, or to use it to his best advantage in life.”

One thing to consider is how much power have men ceded and to what effect. The surrender is real, both individually and socially. Reclaiming the power ceded in that surrender will be fought in many different scopes. In *The Family Alpha*’s article, the concern is two fold: the ceding of a man’s inner self, the surrender of identity to the approval of the feminine, and what the consequences are for men once they reclaim or recreate an identity apart from what he allowed the feminine to create for him.

This a significant thing to ponder for men. One reason I believe men become so despondent, so nihilistic, after some trauma that shook them into Red Pill awareness is that their identity, their sense of self, was a result of this ceding of power to women. They literally do not know what to make of themselves once they are cut free from that paradigm, but moreover they must confront the fact that *who* they are now (at the time of their unplugging) is, in large part, due to that self-surrender. Prior to their unplugging this surrender may have been involuntary for them, but still perhaps not. Their vulnerability and the true potential of permanent damage from it is put out in the open for them and others to realize.

It’s easy to think of men having difficulty getting over their Exes as in some way damaged. *Family Alpha*’s point was to encourage men to get back on the horse and back in the game and be competitive again, and that’s what I believe is most beneficial for these men. I also believe that it does men no service to prolong feeling sorry for themselves, but again, that’s part of the process of recreating a man. The risk then becomes a sort of new surrender wherein men drop out and isolate themselves away from the system that held them and caused them to believe in, and then confront the consequences of their first vulnerability and surrender to the feminine. Isolation becomes their new form of surrender.

However, it’s also important that they recognize the potential for damage that surrendering, that ceding power, to the feminine represents to them. Red Pill aware men should acknowledge that their real vulnerability will be implied in any relationship they enter into beyond a perfunctory pump & dump. That knowledge should be a source of power that prevents them from overextending themselves once again into surrender to the feminine. They are aware now and that awareness now implies a responsibility to it. It demands that they keep their heads out of the sand and make calculated risks according to that awareness.

Your new Red Pill self has no more excuses of ignorance – your life’s been handed back to you with the full knowledge of the system you’re a part of.

No surrender.

Interview with Mark Baxter

June 29, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





<http://realmarkbaxter.com/2017/06/29/029-rollo-tomassi/>

Last week I had an almost two and a half hour talk with Mark Baxter. This is the third time I've been on with Mark; once with *Ed Latimore* and again with *Carl from Black Label Logic*, but this time it's just the both of us. I was on the road for this one, but I made sure I set aside plenty of time and a quiet room so the audio is much better than some other interviews I've done. We covered a lot of material. There's so much packed into this show, one listen probably won't be enough.

We start the show covering the Red Pill and morality, work our way through male and female sexual strategies, and close out with a big section on red pill parenting. I can tell Mark is a practiced interviewer. He's always prepared with good questions and followups to them so he really gets the best from the guys he talks with. If you listen to his other podcasts you'll know what makes him good.

Also, Mark's podcast is primarily directed at the personalities in the manosphere. He's a good guy with a great Red Pill story (and a very 'grounded' Red Pill blog I might add). He's doing what I think is very much needed work in the 'sphere. So, have a listen, let me know what you think. As always, the comment section is wide open for discussion on anything we covered.

The 21 Convention



As of this writing we're two days away from another price increase for the 21 Convention. Since my last update the line up of speakers just keeps getting longer and better. You already know *Jack Donovan* has confirmed, but newly confirmed speakers now include *Ivan Throne* from *Dark Triad Man* and *The Family Alpha*. As if that weren't enough, *Alan Roger Currie* from *Mode One* is also on the bill now. As you can see the convention is shaping up to be a real Red Pill summit this year. I've got to admit I had no inkling that this gathering would snowball into what it's become. I can't say for sure, because I think the line up is reaching the maximum, but there may be one or two more influential Red Pill speakers added before we get to the end of August.

Myself, I'll be doing two talks for this event. I also wanted to take a moment to thank all the guys who've already reserved their spots to come out to see me. I understand the investment and I'm humbled that so many guys have purchased tickets, arranged travel and reserved rooms for the weekend. I want to sincerely thank you for that. I had some real reservations about speaking at this convention, but the level of interest and commitment you've already shown, as well as the incredible line up of speakers that have confirmed, I'm much more confident about this summit being something memorable and valuable for all attending. Thank you.

Also, Anthony Johnson informs me that the \$400 Early Bird sale is being extended to July 2nd. So, if you're still on the fence about seeing this incredible line up of speakers now's the time to pull the trigger. For more information on this event see my [blog post about it here](#). Tickets can be purchased [here](#) or click the banner above. You can also hear my interview with Anthony about the convention and many other topics [here](#).

The Rational Male – Positive Masculinity

Just an update on my upcoming third book; the third edit of the first draft is now at Createspace and I'm awaiting the 2nd proof of the physical (print) copy. The book weighs in at over 300 pages – comparable to the first book – and I've taken into account all the suggestions readers have given me. The text is larger, the book is more organized, and I'm working with a professional editor to make sure it's the best it can possibly be. Needless to say, being a professional designer, I've personally done the print book layout myself. I've also added a dedication forward to *The Private Man* for this edition.

Once I've approved the final draft I'll be sending the manuscript off for digital conversion and then it will be available to the public. I expect this will be sometime towards the middle to end of this (July)

month. So, thank you for being patient, but I want to make sure this is a great read for you.

I've been on the road this last week for work. Summer is always hectic for what I do professionally, but I will have new essay I wrote on the road up tomorrow.

Thanks for reading.

Rollo

Competency

June 30, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A while back reader *Looking for Zion* had a great comment wondering why it is women seem to have such a preoccupation with complaining to men so much:

Yesterday I was listening to a blogger talking about that Antifa Girl, then I saw a video by Camille Paglia on how women need to stop blaming men. By the time I read this essay I was already wondering, Why do women blame men (for everything)?

I mean, for example, no matter how good women have it here in the US, it's never enough. They say, "We still have far to go." What the fuck does that mean? They've achieved everything except becoming President and Vice-President – and only failed at that cause the worst possible candidate was put up. They're astronauts, brain surgeons, CEOs, soldiers, pilots, MMA fighters.... I mean, short of a penis, what are they really missing?

Then I read this essay and it dawned on me: Women are biologically programmed to blame men for any and all perceived failures or shortfalls, because for millennia they have depended solely upon men (at the societal, tribal, and family level) for everything, particularly their very survival.

Whether it's the nagging wife blaming her husband for her unhappiness, or the feminist harpy blaming men for WHATEVER, it is in female DNA and thus beyond their control to stop blaming "men" for anything they perceive to be wrong (in the absence of men standing firm and telling them to STFU). Males are always the scapegoat because men, until recently, were always the protectors and leaders of the female species.

When I woke up this morning, that realization led me to connect another dot: The patriarchy is not some ephemeral construct, or a male conspiracy. **The patriarchy is IN WOMEN'S DNA.**

From the time that the first single-celled creatures sprang forth from the waters of the Earth, life evolved toward the creation of homo-sapiens. Billions of years of genetic code formed a male dominant human dynamic that feminists and cultural Marxists have tried to re-engineer for a comparatively measly 50-60 years. But social engineering can NOT overwrite biology.

So good luck trying to "smash the Patriarchy" ladies, because the patriarchy is inside you. It was a survival mechanism selected for over eons. The patriarchy will always be there, like a splinter in your mind – unless and until enough time and genetic mutations have passed after men as a whole have given up and let you completely rule the world however you see fit.

With this, *Zion* is coming into an understanding of the evolved psychological underpinnings of intersexual relations. Women's innate predilection to complain is just one aspect of women's evolved nature that socialization or, if you like, "*higher order thinking*" finds ways to cover up, but never really change. Whether it's women's capacity to move on from a former lover (*War Brides*), women's subconscious shit testing for men's fitness, or the uglier aspects of Hypergamy, the underlying motivators for much of what we dismiss as 'women just being women' is rooted in how they evolved to interact with men.

Recently I came across a video of Jordan B. Peterson explaining the evolutionary logistics involved in women's sexual selection process. You can watch the video [here](#), but the short version confirms exactly what *Zion* is coming to realize; the seeds of Patriarchy is literally written into women's DNA, and by extension into larger human society's social and intersexual make up.

Women's sexual selection, women's Hypergamous sexual strategy (Alpha Fucks / Beta Bucks), is

what creates the condition of the male dominance hierarchy. By the social extension of this hierarchy, based on women's evolved conditions for male Hypergamous acceptability, we see what perceptually looks like Patriarchy. Indeed, this has been the dominant social order – with women creating covert personal and social contingencies to exploit it – up until the time of unilaterally female-controlled hormonal birth control and the subsequent sexual revolution.

As *Zion* noted, billions of years of genetic code formed a male dominant human dynamic that feminists and cultural Marxists have tried to re-engineer for a comparatively measly 50-60 years. And it's correct that social engineering cannot overwrite biology. However, that isn't to say that social and scientific engineering can't give women more control over their sexual selection process as well as making every effort to absolve them of the responsibilities associated with this new control. If I disagree with anything Peterson asserts in this video it's that our social order for the last 60-70 years has been one founded on unfettering and insuring women's sexual strategy and applying the consequences and costs of women's control over it directly to men. Presently, we live in a feminine-primary social order, but it's founded on the default presumption of an oppressive, inherently sexist, misogynistic Patriarchy that still clings to a social contract that hasn't existed since the time of the Sexual Revolution.

Our feminine-primary social order is a reflection of how intersexual dynamics have shifted to favor the female and the female sexual strategy. The male dominance hierarchy and the qualifications of it are still dependent upon women's evolved Hypergamy, only now, in light of how women have been insured against any real liability for their sexual selection choices, the prioritization of those hierarchal qualifications have shifted. There is still a "patriarchy" created by women's sexual strategy, but now this male dominance hierarchy is primarily founded on the Alpha Fucks side of the Hypergamous equation.

Evolution of Complaining

The fact that complaining seems to come so natural to women is something we kind of take for granted, in fact so much so that we will make jokes about it and think nothing of it. We can interpret this also from the 'men display, women choose' principle. There is an expectation that men will qualify themselves for a woman's intimate approval – whether or not they do so is irrelevant, it is women's expectation of performance from men. Men being innate *idealists*, as well as deductive problem solvers, it only follows that men (majority being Beta) would make their best efforts to solve women's problems as a primary element of their sexual strategy. The deductive logic is: Solve a woman's problems and in exchange she will reciprocate with her intimacy.

This, in a nutshell, is what constitutes most men's Game in their earliest attempts to get with a woman, and really why wouldn't it? Boys are taught a default deference to "respect" the female sex from an early age. This deference is where the expectation of performance begins, and taken to the extreme it can end up as the *Savior Schema* and expectations of women reciprocating in *Relational Equity*. This is where many Betas have their 'game' disillusioned for them. They see the guys who do not perform for women in a direct manner being rewarded with intimacy while they are shamed for their 'Niceties' – the behaviors they've always been taught will endear women to them – and shamed for expecting intimacy in exchange for solving women's problems.

But really, what is women's complaining about? The facility with which women will complain to men makes evident their need for security and this security need flows from the provisioning side of Hypergamy. As I've said many times before, Hypergamy is rooted in an existential doubt – is this

guy the best she can do? It's important to put this doubt into context though; bear in mind that there are two sides to Hypergamy – short term sexual, genetic optimization (Alpha Fucks) and long term security, safety and parental investment optimization (Beta Bucks). Both sides of women's pluralistic sexual strategy always have doubt attached to them. And as *Zion* implied, even when women are assured of security that doubt still persists.

When we consider women's subconscious need to shit test men we also need to see that women's complaining is part of her subconscious attempting to reconcile this doubt with a man she's invested herself in. It is indeed written into women's mental firmware that men are to be looked to as the problem solvers.

A while ago *Deti* had a great comment on one of Dalrock's posts:

Some of the best depictions of shit testing and comfort testing in media are in *Mad Men*, where Betty brings some concern to Don. Some concerns are serious; some are frivolous and trivial. Almost all the time, Don faces her and says something like "Bets, you're tired. You're upset. And it's all understandable. It'll be OK. Just go get some sleep, and we'll figure it out in the morning." And that's all Betty needed to hear. Don has it under control. He explains to her what's going on, and says he (or they) will get it taken care of.

That's passing comfort tests with flying colors.

A shit test is depicted where Megan (his second wife) is cleaning their apartment in her bra and panties. She taunts him, saying "you can't have any of this", while on hands and knees in a clearly sexually provocative position, all the while looking back at him to gauge his response. He then proceeds to pull her to her feet, kisses her, and has sex with her on the living room floor. She willingly submits to him.

That's passing a shit test with flying colors. And that really is a shit test – she's being a total bitch to Don and stating a literal challenge to his masculinity. It's "I'm here, calling you less than a man and depriving you of something we both know you want. You don't have what it takes to stand up to me. What are you gonna do about it?"

You cannot make a woman "Happy", however, this does not preclude a woman's innate need to see you as either a confident problem solver (as in Draper's exchange with Betty) or a guy who "*Just Gets It*" (as in the shit test example with Megan). I believe *Deti* is correct here, but I think we can make a distinction between a woman's need to test for a comfort versus a shit test of sexual selection.

I would argue that a comfort test comes from women's deep need for security in a chaotic world. A comfort test, and I would include complaining and nagging in this, is rooted in a woman's Hypergamous need of certainty and consistency in provisioning. A persistent complaint is really a cry for security and confirmation of a man's competency. Male dominance will always require a superior competency in virtually all matters. That may not be realistic or pragmatic, but it is the expectation, and this need for competency finds its roots in men understanding and accepting their *Burden of Performance*.

A shit test, on the other hand, is a challenge of a man's savvy with regard to reading, interpreting and acting upon a woman's covert communications of sexual competency. Shit tests, even subconscious or unintentional ones, are initiated to gauge whether a man *Just Gets It* with regard to a woman's sexual subcommunications. It is a test designed to determine a man's Alpha potential and his capacity to push past his social programming and go after (even physically) what he wants sexually –

hopefully that's the woman giving him the indicators. It is a test of a man's capacity to understand that the *Medium is the Message*.

One reason that *Amused Mastery* is such an effective PUA technique is because – when understood and applied well – it serves to satisfy both sides of these tests. It implies competency in both problem solving and sexual viability.

Lastly, I should also point out that both of these tests of competency are part of women's evolved, psychological firmware. Women can certainly deliver these tests with malice, intent and forethought, but as to why these tests would be significant from an evolutionary perspective, only her subconscious is aware of it. Both tests have the latent purpose to establish a man's competency in either the Alpha Fucks or Beta Bucks aspect of a woman's Hypergamy.

Confidence and the Safety Net

July 6, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Presently I'm putting the final touches on my third book, *The Rational Male – Positive Masculinity*. I'm now going through the final proofing stages of the print version while I await the reformatting for the digital version. As if that weren't enough, this time of year tends to be my busiest with regard to promo gigs and brand developments stuff for my "real" job. So if my posts for the next couple of weeks seem a bit sporadic that's why.

In the midst of this, however, I came across a comment by a long time lurker, Logic, that dovetailed so perfectly with the *Afterword* of the new book so well that I've decided to quote parts of it in the book:

I don't comment a lot in this blog. However, I think it is important to make a comment that many will probably disagree with but is certainly true for me.

If you ask someone what is the greatest benefit he gained by reading Rollo's articles, I am sure that you will get various responses:

"I finally got laid"

"I managed to successfully spin plates"

"I understood the true nature of women"

"I stopped giving a fuck and focused on myself (and the women came after)"

...etc

I am sure that all of these are true, not the least reason being that I have experienced these benefits myself.

However, if I may suggest an unpopular opinion, the greatest benefit that one gets from reading Rollo's article is the fact that you are giving yourself a **safety net**. And the most important thing in my opinion is that you give yourself this safety net EVEN IF you don't truly believe what Rollo writes.

If I may elaborate briefly, by safety net I mean LITERALLY safety net. The safety net's purpose is not for you not to fall. It is for you not to DIE after you have fallen. I believe this is an important distinction (and forgive me Rollo if you have touched on this in one of your articles already). At least for me this is HUGE.

There is a nontrivial probability that you ARE going to fall. Unless you really swear to not EVER feel ANY emotional connection with a woman, then it is highly likely that at some point you WILL fall in love with a girl. Sure, I am positive that many guys will consider that this is something that they can control now that they are Red Pill aware, but you MAY at some point fall in love and you WILL lose your "cool" (btw if you don't want to call it love call it infatuation; there will be a girl whose combination of laughter, looks, mannerisms and personality will produce this to you; if you want to deny it go ahead and you may be right. But as I said this is just MY humble opinion).

So where does the whole "safety net" come into play? Well, it comes into play when things go south. You WILL lose your cool and she might not notice but then again she also may notice. You will think that this girl is different. Again, it is easy to say that AWALT, but you are not dealing with a bunch of 1s and 0s. It is a human being, standing in front of you, with a personality, with a voice, with interests, opinions and the like. So your brain will tell you that THIS one is different.

And when it turns out that she is not, and she goes cold or dumps you, or cheats on you, then my friend you are going to be JUST FINE. Because you have a safety net. I am not saying that you won't be sad (you will) but you won't try to throw yourself under a bridge. The safety net is placed there for a simple reason. The reason is that, in the beginning stages of your infatuation, before you started thinking that she is "not like that", a little voice inside of you said "You have read about this situation in the Rational Male brother. This may be an illusion. Be careful".

Yes, you muted that voice for a while, but you never killed it. And when the inevitable happened this little voice came back and said "Oh well. We knew it. Nothing wrong with giving it a shot. Now let's move on. Hey check out Little Miss Perkytits at the counter."

I know that many of you will laugh at this but, to me at least this is a big deal. I also think that the analogy of the safety net is pretty accurate. Even if all of Rollo's writings hadn't helped me AT ALL with getting laid, improving myself etc and THE ONLY benefit was gaining that safety net, I think that reading Rollo's articles would have still been very much worth it.

I thought this metaphor of a safety net was apt. The history that comes after a man has unplugged himself from his old Blue Pill mindset is in some ways more poignant than what a man does while he is still trapped in his old way of thinking. It's easier to forgive yourself of the decisions you made in Blue Pill ignorance, but when you become Red Pill aware you own those decisions. As *Logic* points out, you can only read and absorb what I or any other Red Pill author has to relate to you – at some point you're going to either consciously or not put this new awareness into practice.

As such you're bound to make mistakes or false starts. No one makes it on their first jump. It takes time and practice along with an educated Red Pill awareness to internalize and transition into a new way of life. One reason I wrote *A New Hope* was to help newly unplugged men get past the anger and nihilism stages of unplugging, but also to warn them that the want to achieve the old Blue Pill idealistic hopes will be a strong impulse until they come into a new understanding of Red Pill, realistic, hopes for themselves. In that stage, and even after, there will always be mistakes and falls along the way.

The difference now is that you have a new confidence in the knowledge that Red Pill awareness provides for you. Whereas before you struggled with both a lack of understanding intersexual dynamics and the deliberate misdirection of you ever understanding it, now you have the Red Pill Lens. Now you have a perspective that in most ways insulates you from ever thinking your situation is hopeless. Red Pill awareness provides you with a map and a safety net that allows you to make accurate corrections to your Game, to your relationships and to your life no matter if you fall, no matter your temporary setback. Many a disingenuous critic would have men believe the Red Pill is all about anger or fomenting a belief that men are victims of an unfair system, but what they conveniently ignore is the overwhelmingly positive effect Red Pill awareness has in men's lives. A great source of confidence comes from a man knowing he's been emancipated from a Blue Pill paradigm that's conditioned him to blind himself to its influence.

Reader, and long-time friend, *Morpheus* responded with this:

Exactly right. All of it!

My 2nd marriage recently ended (about 6 weeks ago my wife left me and informed me she was filing for divorce) and to be honest I've sort of surprised myself just how emotionally unaffected I've been compared to my first marriage ending (which was before Red Pill, Rollo, and Rational Male). I've actually had multiple people comment incredulously at just how well I am doing. I've recommitted to a much more intense and frequent workout regimen, and am down about 20 pounds in those 6 weeks.

I credit my Red Pill perspective for enabling me to stay relatively stoic about it all, and refocus on something positive. I think it helps that I realize I haven't lost my "Soulmate" because that is bullshit to begin with, and that women are fungible at least partly. Don't get me wrong, I really do feel like I lost by best friend and have times of sadness. It certainly helps to realize that "Little Miss Perktits/Tight Ass/Tighter Wetter Pussy" is out there, and I'll be fucking her soon enough.

I'd add that my Red Pill perspective also clues me in to what awaits my soon to be ex-wife who is 43 going on 53 in terms of her menopausal stage and very overweight (we started dating when she was 32 with the body of a fitness model). Schadenfreude is probably the wrong term since I don't actively wish her a horrible experience in the SMP, but I do know she is in for a very rude awakening once she tests the dating waters.

But yeah, you are absolutely right. The fact of the matter is many "Red Pill" guys are going to form strong emotional bonds with women, and it will hurt when those bonds are severed unless you are a psychopath who doesn't feel emotions like love, affection, etc. But the most powerful thing about the Red Pill perspective is knowing you will be JUST FINE and that truly the world is filled with other female options.

Anyone who's read my post *What's Your Problem?* probably has a good idea of what motivated me to write what I do going on 16 years now, but when I read stories like this and I get emails or Tweets to let me know how what I've made men aware of has somehow changed or saved a man's life it's always a humbling experience. As I've stated in both my books, I'm not in the business of making better men, I'm in the business of helping men become better men themselves. No formulas, no Top Ten Ways to,... lists, just actionable intelligence; but that information still requires a man come to applying it to his own life in a way which works for him.

Even if all *Logic* gets from my work is the sense of confidence that he has the right intel about how he can better direct his life despite any momentary downside I consider that a success of my intent as a Red Pill writer. When you look at the appalling statistics of male suicide and you understand the correlation of it with the rise of a feminine-primary social order that teaches men to loathe their own gender and accept their superfluousness, knowing that the Red Pill can provide some insulation against it is encouraging. My first reflex when I read a story like that of *Morpheus* is to presume the man is a suicide risk; his response to his situation is an example of how Red Pill awareness is not just an exercise in warning and preparing men of what to expect, but also a safety net in case a man must deal with the worst.

From the *16 Commandments of Poon*

VII. Always keep two in the kitty

Never allow yourself to be a "kept man". A man with options is a man without need. It builds confidence and encourages boldness with women if there is another woman, a **safety net**, to catch you in case you slip and risk a breakup, divorce, or a lost prospect, leading to loneliness and a grinding dry spell. A woman knows once she has slept with a man she has abdicated a measure of her power; when she has fallen in love with him she has surrendered nearly all of it. But love is ephemeral and with time she may rediscover her power and threaten to leave you. It is her final trump card. Withdrawing all her love and all her body in an instant will rend your soul if you are faced with contemplating the empty abyss alone. Knowing there is another you can turn to for affection will fortify your will and satisfy your manhood.

As I get closer to completing what's become a herculean task of finishing this book (it's now at 340 pages!) I'm taking some time to reflect on what I've done not just with this new book, but what I've built in the Manosphere for over 15 years now. I may be one of the 3 'R's of the 'sphere, some might say I'm the godfather of the Red Pill and my work is required reading for the Red Pill Reddit sub, but I'll never be comfortable with all that so long as there are guys who are still despondent in their Blue Pill paradigm. The Red Pill is 'open source' and its strength lies in its decentralized way of openly debating and testing the strength of ideas. I'm humbled that many men have had their lives changed by what I write, but it's really a testament to their own resolve – all I do is connect dots, remember? If it's not too much to ask, for this week's comment thread I'd like to get some feedback on how the Red Pill has changed your life. Maybe it's been my work, maybe it's due to others in the 'sphere, but as I get closer to finishing book three I wanted to get men's Red Pill testimonies, so to speak, to help with the summation of the book.

Thanks.

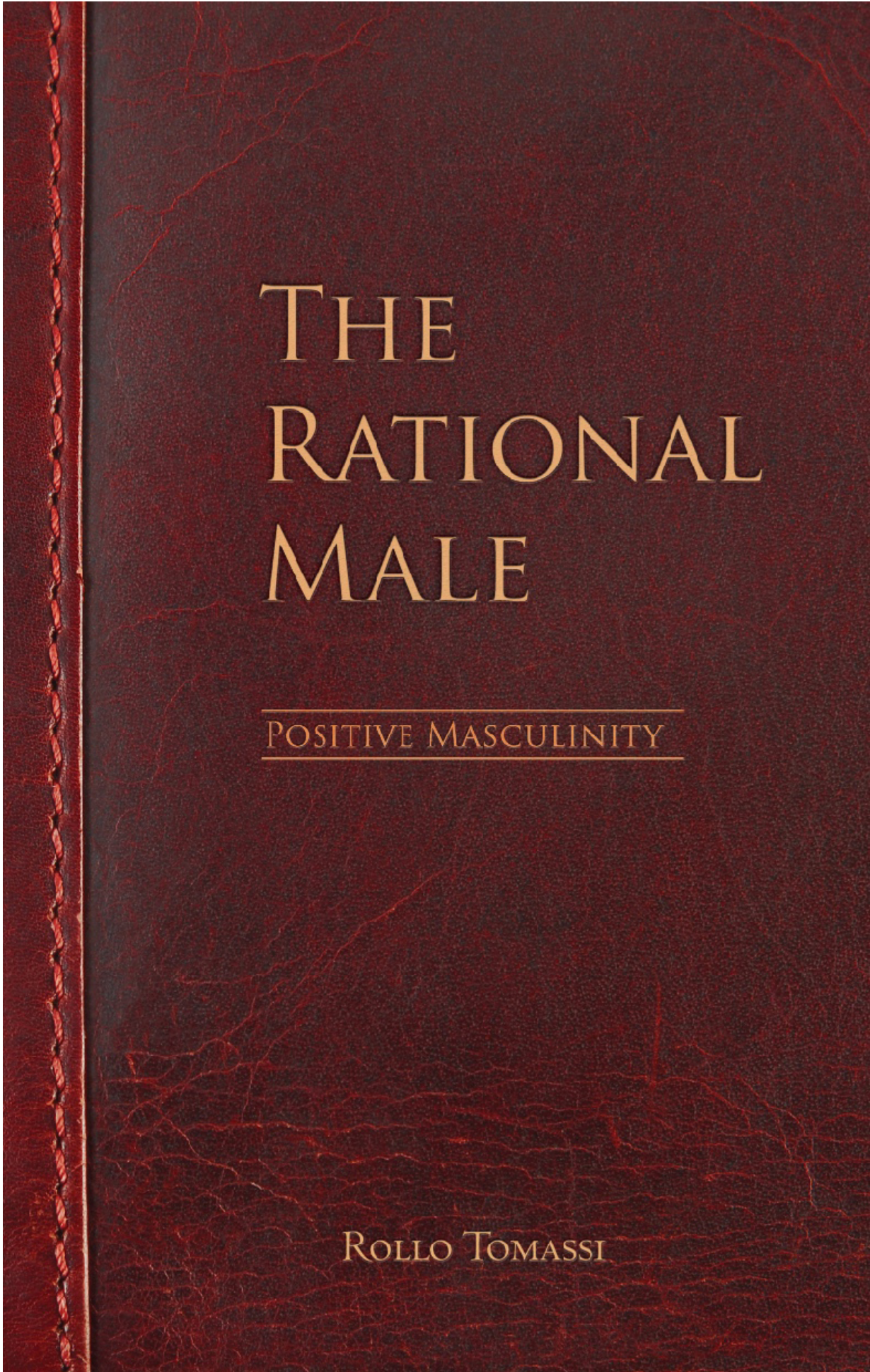
The Rational Male â◻◻ Positive Masculinity

July 26, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

THE RATIONAL MALE

POSITIVE MASCULINITY

ROLLO TOMASSI



THE RATIONAL MALE

POSITIVE MASCULINITY

ROLLO TOMASSI

I'm happy to announce today that The Rational Male – Positive Masculinity is now [available on](#)

Amazon. The Kindle version is now available too.

Positive Masculinity is the newest supplemental reading in the Rational Male series designed to give men, not a prescription, but actionable information to build better lives for themselves based on realistic and objective intersexual dynamics between men and women.

The book outlines four key themes: Red Pill Parenting, The Feminine Nature, Social Imperatives and Positive Masculinity.

Free of the pop-psychology pabulum about parenting today, Red Pill Parenting is primarily aimed at the fathers (and fathers-to-be) who wanted more in depth information about raising their sons and daughters in a Red Pill aware context. While not an instruction manual, it will give men some insight into how to develop a parenting style based on Red Pill principles as well as what they can expect their kids to encounter from a feminine-primary social order determined to ‘educate’ them.

The Feminine Nature is a collection of essays, revised and curated, that specifically address the most predictable aspects of the female psyche. It outlines and explores both the evolutionary and socialized reasons for women’s most common behaviors and their motives, and how men can build this awareness into a more efficient way of interacting with them.

Social Imperatives details how the female psyche extrapolates into western (and westernizing) cultural narratives, social dictates and legal and political legislation. This is the Feminine Imperative writ large and this section explores how feminism, women’s sexual strategy and primary life goals have molded our society into what we take for granted today. Also detailed is the ‘women’s empowerment’ narrative, and the rise of a blank-slate egalitarian equalism masking as a form of female supremacism that has fundamentally altered western cultures.

The last section, Positive Masculinity, is comprised of essays, reformed and expanded upon, that will give men a better idea of how to define masculinity for themselves from a conventional and rational perspective. In an era when popular culture seeks to dismiss, ridicule, shame and obscure masculinity, this section and this book is intended to raise men’s awareness of how fluid redefinitions of masculinity have been deliberately used to disempower and feminize men by a feminine-primary social order.

This book was a long time in the making and a lot of that was due to my wanting to create an organized flow of topics as well as to make sure the grammar and syntax was as perfect as I could make it. Like my two previous books, I’ve returned to my most popular essays and arranged them to speak to different themes in the book.

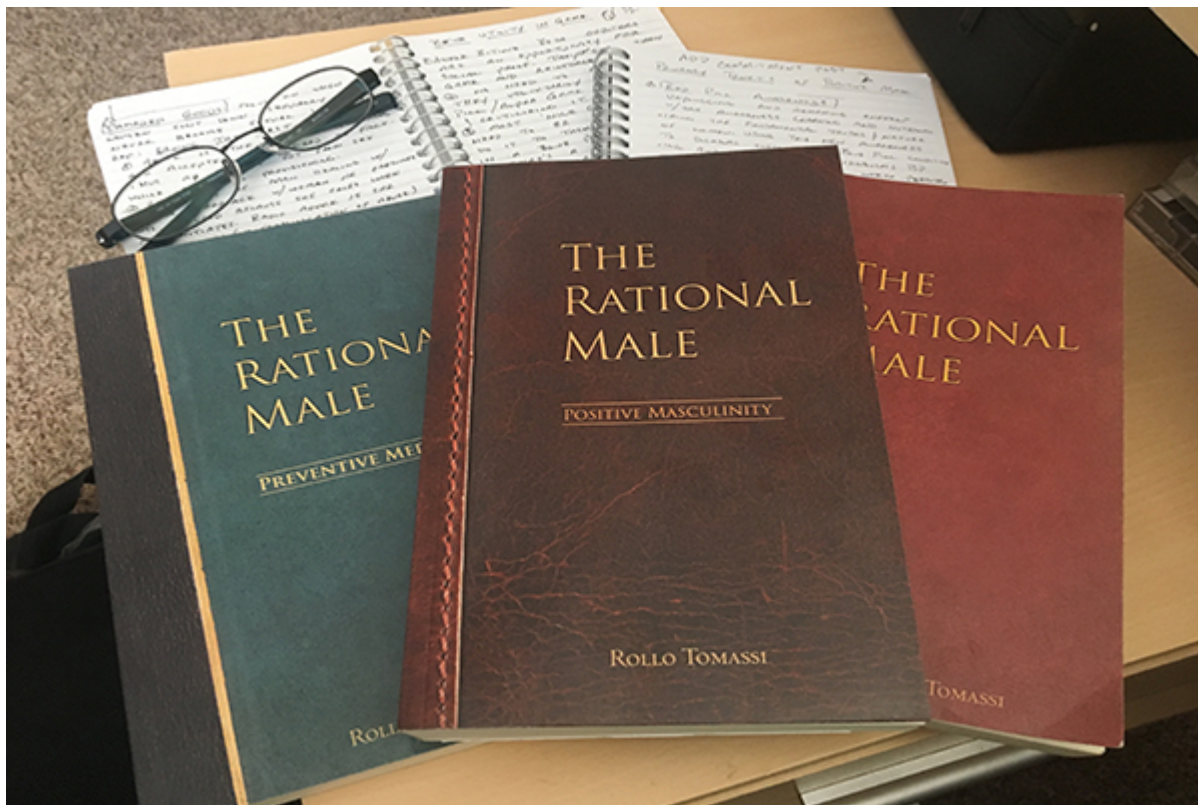
When I began writing, compiling and rewriting this book I had an initial working title – *The Rational Male, The Red Pill* – however, as I progressed I shifted this to *Positive Masculinity*. There came a point in my compiling and editing where I’d taken a different path in the purpose of the book. Where I had wanted to explain and/or defend the initial, intersexual, definition of what the term ‘Red Pill’ has increasingly been distorted away from, I found myself leaning more into expressing ways in which this Red Pill awareness could benefit men’s lives in many ways, both in and apart from intersexual dynamics.

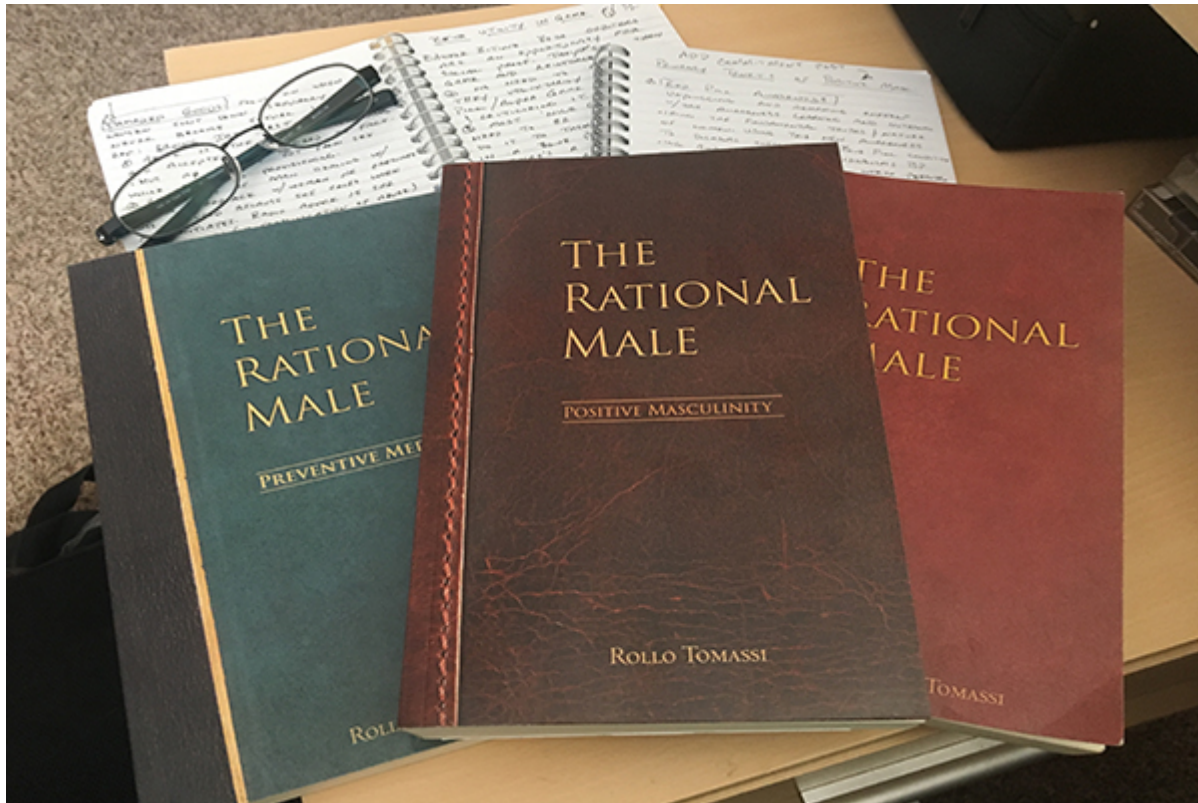
I’d hit on this in my Red Pill Parenting series from a couple years ago and I knew I wanted to revisit and make that series a prominent part of this book. As it sits now, it accounts for a full quarter of the book’s content, but as I moved into my writing more I decided that the best way to really define ‘The Red Pill’ as I know it was to go into the various ways men might benefit from redefining masculinity

for themselves in a conventional, Red Pill aware sense.

When I finished the parenting section I realized that I was really laying out general, if not prescriptive, ideas for ways men might better raise their sons and daughters in a feminine-primary social order that's determined to raise and condition them. My purpose with both the series and section was to equip fathers with Red Pill aware considerations in making their sons and daughters Red Pill aware themselves in order to challenge a world that increasingly wants to convince us that fathers' influence is superfluous or dangerous.

It was from this point that I'd made a connection; what I was doing was laying out a much-needed reckoning of sorts with regard to what conventional, positive masculinity might mean to future generations of Red Pill aware men. Since my time on the SoSuave forums and the inception of my blog I've used the term ***Positive Masculinity***. I've even had a category for it on my side bar since I began too. From the time I began writing I've always felt a need to vindicate positive, conventional masculinity (as well as evolved conventional gender roles for men and women) and separate it from the deliberately distorted "toxic" masculinity that the *Village* of the Feminine Imperative would have us believe is endemic today.





I've always seen a need to correct this intentionally distorted perception of masculinity with true, evolved, biologically and psychologically inherited aspects of conventional masculinity. This is what I set out to do with this volume. I'm prepared for critics to paint this purpose as some want to return to some pro-masculine glory days of the "chauvinist 1950s", but the intent is not about building a time machine. Rather, it's a pragmatic look at how a male-exclusive masculinity has been made ambiguous, distorted or demonized with the deliberate intent of destroying its true, conventional definitions. Furthermore, I layout the evolutionary and biological differences that make masculinity a male-exclusive definition and provide information and encouragement in men's reclaiming masculinity away from a social order that seeks to destroy it and men.

Some have asked me why I'd title the book Positive Masculinity, worried that it would imply that there is a negative opposite to it. This work sets out to break down the latent purposes of why present day "masculinity" is already considered a default negative, ridiculous or shamed, and how to embrace conventional, evolved masculinity, unapologetically as a source of strength despite a world that wants to erase it.

I hope you'll benefit from reading it as you have with all my work. It's been a definite labor of love. The book is a robust 364 pages long. I do have plans for an audio version in about 6 or 7 month's time.

I'll be returning to my regular essay postings next week. Thanks for reading.

– Rollo Tomassi

Divorce Incorporated

August 2, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

What I'm going to get into today is going to be kind of dark. I'm doing this not to exacerbate any guy's negative feelings, but to shed some light on the reality of how divorce operates in the United States as well as many other western societies. A lot of guys tend to focus on the logistics, the laws, the process of how a divorce proceeds. Much of what I see coming from Men's Rights advocates about divorce centers on the need for legal and institutional reform of the process in their misguided hopes of creating a more 'equal' state between men and women. From what I understand, MRA's primary hope (for most every issue they address) is that this reform can come from a top-down approach – changing the system to be more fair – rather than confronting the fact that these laws, divorce and others, are manifestations of an endemic social dynamic that is based on a fundamentally unfair, unequal interrelation between the sexes.

What I'm going to focus on here is dissecting this process, but doing so from a Red Pill aware perspective. While it may be the purview of the MRM that this process is fundamentally corrupt and in need of reform (I agree), what they willingly ignore is the root level inequalities that are part of men and women's evolved differences that are the source of this process. This isn't meant to be some take-down of the MRM; I find their causes worthy enough, but I believe their approach to solving them to be fundamentally flawed due to a refusal to accept the core, evolved differences in men and women and a stubborn refusal to reject the ideals of egalitarian equalism that the feminism they claim to hate is ostensibly founded on.

This system is designed to create conflict, but that conflict is rooted in the presumption that men are always at fault in it. This is why there can never be an equalist solution to correcting the endemic problems of modern divorce procedures.

At present I have a personal friend I'm counseling who is in the opening phases of this process. He and his soon to be Ex are also in 'marriage therapy'. First thing I ask, "is it a man or woman therapist?" He says woman. I say, you're fucked; start planning your exit now.

He agrees, but still has that Blue Pill hope he's not wasting his money (she's a SAHM) and they'll be able to negotiate some mutually amicable feigning of her desire for him. When we invest ourselves in something we've accepted is supposed to be effective we'll hold on to hope that it will because there's a part of us (especially in idealistic men) that doesn't like to think we are able to be conned. This is a very well studied psych phenomenon. We convince ourselves that we 'got something out of' an experience regardless of it being a provably bad investment. We like to believe that in all labor there is profit, but reality shows us, quite often, that this simply isn't true.

I gave him a list of things to keep in his head as he was going to these counseling sessions, but I also told him the truth that marriage counseling is almost always 'last stop before toll' and that he needs to be careful now because his wife will eagerly use this therapist's testimony to destroy his character at a later date. That's the profit model for therapists in divorce proceedings. They're getting paid when you're coming and going.

I told him she will turn into someone he never thought she could become and most of it will be at the prodding of their therapist and her attorney (who he'll also be paying). It's in all of their best interests that they create a monster of him. The *male anger bias* I write about here will be the primary basis for

his character assassination.

Anything even remotely, positively masculine or Alpha is still a ‘man being a man’ and this can always be reinterpreted as potentially aggressive or violent. In a feminine-primary social order where feminized men and women are taught that men are inherently evil and prone to anger and violence (the “culture” of masculinity) there’s an army of women and White Knight sympathizing men who want nothing more than to stick it to the ‘man’ symbolically. And when they draw a paycheck from doing so they’re all the more eager. Add to this that they feel a sense of moral justification in “making the world a better place” by burning him in an effigy of all *men* and you get to where we are now. We presently live in a social order that presumes **any** masculinity is “toxic” or “hyper” masculinity. So disassociated from anything positive has society become with regard to conventional masculinity that just the term is now masculinity is a negative connotation.

Needless to say this will be the starting point from which a soon-to-be-divorced man will have his undoing begin. So prevalent is the presumption of abuse on a man’s part that even the most saintly father can be remade into a secret monster. It’s just ‘how guys are’ and this presumption also serves as a point of justification for women, and Blue Pill male sympathizers, to feel okay about pillorying him.

Yes, I understand that there is at least a reportedly higher incidence of men being the abuser in domestic cases, but we also have to understand that the definition of “abuse” has been rendered so ambiguous that most men don’t realize virtually anything they do in a domestic confrontation can fit the definition of “abuse”. Just raising one’s voice is enough to qualify as psychological abuse.

Denying a woman access to money also fits a new definition of abuse. I once counseled a guy who had been taken to jail for snatching the car keys away from his drunk wife so as to prevent her from driving drunk. She called the police and, as you likely know, the man is always the party removed from the home by police. Snatching the keys was enough to qualify his removal. 5 months later he’s living with his parents (at 43) and paying rent on a home and car payments on a car only his now ex is allowed to occupy and drive.

I know how my friend’s story is going to end. I’m doing what I can to give him fair warning – it’d be better for him to completely pull up stakes and remove himself from the situation than stick around and ‘try to make it work’ because the longer he lingers the more ammunition she and the therapist potentially get. I think this is also the profit model; keep the Blue Pill chump husband around the house for as long as it takes to build him up as a stereotypical ‘man’ and then escalate the most marginal conflict as a ‘typical’ domestic violence incident and he’s gone. If you watch the above documentary on the divorce industry you’ll see how many lucrative profit opportunities there are at every stage of divorce; and there is no incentive to dissuade divorce profiteers from doing anything different. And, as I stated earlier, there are many ready-made social and moral conventions available to help them justify their profits.

Old Books and New Books

‘No one cares how mean your ex was, how unfair she was to you and so on ... at the end of the day, the system can’t right wrongs, they only process your case’

The above and following quote was from an article in the National Post, *Family court advice for men, from one who’s made it through;*

I’ve had hundreds and hundreds of notes; on a gender breakdown, probably 80 percent are

from men, 20 percent from women.

I've heard from family court lawyers, some of whom are angry at my suggestions that fathers get the tough end of the stick in child custody cases (though the actual evidence is reasonably clear that they do), some of whom say "the whole system is B.S ... one of the first things out of my mouth when I see someone is, 'What's your budget and how much does he/she dislike you?'" I've heard from judges and former judges and psychologists and counsellors.

Without exception, they agree that the system is beyond broken.

What we have, fundamentally, in the state of modern divorce is a conflict between old books social contracts serving as the ethical basis of a new books resource transfer from men to women (*Thomas Ball* even described it as such). Really this conflict is at the root of much of what Red Pill awareness (from the social perspective of intersexual dynamics) describes, but in this instance there's an entire social complex that influences policy and profit. Judges, attorneys, psychologists and counselors all make a very good living from this fundamental conflict; and if you watch the Divorce Incorporated documentary I linked you'll see that there's no incentive to ever change that profitable conflict at any stage.

However, all of the people involved in even a typical western divorce are all subject to the belief sets that the Feminine Imperative has predisposed them to about men and women. We presume a default state of victimhood is to be applied to a woman and the benefit of that victimhood doubt runs deep. We see it evolve into the kangaroo court systems that govern what we're told to believe is an endemic 'rape culture' on college campuses – up to and beyond denying a man his civil rights.

We're taught that any slight appearance of abuse towards a woman is an opportunity to teach any man doing so a lesson, but should a man be the victim of the same abuse? Well, *he probably had it coming*. The Feminine Imperative has (and still is in some senses) prepared women and Blue Pill men to believe that women are untouchable; always to be believed, by default, in their victim status no matter the circumstance.

Now we can expand this presumption to every party involved in a divorce proceeding. We get female therapists whose livelihoods depend on following the victimhood of women and demonization of men (and masculinity) script the Feminine Imperative has laid out for them for most of their lives. We get *Blue Pill Alphas* eager to prove their authority by punishing any man who might remind them of their *asshole fathers* or who fits their idea of what the imperative has taught him is a "misogynist". The imperative plays to the natural 'protector' impulse of these men. We get well-conditioned attorneys, counsellors and judges ready to follow that same script by legally enacting the retribution and restitution upon which feminism has always been based.

But underneath all of this we have the fundamental inequalities in ideology between what the old books social contract expects of men while the divorce industry enforces, almost unilaterally male, punishment based on a new books social paradigm to better empower women – presumably to right the past wrongs they believe were endemic in that old books paradigm. What we have today are new books divorce and marital laws based on those old books presumptions of men's evils, indiscretions and addressing the toll it allegedly took on women. The result is a system that is designed to psychologically, financially and personally ruin any man whose idealism led him to believe that men and women share some mutually recognized concept of love; enough to compel him to a lifetime commitment in modern marriage. It is a system calculated to destroy the same Blue Pill conditioned

men who will eagerly stand up to defend their ego-investments in it.

The common refrain to this is always “just don’t get married”, and it is precisely this system’s goal to disincentivize long term commitment between the sexes so that this response is the only logical one. Thus, we get women spending small fortunes to freeze their eggs in the hopes that one day some man will be foolishly idealistic enough to look past all the inherent life-threatening risks marriage and divorce uniquely disposes men to. Thus, we get old books moralists berating men for wanting to prolong their adolescence (never mind women doing so is considered empowerment) by avoiding the dangers of marriage that they’ve been smart enough to understand, or have been a party to in one way or another.

In my next essay I’ll be addressing the misguided opinion of some ‘stand up’ Purple Pill moralists that the Red Pill is “just for guys who are obsessed with sex and make getting laid their life’s mission”. I’ll elaborate on why this is simply a distraction from the much larger meta-scope of Red Pill awareness and intersexual dynamics. However, understanding how the divorce industry is based on the same dynamics the Red Pill has described for a decade and a half is a good illustration of why the Red Pill isn’t just about men basing their lives on getting laid. This system is fundamentally unegalitarian and unequal, and the designed imbalances are entirely founded in Red Pill intersexual principles. This is why the MRM will never be successful in their hopes of a top down institution of social change. The laws and the social imperatives that crush men are symptoms of a deeper problem that requires a bottom up changing of men’s minds about women and themselves.

The Feminine Imperative in Corporate Culture

August 9, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



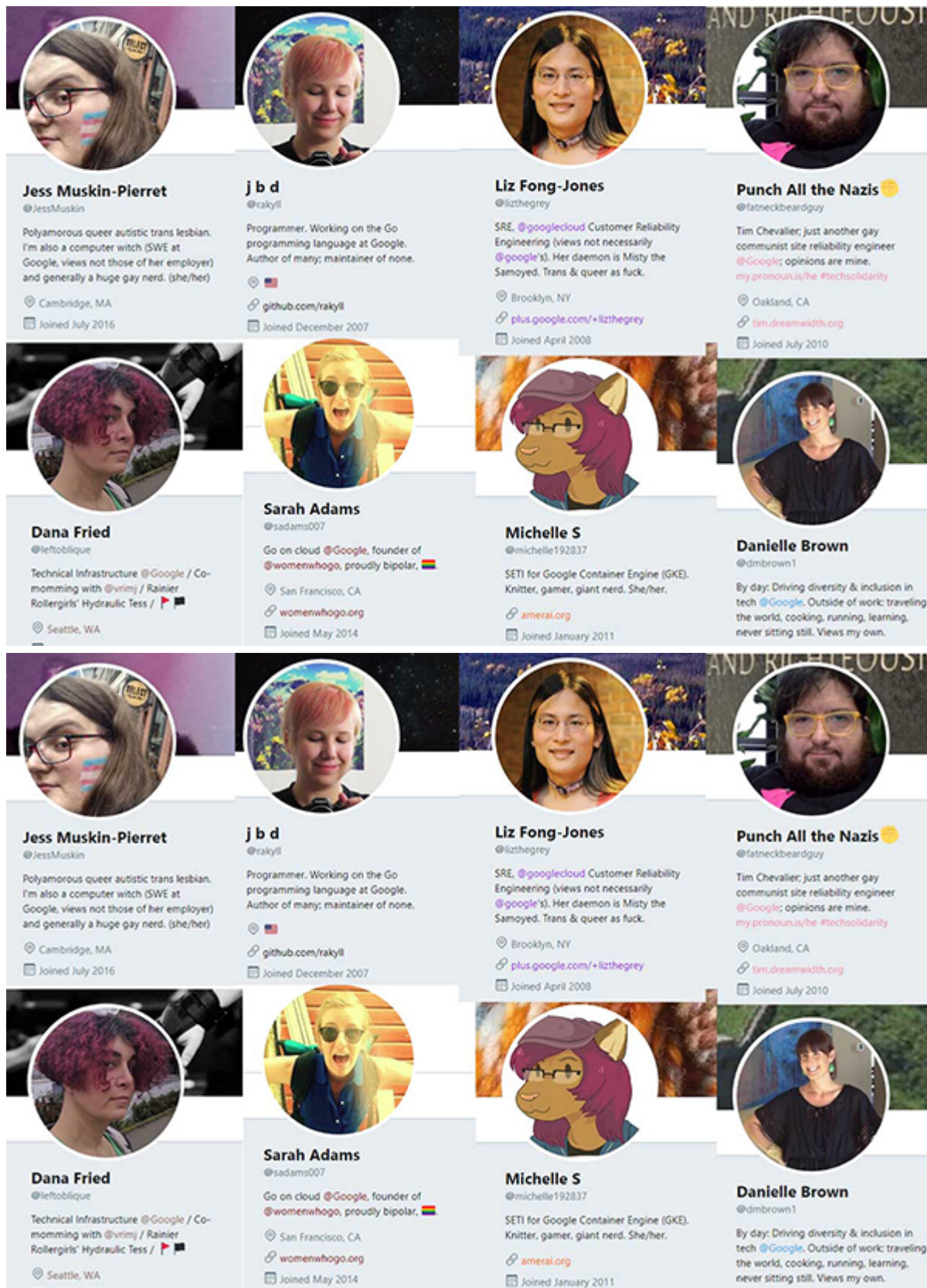
The Matrix is a system, Neo, and that system is our enemy. But when you are inside and you look around, what do you see; businessmen, lawyers, teachers, carpenters. The minds of the very people we are trying to save. But until we do, these people are still a part of the system and that makes them our enemy.

You have to understand that most of these people are not ready to be unplugged and many of them are so inured, so hopelessly dependent on the system that they will fight to protect it.

I apologize for breaking up the continuity of last week's post with this one today, but I felt it was necessary to address the recent firing of James Damore by his employers, Google, for allegedly breaking company conduct codes for raising many of the issue I and other's in the Red Pill community and the Manosphere have been dissecting for a long time now. I generally don't like to get too wrapped up in current events until more information develops about an incident I think is relevant to how the Red Pill (as it correctly applies to intersexual dynamics) is perceived in mainstream society. It's easy to make mistakes so if I miss anything here please feel free to correct me or add to things in the comment thread.

To the best of what I've been able to ascertain James Damore posted what mainstream media wants to define as a 10 page "manifesto" (really a 'memo') about why it is he believes certain gender/sexual stereotypes persist in the tech field. After reading it, there is really nothing all that shocking from a Red Pill perspective in his essay. If anything, Damore is still deluded by Blue Pill conditioned idealistic hopes for gender equalism not dissimilar to those held by the MRM. Really there's nothing in this PDF that the Manosphere and even the sexual sciences haven't been revealing for over a decade now. Damore just had the balls to post it on what Google promoted as an anonymous inter-corporate intranet forum, ostensibly established to allow their employees to voice their opinions and concerns about the company in anonymity. Google is only one of many multi-national companies to have these forums set up in some lame effort to make it seem as if they value the opinions and engagement of their employees.

Now we see just how *private* and dangerous these forums really are to the livelihood of their employees. To be fair, I doubt that Damore is the first guy to get fired for expressing himself on one of these forums. I'm sure there've been countless other men shown the door by many companies with a lower profile than Google. What made Damore a target wasn't so much Google from a corporate sense, but rather the 'progressive' feminine-primary corporate culture that is endemic to Google. Once Damore had published his very well-thought op-ed about the fundamental biological, psychological and neurological differences between men and women, and how this affects innovation and employment in the tech industry, the intra-corporate witch hunt was on for the guy who anonymously posted. No doubt Google code monkeys would have little problem identifying and doxxing James, but where this witch hunt stemmed from was far more likely his co-workers and fueled by the egalitarian-equalist, postmodernist mindset that pervades Google.



This is a snapshot of the Google corporate culture. The last gal, Danielle Brown is Google's "Diversity VP".

The official line from Google is that Damore's "manifesto" constitutes a breach of Google's code of conduct. Yet for all of Google's insisting that they respect the right's of speech within the company, Damore's doxxing came from within Google's corporate culture:

The employee memo — **which was up for days without action by Google** — went

viral within the search giant's **internal discussion boards** this weekend, with some decrying it and others defending it. Sources said the company's top execs have been struggling with how to deal with it and the fallout, trying to decide if its troubling content crossed a line.

Apparently it did. In a memo to employees titled "Our words matter," Google CEO Sundar Pichai said that the employee — **who has been named on Twitter**, although his identity could not be verified — had violated its code of conduct. (I am not publishing his name, because he — and others who disagree with him — have been threatened with violence online.)

Well, apparently James was ~~doxxed~~ identified and was threatened with violence both from within and without Google now. Thus, the predictable constitutional excuse that 'you can say what you want, but you'll be held accountable' and Google was within its rights to fire Damore doesn't hold water when Google promoted its internal forum as an anonymous place for employees to provide their input so the company can get honest feedback. I'm not a lawyer, but I think Google's got a really sticky situation on their hands in that their actions technically constitute entrapment.

Furthermore, I get the feeling that Google's campus is not unlike many other large corporate cultures — a core of skilled labor that actually puts numbers on the board as far as productivity is concerned working within a larger bureaucracy of basically superfluous positions that define the company's corporate identity to the world around it. The writing on the wall now, that this skilled labor pool is seeing, is that this bureaucracy set of the company can have them fired for daring to voice a dissenting reality to their own ego-investments. How long before that talent pool opts for a more secure jobs in a corporate culture that looks less like the "people's" revolution in China?

Now, all that said, James Damore, unwittingly or deliberately, has fallen into the trust-trap that I outlined back in 2013 in *It's Their Game*. And while I think he's got a pretty good case against Google, he had to have understood to some degree that Google owns his Frame. Perhaps this was his intent all along (nowhere have I seen how long he'd been employed there), but he was either very naive or very cunning in his in publishing his 'memo'. Maybe he thinks this is his Atlas Shrugged moment, or maybe he actually bought the lie that Google (any company) cared about his employee feedback — that fact remains that the Feminine Imperative has assimilated every aspect of western society. The *frame* in which the overwhelming majority of men depend upon in their corporate, career, job, lives is one into which the Feminine Imperative seized social control over long ago.

For as much as it seems that standing up to systemic, calculated, postmodern ignorance is a heroic act of Red Pill aware defiance, never forget the insistent frame of the system you find yourself in. A lot of men in the 'sphere like to tout the virtues of being 'anti-fragile' enough to weather the inevitable retaliations of the postmodern herd for their dissenting world view, and that may well be the case for a few men, but remember, everyone, with rare exception, is *fragile* about something — family, respect, integrity, personal relationships, the people who depend on him as well as his revenue (and the capacity to generate more) all apply.

Feminine Correctness

Every social, religious and corporate institution has been saturated with *feminine-correctness*. It's important for Red Pill aware men to make this distinction because it will inform your decision making for as long as you remain in most corporate environments. I know many ideological and political factions like to trot out the idea about how they are against "Political Correctness". That

term, PC, has been with us for a long time now and its definition has been passed back and forth along political lines almost interchangeably for decades. Whatever it is one side isn't allowed to address in public discourse becomes politically incorrect conversation. However, the distinction that conveniently (calculatedly) goes unnoticed is what I described as the *Sisterhood Über Alles* in my most recent book. Feminine Correctness permeates both sides of the political spectrum, but this is only one social arena amongst many where the appeasement of women's perspectives as being the *only* correct perspective has been saturated.

Anyone who's read my essay, *Losing My Religion* regarding how the Feminine Imperative has covertly (and recently overtly) assimilated authority of church culture – and ultimately doctrine – in mainstream religion can get an idea of what I'm talking about here with regard to corporate culture. The corporate workplace, big and small, has similarly been assimilated over the course of over six decades now; to the point that a feminine-primary influence has become a de facto authority under the premise of diversity, gender-neutrality and combating a presumed endemic male-sexism. All of which feed into the default, feminine-correct, presumption of female victimhood. Thus, we see the rise of the ubiquitous, almost universally female staffed, Human Resources departments whose true purpose is not about hiring, company morale or corporate culture, but rather an enforcement of feminine-correct initiatives and bylaws intended to give unquestioned authority to the feminine-correct social narrative.

In our modern corporate culture we've seen a meta-scale enforcement of what I termed Overseers in the Locker Room in my essay, *Male Space*:

Overseers in the Locker Room

The second purpose in the goal of female inclusion into male space is really a policing of the thought dynamics and attitudes of the men in that space. When women are allowed access to the locker room the dynamic of the locker room changes. The locker room can take many different shapes: **the workplace environment**, the sports team, **the group of all-male coders**, the primarily male scientific community, the 'boys club', the group of gamer nerds at the local game store, even strip clubs and the sanctuary you think your 'man cave' is – the context is one of women inserting themselves into male space in order to enforce the dictates of feminine social primacy.

When the influence of feminine-primacy is introduced into social settings made up mainly by men and male-interests, the dynamics and purpose of that group changes. The purpose becomes less about the endeavor itself and more about adherence to the feminine-inclusionary aspect of that endeavor. It starts to become less about being the best or most passionate at what they do, and more about being acceptable to the influence of the Feminine Imperative while attempting maintaining the former level of interest in the endeavor.

Men unaccustomed to having women in their midst generally react in two ways; According to their proper feminized conditioning, they embrace the opportunity to impress these 'trailblazing' women (hoping to be found worthy of intimacy) with their enthusiastic acceptance of, and identification with, their feminine overseer(s), or they become easy foils of an "out moded" way of thinking that the new 'in-group' happily labels them with.

Once the feminine-primary in-group dynamic is established a 'feminine correct' social frame follows. This feminine correction restructures the priorities of goals, and validates

any accomplishments, in terms of how they reflect upon the feminine as a whole. Thus any in-group success is perceived as a *feminine* success in male space, while in-group failures or simple mediocrity is either dismissed entirely or blamed on out-group men's failure to comply with, or the rejection of, the Feminine Imperative's 'correcting' influence on the in-group.

In all honesty, Jame Damore's rationales in his 'memo' were very measured, bordering on Blue Pill, in his attempts to preempt what he obviously knew would be a workplace viral insult. However, his experience is a high-profile illustration of how corporate culture has been taken hostage by a mindset fed and raised by the Feminine Imperative. When you consider that this is the corporate culture of a company dubiously responsible for global access to information – ostensibly legitimate, authoritative information by the larger populace – you begin to see the extent to which the imperative as assumed control not just of our social discourse, but the unquestionable authority to direct the acceptability of personal belief and critical thought.

When I wrote *The First Female President*, I attempted to reveal just how globally extensive the reach of the Feminine Imperative really was. So encompassing is the presumed understanding of feminine-correctness, so ensaturated is it into our societal subconscious that we tend to take its presence for granted until Hillary (the *she*) was denied the presidency (to the *he*). Then the societal scale outrage comes to the surface because what was presumed to be *correct* is not a universally accepted foreknowledge as their social subconscious had presumed was believed.

That outrage was on a geopolitical social scale, yet it was due to the same presumptions that cause the outrage we see over a kid at Google who dared to say 'no' not just to Google's corporate culture, but to *all* corporate cultures that have been subsumed by the Feminine Imperative for over 60 years now. That any company would need a *Vice President of Diversity* is an indictment of how deeply embedded the Feminine Imperative is in corporate culture.

Misperceptions of the Red Pill

August 17, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

One of the most common criticisms of “those Red Pill guys” I read today is the misperception that any guy devoting *any* headspace to the nature of women, how to go about changing his outlook in intersexual dynamics or really understanding intersexual mechanics is only applying himself in order to get laid. Old school Roissy addressed this as a common form of Red Pill hate long ago:

From *The Unbearable Triteness of Hating*:

12. Fallacy of Misdirected Obsession Hate

Hater: A guy who spends his life obsessing over how to get women is a loser.

A guy who spends his life obsessing over climbing the corporate ladder to get more attention from women is a loser.

A guy who spends his life obsessing over mastering guitar and playing in a rock band to get more attention from women is a loser.

A guy who spends his life obsessing over pursuing financial rewards and acquiring resources to get more attention from women is a loser.

A guy who..... ah, you get the point.

I made an effort to address this in *Crisis of Motive* as well, however, that essay took a more general look at the reasons people behave as they do.

A common (often deliberate) misdirection is that the only purpose men apply themselves to when considering Red Pill truths is that it’s all about PUA and chasing pussy. From there the argument becomes one of men becoming ‘*pussy beggars*’ because they mistakenly believe this is all that studying intersexual dynamics is good for.

I get this a lot from MRAs as well as MGTOWs and trad-con guys who believe men shouldn’t ever bother themselves with the nature of women or the underlying mechanics, and focus themselves on whatever ‘higher-order’ principles or ambiguous virtues their belief set predisposes them to valuing. Usually these tend to be old books, old social contract ideals that they believe men need to return to.

Then the focus centers on how unburdened they’ve become with women, because they’ve either given up or have otherwise dissociated themselves from caring enough to understand the nature of women. Then, a sort of self-righteous AMOGing follows in some feigned pity about how other men are stuck following their penises instead of applying themselves to whatever it is they think ought to be valued. It’s a very convenient cop out for guys who’ve either attempted to understand Red Pill truths or applied Game and failed in some capacity, or for Blue Pill men unwilling to let go of the idealism it’s taught them, but still see some undeniable truth in the Red Pill.

I find this kind of ironic when I consider how hard-line PUAs tend to value the practice and repetition of Game above (not necessarily to the exclusion of) really looking under the hood and understanding why theses same intersexual mechanics make a man fully Red Pill aware. These are the “just get out there and do it” guys, and I do see the necessity of practice and learning. However, in either instance, it becomes all too easy to dismiss a man’s interest in understanding these mechanics as being motivated by hedonistic impulses. This is half the reason Red Pill awareness is shunned in religious contexts. A good part of understanding the fundamental nature of women aligns directly with old-

school doctrine, but the disqualifying concern is that men would use it for their own self-important pleasures. It's easy to presume that all the Red Pill is about is facilitating men's obsession with getting laid because men are taught that this is *all* men think about. But whether it's in a religious context, or an old books 'man up' context, the element of shaming and pathologizing men's sexual impulse to promote an ideologic bent is always there.

That's the heart of this misperception; the belief that the Red Pill is only about banging women or it's in some way giving men reasons to encourage them to give up on women in despair. It's only about building a man's life around women (pussy beggars) to the exception of all else or it's wasting one's life trying to understand something not worth the effort. Those are the binary rationales attached to accepting the truths that the Red Pill reveals to men. These are usually the result of some irreconcilable conflict between that truth and an ego-investment in his Blue Pill idealism.

Ostensibly, the concern stems from some ideal of personal responsibility and that Red Pill awareness is in some way encouraging guys to ignore anything like responsibility and just following their most base impulses. Anyone who's been involved in the Red Pill as a praxeology of intersexual dynamics understands this is a wrong impression, however, it does serve to stroke the egos of guys who need an easy dismissal of the truths they're uncomfortable with. In a sense it becomes a new form of Game to them; AMOGing those pussy beggars by being *maverick* examples of a guy who is enlightened above his animal sexual nature. The belief is not unlike Blue Pill men's dedication to their identifying with the feminine as a means to make himself unique and "not like other (typical) guys."

There are a lot of different variations of this 'Game'. Maybe it's the tough-guy pastor who adopts just enough Red Pill awareness to pretend he's got the masculine experience to tell men how they ought to 'man up' – while absolving women of any personal responsibility in their own natures. Sometimes it's the Power of Positive Thinking guru who plays a similar, though secular, game with his flock – if you just 'think differently' you'll be unique and have no reason to "chase pussy". Then there's the trad-con "authority" who also perpetuates the "*nothing's sexier*" myth about men who 'do the right thing' by accepting their own indenturement to women, but are also 'above it all' enough to never have to worry about the risks men put themselves into by doing so.

The Importance of Hypergamy

A lot gets made about a perceived over-emphasis on Hypergamy. While Hypergamy serves as a very important foundation to many Red Pill truths it's not the straightjacket critics want to make of it. However, the misperception critics like to harp on is that just the simplest most basic understanding about the mechanics of Hypergamy are too paralyzing for most men. Again, it's something believed to be deterministic to the point that a lot of men simply throw up their hands and give up. It would be better for them to stay totally ignorant (or less aware) of how Hypergamy influences not just their personal lives, but also their work, social, family and political lives. In being ignorant of Hypergamy a guy might develop some irrational self-confidence in spite of its influence that would help him.

Some critics like to promote the idea that because Red Pill awareness, as a praxeology, doesn't plainly present hard and fast actionable solutions for men that it is promoting some endemic culture of victimhood. Thus, we get comparisons of men complaining or whining about their own miserable (often sexless) state, or the state of unfairness in a world that is aligned against them. These are the critics who want easy answers and when none come, or the ones that are obvious conflict with the Blue Pill idealisms they refuse to disavow, they believe it's the Red Pill's duty to give them some bullet point list that tells them what to do. Thus, the Red Pill doesn't make it easy enough to be

useful.

What they fail to wrap their heads around is that the Red Pill is not one-size-fits-all and that anyone promoting a universal cure-all is selling something dangerously close to *Dream Girls and Children with Dynamite*. Rather than bothering with the introspection necessary to use what the Red Pill is telling them, they seek simplistic formulas to remedy their conditions. Most critics who believe Red Pill awareness promotes a sense of male victimhood resort to this opinion because they lack the personal investment necessary not just to understand intersexual dynamics, but also the harsh necessity of abandoning their Blue Pill ideals completely.

Often enough what the Red Pill is showing them is requiring that they stare at the abyss of a past life based on Blue Pill fallacies. Solution? Conflate the praxeology, the studying of intersexual dynamics, with complaining and a victimhood belief. Rather than invest the time and attention needed to understand intersexual dynamics it's far easier to conflate what Red Pill men debate with angry feminists' easily disprovable rhetoric.

The Scope of the Red Pill

In the linked podcast above I addressed another common misperception with Anthony Johnson; that of the belief that all the Red Pill is about is limited to the personal situations of men. All of the misbeliefs I've led up to here are founded on the idea that Red Pill awareness is exclusively compartmentalized to the personal states of men, and beyond that the social and political landscape is caused by social constructionist reasons. The misperception, as I said, is that understanding intersexual dynamism is only about getting laid or complaining about not getting laid. Learning anything more in-depth only indicates some degree of obsession with getting sex.

In *The Feminine Mystique* I outlined the latent purpose the Feminine Imperative foments in the mythology of women being these fickle, unpredictable and unknowable enigmas to men.

Perhaps the single most useful tool women have possessed for centuries is their unknowability. I made that word up, but it's applicable; women of all generations for hundreds of years have cultivated this sense of being unknowable, random or in worse case fickle or ambiguous. This is the feminine mystique and it goes hand in hand with the feminine prerogative – a woman always reserves the right to change her mind – and the (mythical) feminine intuition – “a woman just knows.” While a Man can never be respected for anything less than being forthright and resolute – say what you mean, mean what you say – women are rewarded and reinforced by society for being elusive and, dare I say, seemingly irrational. In fact, if done with the right art, it's exactly this elusiveness that makes her both desirable and intolerably frustrating. However, to pull this off she must be (or seem to be) unknowable, and encourage all of male society to believe so.

What critics and Blue Pill men do by discouraging a fully developed understanding of what makes for Red Pill awareness in men is a surrender to this unknowable social convention. Either women are unknowable or not worth the bother of men having figured out their nature the effect is the same; keeping men ignorant of how the Feminine Imperative directs their lives. This ignorance has ramifications that go far beyond just the individual man and whether or not he gets laid.

I mention this in the above interview, but what critics don't want to confront is the far greater scope that understanding the praxeology of the Red Pill implies. Those dynamics stretch from the biological, to the psychological, to the personal and familial, to the political and the global. A man

can use Red Pill awareness to get laid, deal with an unresponsive wife, challenge a female boss at work, better understand the sexual marketplace as well as the latent purposes of feminine-primary legislation designed to maximally limit men and maximally unfetter women. However, just understanding this, just discussing it or a want to have a more complete grasp of Red Pill awareness is **not** an effort in bemoaning a man's state within it. This is the danger I see coming from some elements within the Red Pill community; there's a tendency to see the education (or even the want of an education) in Red Pill awareness as some substitute for acting on it. It is not, and it's high time men in the 'sphere realize that Red Pill awareness, and making it useful to an individual man, consists of both the theoretical and the practical.

I've had critics tell me that the Red Pill is only desperate guys learning to get laid, and to them I'll point out the recent story of Daniella Greene, the FBI translator who left her military husband to marry the very ISIS fighter she'd been tasked to investigate. Watch the video [at this link](#) and then think about how many Red Pill truths this story confirms. Think about the far greater scope and importance an understanding of Red Pill intersexual dynamics has here. Are we just going to say "well, bitches are crazy, she must be damaged" or do we see the mechanics behind her actions with a Red Pill Lens? This is only one example of the scope of the importance a developed Red Pill awareness should mean to men.

The Best of The Rational Male â◻◻ Year Six

August 22, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Last weekend (August 19th) this blog entered into its seventh year, and once more it's time to do the blog retrospective.

The Books

First and foremost last month I released the third installment in the books' series, *The Rational Male – Positive Masculinity*. It's about a month since its release now and I'll admit it's already exceeded my hopes and expectations. I know, everyone says that, but as I've learned, most authors struggle to match their earlier successes.

While this is still true of the first book (it still stands as the best seller and most popular) *Positive Masculinity* seems to resonate quite well with readers. I'll admit I had some hesitation about focusing a quarter of the book on Red Pill Parenting, but this, it turns out, is exactly what's catapulted it to a best seller in the *Fatherhood* and *Parenting Boys* sections on Amazon. For the initial four and a half weeks the book has held the number one best seller rank in *Fatherhood* and the number two and number five spot in *Parenting Boys*. And for the first week and a half it held the number one best seller spot in *Self Help*.

Best Sellers in Fatherhood

Top 100 Paid Top 100 Free

- 

1. *The Rational Male...*
Rollo Tomassi
Kindle Edition
\$8.99
- 

2. *The Minimalist Budget:...*
› Simeon Lindstrom
★★★★☆ 96
Kindle Edition
\$2.99
- 

3. *The Return (Pulitzer...*
› Hisham Matar
★★★★☆ 72
Kindle Edition
\$12.99

Best Sellers in Fatherhood

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\$12.99

Best Sellers in Parenting Boys

1.



Potty Superhero: Get...

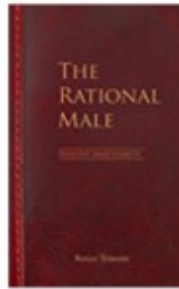
› Parragon Books

★★★★★ 182

Board book

\$6.42 ✓prime

2.



The Rational Male...

Rollo Tomassi

Kindle Edition

\$8.99

3.



Be Prepared

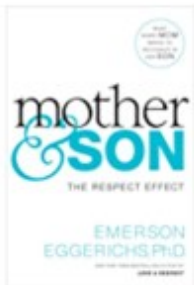
› Gary Greenberg

★★★★★ 976

Paperback

\$10.64 ✓prime

4.



Mother and Son: The...

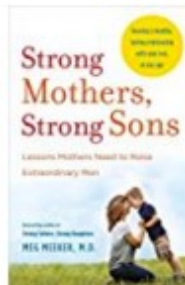
Dr. Emerson Eggerichs

★★★★★ 134

Kindle Edition

\$1.99

5.



Strong Mothers, Strong...

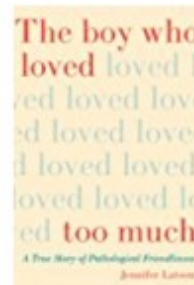
› Meg Meeker

★★★★★ 176

Paperback

\$11.84 ✓prime

6.



The Boy Who Loved...

› Jennifer Latson

★★★★★ 22

Hardcover

\$17.96 ✓prime

Best Sellers in Parenting Boys

1.



Potty Superhero: Get...

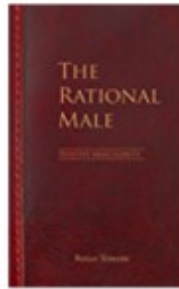
› Parragon Books

★★★★★ 182

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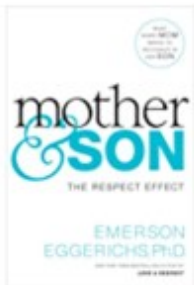
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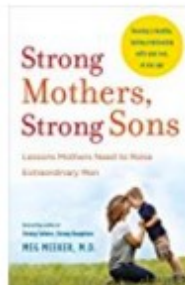
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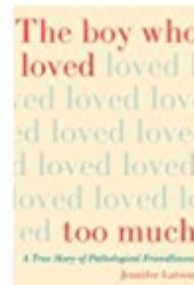
› Meg Meeker

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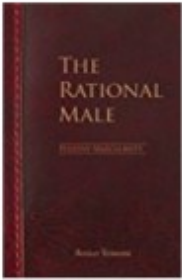
› Jennifer Latson

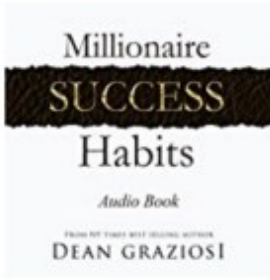
★★★★★ 22

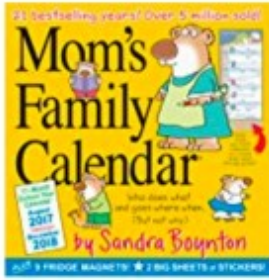
Hardcover


\$17.96 ✓prime

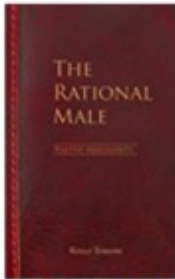
New Releases in Personal Transformation Self-Help

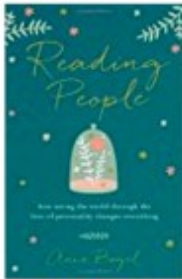
1. 

The Rational Male...
 Rollo Tomassi
 ★★★★★ 4
 Paperback
 \$12.59 ✓prime
 Publication Date: July 25, 2017
2. 

Millionaire Success Habits
 Dean Graziosi
 ★★★★★ 92
 Audible Audio Edition
 \$0.00 with Trial
 Publication Date: July 3, 2017
3. 

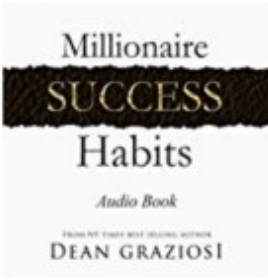

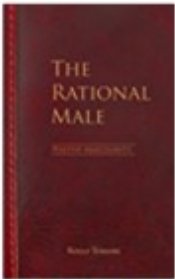
Mom's Family Wall...
 Sandra Boynton
 ★★★★★ 7
 Calendar
 \$12.16 ✓prime
 Publication Date: July 20, 2017
4. 

Rising Strong as a...
 Brené Brown
 ★★★★★ 7
 Audible Audio Edition
 \$0.00 with Trial
 Release Date: June 1, 2017
5. 

The Rational Male...
 Rollo Tomassi
 ★★★★★ 2
 Kindle Edition
 \$8.99
 Release Date: July 25, 2017
6. 

Reading People: How...
 > Anne Bogel
 Paperback
 \$9.16 ✓prime
 Release Date: September 19, 2017

New Releases in Personal Transformation Self-Help

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 Anne Bogel
 Paperback
 \$9.16 ✓prime
 Release Date: September 19, 2017

At the risk of sounding like I'm glossing myself here, this is an incredible response when you consider the impact this book, written from a Red Pill perspective, might have in a mainstream reading world. It's a great honor, but also a bit scary considering the social backlash of recent events. All the books continue to make inroads with men (and women) unfamiliar with Red Pill awareness, but the response to *Positive Masculinity* has been very promising so far. That said, the book is about much more than just parenting – which also adds to its overall appeal – so I'm hoping it will open some new eyes with regards to Red Pill awareness.

As things stand today, Sam Botta is finishing up the reading and mixing of the second book, *Preventive Medicine*. Sam is still struggling with medical complications due to his hit and run injuries (I'll let him explain them in the comments), but the hope is still to have the Audible version of book two available in time for the *21 Convention* at the end of September. For the audio of *Positive Masculinity* I'm still deciding as to whether I'll do the read myself for this one, but my goal is to have it available in Q1 of 2018.

I should also add that the first book has seen its second retranslation. Beginning in Q4 *The Rational Male* will be available in Polish as well as the previous Korean version. I get a lot of readers asking for translations into Spanish and German (possibly Dutch too). This will be a priority for me in the coming year, so if you are a translator or know one who would like to partner with me to publish these translations please leave me a message on my *About* page.

Finally, I do have plans in the works to do a re-edit of the first book to address syntax, grammar and

spelling issues. Contextually nothing will change, but once this revision is done I'll be publishing a hardback version of *The Rational Male* through Barnes & Noble's self-publishing format.

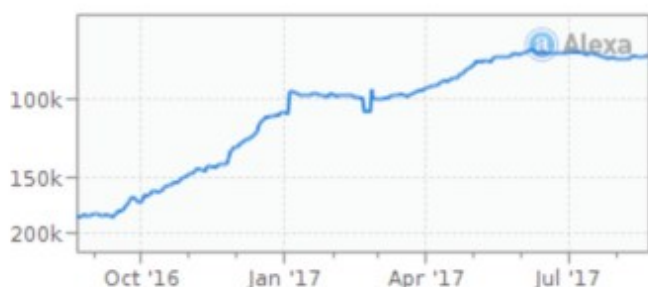
Blog Traffic

The blog continues to grow with regard to audience. 2016 had a slight decline from the previous year, and 2017 is on track to eclipse it, but the reach of *The Rational Male* still continues to grow.

How popular is therationalmale.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

79,617 ▲ 352

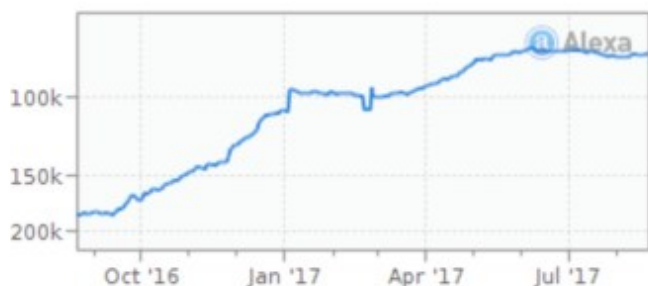
Rank in United States ?

25,848

How popular is therationalmale.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

79,617 ▲ 352

Rank in United States ?

25,848

I know Alexa.com isn't the best metric, but it's largely what most bloggers in the Manosphere use. These are the stats as of August 22, 2017 and I daresay these rankings are respectable for a Red Pill blog that's never been monetized or advertised in six years. These numbers put me in good company amongst the most notable writers in the 'sphere (as well as a few Purple Pill 'life coaches') and the blog continues to average just under half a million views per month. My general focus for the blog has always been as a delivery device for the message of Red Pill awareness, Game fundamentals and the unmoderated debate of intersexual dynamics. I'm pleased to see that in six years this discussion has proceeded in the same vein for all of them. Furthermore, I find it very encouraging when I'm told by Manosphere outsiders that *The Rational Male* is the best (sometimes their only) source for rational debate about Red Pill awareness and intersexual dynamics. I am not now, nor will I ever be interested in a Red Pill echo chamber/hug box and for six years the comment section has proven to be a 'hot kitchen' in which both critics and advocates can (largely) hash out the Red Pill details.

A lot has been made of free speech advocacy in the 'sphere for a few years now. My stand has always

been one about the free exchange of ideas. The only way an idea's strength and merit can be tested is in the crucible of open debate. There are a great many Manosphere celebrities banging the gong about free speech who nonetheless block, edit and censor opinions they disagree with on their own forums. One purpose that this blog has is a free and open debate and (with the exception of spam and blatant trolling) will always be open to counterarguments.

The 21 Convention

As most of my regular readers are aware, I'll be making my only in-person appearance at this year's 21 Convention in Orlando, Florida, September 28 through October 1st. For more information on this event have a look at my rundown of it [here](#). Furthermore, I've done a couple of interviews with 21 Convention founder *Anthony Johnson* about my participation and the talks I'll be giving [here](#) and [here](#).

If you haven't made plans or purchased a weekend ticket I would encourage you to do so soon. The convention is getting close to being sold out, but if you have some issue with cost or you have some kind of hardship consideration and you *really* want to go, please contact myself or Anthony and we'll work something out for you.

It bears repeating that I was less than enthusiastic about appearing not just publicly, but at this convention in particular. It's always been my impression that the 21 Convention was a collection of largely Purple Pill dating coaches and not really in line with what (sometimes ugly) Red Pill awareness reveals to men. However, I've come to change my view of this convention in light of Anthony's much more Red Pill focused line up for this 10th anniversary meet up. I'll admit I had a hand in helping Anthony get what will amount to a Red Pill summit arranged. I really think this weekend will be a seminal event for Red Pill aware men and it's my hope it will be something to help men change their lives.

This then is my very brief rundown of the 2016-2017 year for The Rational Male.

So here's what I thought represents the best posts from year 6.

Let me know what your favorites were in the comments and let me know how TRM has helped you this year.

With humility and gratitude,

Rollo Tomassi

THE BEST OF THE RATIONAL MALE 2017

Interviews

[Live with Obsidian & Alan Roger Currie](#)

[Mark Baxter, Ed Latimore & Rollo Tomassi](#)

[Anthony Johnson & Rollo Tomassi](#)

[Christian McQueen & Rollo Tomassi](#)

[Mark Baxter & Rollo Tomassi](#)

Hypergamy

[Stalling for Time](#)

[For Better or Worse](#)

[False Equivalencies](#)

[The Epiphany Phase Revisited](#)

Series

[The Reconstruction – I](#)

[The Reconstruction – II](#)

[The Reconstruction – III](#)

[The Reconstruction – IV](#)

[The Utility of Beta Men – I](#)

[The Utility of Beta Men – II](#)

Social

[The First Female President® \(Personal Favorite 2017\)](#)

[Sexual Zoning](#)

[The Something Else](#)

[Transitioning](#)

[The Unbearable Rightness of Being Female](#)

[The Anger Bias](#)

Red Pill / Game

[Please, Breakup with Me](#)

[The Awareness](#)

[Submission](#)

[Confidence and the Safety Net \(Most Commented 2017\)](#)

[Misperceptions of the Red Pill](#)

Personal Development

[Rites of Passage](#)

[Positive Masculinity](#)

[Teaching Slaves to Read](#)

[Family Integrity](#)

[Kill Your Idols](#)

Mitch's Red Pill

August 28, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





With apologies to my regular readers and commentariat, I'm mid-stream through crafting my next essay and what do I see in the comment feed from last week's post? Our (our soon to be formerly) *Purple Pill friend Mitch* returning to give us all an update on what was supposed to be his inevitable married bliss. Rather than allow *Mitch's* saga get buried under pages of comments I thought I'd post the continuation of his in-progress unplugging here for others to benefit from. Be sure you read the first case study before you dig into his update below:

Hello Gentlemen,

It's good to be back here reading your insightful, intelligent, funny, actionable posts. I've been away for awhile. Glad to see Rollo's blog and books doing so well. Congratulations sir, and I sincerely thank you from the bottom of my purple-but-slowly-turning-red heart for your work. I am now eating my previous words about this being ideological and cult-like. lol. Some might remember that I was the eponymous subject of one of Rollo's posts on

purple pill, and the ensuing discussion about whether I was setting myself up for slaughter in marrying a Ukrainian I'd met online. I (basically) said I'm a big boy now at 50, and know what I'm doing with women, and would let ya'll know how it worked out. Not that anyone gives a rat's ass after all my bullshit, but whatever, here I am.

Funny thing is that I'd been thinking about posting this update a few days ago, after reconnecting with TRM blog, and I would have said something along the lines of: she has been here almost 9 months, we been married for 5, going reasonably well, regular and enjoyable sex, she cooks everything from scratch and takes good care of me and the house; she's diligently studying english, meeting people, etc, seems mostly happy; without fail she packs my lunch every night – once she woke up at about 1 am and remembered she had not made my lunch for work next day, and even though I told her not to worry about it, she got up, and went downstairs and *cooked* me lunch. Her responsibility, she said. She also genuinely likes me, and is very loving and affectionate and passionate in bed. We've had some conflict, and I've mostly held my ground, but made some fairly key concessions in the spirit of playing fair (since she has, in actuality at this point, zero leverage in this relationship), and accommodating her wants and needs.

And hypergamy doesn't give a fuck.

Lo and behold, yesterday the computer is open and I see a 'Hi' come across the screen from Skype from a male. Open the Skype window and she's been chatting with this dude from New Hampshire or some shit, not long, but the kind of bare bones swapping of details – the guy's on hunt for a wife, and she's asking about the size of his town, and what's the weather like, how many kids, etc. As the blood drains from my face, the veil parts, I see it for what it is, and I realize without a shadow of a doubt, this shit is real. Complete with the subsequent hamstering and total lack of accountability following.

I don't believe she was actually interacting with this guy with any conscious intent to find someone else, but clearly she thinks about it, and is willing to "play" with the idea, even at a time when she has sooo much to lose. I could withdraw my petition to get her a green card in two seconds, and she's done. I think she was/is bored and enjoys the attention and validation, and sense of (diminishing) power that she has over men.

So now I need to figure out what to do. i am beyond grateful for Rollo's work, this blog, and forum, and having internalized RP to the limited extent that I have, and know I need to do A LOT more. It's pretty humbling to be 50 and need to be totally schooled in something so basic. It's fricking amazing that I have managed to hide myself from this knowledge for so long.

Thank you.

[...]

I meant to also say that I have learned a ton from you guys, and really appreciate the time and energy that many of you spent last fall trying to get me to get my head out of my ass. What can I say, I need to learn the hard way. Truth is, though, you guys were so vehement about it, that it definitely helped me to keep myself in reserve and react a bit more strategically to her.

Just to preface here, my intent isn't to be cruel or pop of with 'I todja so', but I think it's very

important for guys in the various stages of unplugging to see *Mitch*'s situation as a clinical example. I'm not trying to flame you or pillory you Mitch, but your situation does serve as a good example.

As I mentioned in the first post about Mitch, there is a visceral desire on the part of Purple Pill men to force fit the parts of Red Pill awareness into Blue Pill idealisms and personal convictions because they simply cannot face the abyss of what a full Red Pill awareness presents to the belief set that the Blue Pill has conditioned them for. It is truly awful to be confronted with unflattering truths about the nature of women as well as a man's coming to realize he's got to drop all of his previous idealism and create a new, positive, paradigm for himself based on Red Pill awareness. For a lot of men inured by the Blue Pill it's just too horrible to let go of those hopes based in a false awareness of their experience.

Thus, we get tropes like "well, the Red Pill is true, but it's okay to have ONEitis for a girl because my new awareness insulates me from the worst effects of it." Mitch even began his first entreaty by claiming this woman was "the ONE."

I'd like to encourage men who still want a good wife to look East. As in, Russia, Ukraine and other former USSR counties. I cannot begin to tell you how encouraged and revitalized I am by this woman I met – and by most of the women I met and interacted with before I found "the One."

Shades of Purple

I'm beginning to see that there are two varieties of Purple Pill men; the first is the guy whose revenue and wellbeing depends on his only accepting what the Red Pill presents to him in half-measure.

These are the Man-Up, do the right thing moralists who only ever marginally warn against the nature of women while believing that the self-improvement imperative that the Red Pill represents to men will more than compensate for the very real dangers of a man not fully *killing his inner Beta*. These are usually the guys who at one time were solidly Red Pill and used that awareness to their personal benefit with women (and life), but at some stage their life's circumstance demanded that they "change their ways" and shift back to believing that Blue Pill ideals can be had with Red Pill means. These are the men who follow *The Script*.

The second type of Purple Pill man is the one who never fully unplugged. I believe this was where Mitch was when I outlined his situation in the first essay. There is a certain class of men who simply cannot ignore the truths that the Red Pill presents to them, and they eagerly endorse the tenets and the understanding of women's visceral natures. Hypergamy doesn't care, they get the dynamics of Alpha Fucks/Beta Bucks, they even believe they've come to terms with their own (often Beta) nature and what it is they believe is necessary to effect a change in their lives; yet there are aspects of that Red Pill awareness that they desperately want to reconcile with their long-held Blue Pill idealistic hopes. So, as a result, they attempt to discard or ignore whatever aspect of the Red Pill that isn't conducive to making those old Blue Pill dreams come true.

For as long as I've been writing in the Manosphere I've always made a point of telling men never to use my marriage (or other Red Pill married men's marriages) as some kind of template or goal to be had with Red Pill awareness. I realize that my own Red Pill marriage seems like some ideal to strive for, but what I think most unmarried single men need to consider is that, for the vast majority of men who've been able to unplug, remake themselves and employ an internalized understanding of Red Pill awareness within their marriages and in their families, these men do so in spite of themselves.

Very few men I know of, whom I'd say are Red Pill aware husbands and fathers, did not set out to be so. I have no doubt that in the future I'll encounter men who were formerly Blue Pill and Beta who changed themselves, unplugged, became Red Pill aware, internalized it and used it to enter into a marriage wherein his *Frame* was always the primary and his wife intrinsically recognized it and was attracted to him because of it. I do hope this is eventually the case for some men, but as it stands now, the far more common occurrence is the Blue Pill, Beta husband who was "*awakened while married*" and turned his marriage back from the brink – if indeed that is the case at all. Even more commonly it is divorced men put through the ringer who unplugged post-divorce.

As I mentioned in the first case study about Mitch his story is engaging because it so faithfully follows the progression of rationales Purple Pill men will use in order to hold fast to their old, comfortable mindset – in this case it's the Blue Pill dream of an idyllic marriage had through Red Pill means.

One danger I think should be apparent to Red Pill men having to deal with a Purple Pill guy who's hostile and resistant to what they're trying to tell him is the potential disaster a Purple Pill man is setting himself up for in his inability to really stare at the abyss, work through the anger and hopelessness, and then recreate himself. This, I feel, is where that resistance stems from. It's not so much an inability to acknowledge the truth of what *real* Red Pill intersexual dynamics is showing him, but rather how he will internalize, process and use that to create a better life for himself. So you get anger, not at the message as much as the messenger, when you tell him his sincere hopes are based on a Blue Pill interpretation of what a 'good marriage' is:

Lol...you guys can go fuck yourselves. I appreciate where ya'll are coming from, though. Trying to save me from myself. And i appreciate how naive my post must sound to a bunch of hard core red pillers like yourselves. However, I am not nearly as inexperienced with women and LTR's as ya'll assume. I have learned a lot from red pill in general and this site in particular – it's very insightful and helpful, and I've adjusted my attitude and posture toward women because of it. At the same time, though, it strikes me that many of you are taking on red pill ideas as a kind of ideology, and that's its own kind of danger. The absolute certainty that ya'll think you know all you need to know about me and my woman and my relationship from that very brief post is what I mean. **As if red-pill theory, or whatever it is, completely and concisely explains the total dynamic between a man and woman. Red pill explains a lot of things really well, but certainly not the totality of the mystery that is between a man a woman in a marriage.**

And yet, it does and it did.

If you don't understand what I'm talking about, then I feel sorry for you. Red pill helps me tremendously in seeing more clearly what is going on. I totally get that I am a beta provider for her, that a large part of my appeal is what I can provide, and I get that she is turned on by alpha traits. Both of these things can coexist in the same person. Understanding this and what's behind it makes me feel less anxious and insecure about that, because I'm more clear about what to do.

Also, being a beta provider does not make me a bitch. Providing for my woman and family is a large part of what makes me a man, and I derive great satisfaction and pride in doing so. Also, I am not in any way "settling" for a 44 yo woman. Younger women were/are available

to me, but that is not what i choose.

There's a lot more to life than fucks and bucks, but if that's all it is for you, then this is the type of woman you will attract. In a relationship, what you get is what you are. If I can't find a way to live with an open heart, then I don't know what the fucking point is. But, to each his own.

So, here we are. And again, it's hard for this not to come off as a big 'I toldja so', but I think it's even more important for Red Pill men who have it in them to want to help a Blue Pill guy unplug, or hell, just to even recognize the reasons why he's in the personal circumstances he is, to remember that the Purple Pill guy is only lashing out because he fears the totality of the truth that Red Pill awareness brings into his life. As I always say, unplugging guys from the Matrix is dirty work, but I am genuinely glad to have Mitch back on track and hopefully he's learned something from the experience. I think other Red Pill men should adopt the same spirit of welcoming a Blue/Purple Pill prodigal son back into the fold.

So that's my take, but please feel free to comment on Mitch's situation in the comments thread.

Band of Brothers

September 4, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Peterson drops the ball in a couple of forgivable instances here. First, many contemporary studies show that women do in fact enter an *estrus state*. Secondly, while he is entirely correct about women's Hypergamy never seeking its own level, he implies here that it is singularly a man's capacity to produce and share resources that forms the basis for women's attraction. This is an interesting overlook when you consider how often he's made reference to how women primarily look for sexual dominance in men. From the Beta Bucks, provisioning, side of women's sexual strategy, a man's capacity for production and sharing resources is certainly an attraction cue, but it is only a cue insofar as it applies to women's long term security needs. From the Alpha Fucks, short term mating perspective, it is a man's capacity for sexual arousal and his sexual availability to her that is the basis for assessing a man's SMV.

I have a great deal of respect for Dr. Peterson. I count him amongst the greatest minds of Red Pill awareness, however, his analysis is often subject to a Blue Pill conditioning that predisposes him to a default belief in the inherent 'goodness' of the female psyche. That isn't to say women are inherently 'bad', but it is to say his objectivity is colored by a want to see the feminine on a pedestal. Peterson tends to pepper in a Blue Pill conditioned masculine ridicule into his observations about men when he's detailing gender differences and it's his habit to presume the best from women. He accurately makes the case here for how men are continually driven by an existential crisis when it comes to being accepted by ('perfectly well-intended') women in passing on their genetic material, but falls into the trap of believing that women would only, logically, want to breed with men who have good long term prospects for providing and sharing resources. There's a 30+ year body of evo-bio / evo-psych research that contradicts his presumption.

However, in this instance, Peterson hits upon the fundamental reasoning as to why men are by nature more competitive than women. Over the millennia of human evolution, the stresses of men's breeding strategies and realities has become hardwired into the male mental firmware, and as such it has selected-for men having a more competitive nature than women. I would go so far as to suggest that competitiveness *is* a primary aspect of conventional masculinity – and one that requires a constant effort to socialize out of modern males today.

On the female side we have to consider how women evolved, socially and psychologically, in hunter-gatherer, foraging tribes, and how the environmental stress of maintaining a social collective shaped women's mental firmware. It's my belief that women's intense need for long term security (as well as Hypergamous doubt) is directly descended from the need to hedge against the environmental uncertainties of our evolutionary past. The rigors of gestation, carrying a child to term, child birth and then rearing that child to puberty – all while gathering food and resources and defending that child and the collective against external (and sometime internal) threats selected-for women with a collectivist / cooperative mental firmware. While the men of the tribal society were off hunting game or defending the tribe, it would follow that women would develop a more unitary, collectivist social order of intrasexual cooperation in order to survive and, as Dr. Peterson points out, ensure that the genetic material of the men they selected (or were selected by) survived for posterity.

In several essays, and in my latest book, I describe women's natural social order as the **Sisterhood Über Alles**. That is 'women above all else', and from an evolved psychological perspective this

solidarity, collectivism and cooperative bent is the mental vestige of an evolution that demanded women to be so in order to survive. Evolution doesn't care how women breed and survive, just *that* women breed and survive. Flash forward to modern times and we see women of every and any social, political, religious and racial stripe preempt any conviction inspired by them with the concerns of womankind.

There are several studies that indicate that collectivism is a characteristic of women's mental firmware. When presented with the distribution of a common wealth (or resource) it's women's predisposition to mete those resources out to the familial, feminine-primary social group (tribe) in as even a distribution as possible, or by an individual's most pressing needs. Again, this is convincing evidence of a mental framework that leans towards a collectivism that finds its roots in our evolutionary past.

This fundamental prioritizing of the survival, needs and best interests of women as a collective is what now forms the basis of, and drives, what I commonly refer to as the *Feminine Imperative*. And from the Feminine Imperative, combined with a male-permissive social structure that has allowed for women's social primacy, we have largely developed into a feminine-primary social order that is founded on the evolved, collectivist social structure that women's mental firmware naturally predisposes them to.

Collectivism, socialism, is a fundamental aspect of the female psyche. In a social order that prioritizes female interests above all else we see the rise and perpetuation of an egalitarian equalism that finds its roots in women's natural predisposition for collectivism. I would argue here that the egalitarian equalism we contend with today is really a convenient cover-term for female social primacy, and one that is a result of women's collectivist nature.

Male Dominance Hierarchies

As Dr. Peterson briefly details in this clip, it is primarily men's performance burden (and a man's capacity to share the fruits of it) that has historically been the basis of women's selection criteria for the long term provisioning aspect of women's Hypergamous natures. And as I mentioned, this only covers half of what makes for women's true assessments of men's sexual market value. DNA mapping of our foraging ancestors reveals the real story about the importance sexual arousal and *strategic pluralism* played in women's sexual selection. Historically, only 20% of men bred with 80% of women. If we only look at this fact from Peterson's perspective we're left to conclude that this 20% looked like good long term prospects with resources to share, rather than consider the uglier side of Hypergamy and women opportunistically breeding with the best physical specimens they had access to and, proactively or retroactively, cuckolding the 'good provider'. The mental schema of *mate guarding* didn't develop in a vacuum – there are very good evolutionary reasons why men developed a subconscious, peripheral sensitivity to the behaviors that indicate women's ovulatory phase.

Hypergamy doesn't care, but it did indeed play a part in the evolution of men's dominance hierarchies as Peterson suggests. Whether the criteria for selection was physical prowess or provisional prowess, the breeding pressures placed on men by women's sexual strategy is responsible for a great deal of what we consider the male nature and conventional masculinity itself. While it may be a pleasant fiction for men to apply terms like strength and *honor* and fidelity to male-kind, those concepts exist outside the evolved male-competitive nature. Kings and emperors had breeding rights to harems while their subjects, by order of degree, had sexual access to progressively diminishing

opportunities with women.

One aspect I think Peterson didn't get around to explaining in this clip is that women have only had unilateral sexual selection opportunity in the past century due to the social and physical unfettering of Hypergamy. Being a king may've meant that man had more breeding opportunities than that of his lessers, but it in no way made him the best, or even the willing, choice for the women he bred with. Up until the rise of feminine social primacy, men have always had social, moral, ethical and yes, physical, means of exerting their own control over Hypergamy.

Competitiveness is what defines masculinity for every generation of men. While it may be part of women's mental firmware to consider the collective first with regard to resource distribution, it is most definitely an evolved characteristic of men to accrue resources in order to be considered a good prospect for women's long term security needs. When we consider the criteria women have in order for a man to represent an optimal Hypergamous prospect, it makes pragmatic sense that an innate competitiveness would be part of men's psychological firmware. Nature would select-for a natural competitiveness in men. As such we observe that men consider merit and performance first in distributing resources (rewards) in order to recognize, in theory, an exceptionality in men. Even if it is within our selfish-gene nature to want to retain as much for ourselves (and thus make ourselves better prospects for Hypergamous optimization) we still recognize merit, or lack of it, in men's burden of performance.

So, with regard to the bigger societal picture, what we're seeing in our egalitarian equalist social experiment of today is not just a conflict in men and women's social approaches, but also a fundamental conflict in which sex's sexual strategy will be the socially predominant one. In a social sense it is a conflict in the *Cardinal Rule of Sexual Strategies*. Since the time of the Sexual Revolution the answer has been clear; it is women's sexual strategy that has been allowed to define our social order.

Brotherhood

Jack Donovan had a great post back in February titled *We are not Brothers*. I entirely cosign his sentiment in this essay – today men bandy around the term *Brother* without really considering the deeper implications that true, in-group, exclusively male, brotherhood entails. It's a good essay, but I think one reason Jack is sensitive to the term losing its meaning is due to the efforts the Feminine Imperative has made in destroying men's understanding of conventional masculinity. It's deliberate, so *Brotherhood* means whatever the feminine feels comfortable in allowing it to mean, and it can effect control over its significance for as long as it can continue to confuse men about the sacrificial nature of conventional masculinity.

Men's dominance hierarchies and breeding strategies predispose men to maverick independence (sigmas) or intrasexual rivalries within a fraternal group (*tribes*). Men's collective, cooperative social structures – traditionally, exclusive *male spaces* – existed in spite of this intrasexually competitive nature. Even amongst the most steadfast, cooperative and loyal of brotherhoods there will always be intrasexual rivalries for breeding opportunities. And as Jordan B. Peterson notes, it is women's Hypergamy that gives rise to male dominance hierarchies, but moreover it has led to the necessity for developing an evolved predisposition for men's being competitive.

It is precisely this competitive mental firmware in men which makes it next to impossible for their to ever be a Brotherhood Über Alles – and in an age where men are shamed for masculinity, an age in which women will force themselves into *male space* as overseers, an age where men will adaptively

define masculinity to mean whatever suits their weakest proficiencies, it's easy to understand the difficulties in men cooperatively coming together to enforce their own collective best interests as men. In ages past, when masculine cooperation determined the fate of a tribe, a people, a nation, etc. this fraternity was a much more imperative concept for men.

It's been noted before that in earlier eras formalized monogamy was a social adaptation with the latent purpose of solving men's evolved imperative to ensure his own paternity. Whether this adaptation was (is) a successful hedge against women's Hypergamy is debatable, but the relative insurance a man was afforded by formal monogamy was that he could send his genetic material on to successive generations. From an evolutionary perspective, men's primary existential crisis is reproduction, and in order to successfully solve this problem women's Hypergamy must be controlled for. As this push for male control superseded women's imperatives it's made for a social guarantee that a man would reproduce with a lessened need for competition and a lessened burden of performance for men. While high SMV men were guaranteed reproduction, the monogamy adaptation meant that, theoretically, only the lowliest of men wouldn't find a mate.

That was the latent socio-sexual contract prior to the Sexual Revolution. Today, we see parallels for this struggle between men and women's sexual strategies and women's own social push to unilaterally control and institutionalize Hypergamy. Now the script has been flipped to socially create and enforce a new feminine-primary structure that has the latent purpose of ensuring even the lowest SMV woman can fulfill Hypergamy to a greater degree. Just as formal monogamy sought to ensure men could solve their reproductive purpose in spite of his performance burden, now we have women as the primary beneficiaries of a society structured to, theoretically, ensure they have access to both the best genes (Alpha Fucks) and the best provisioning (Beta Bucks) – all to the point that men are conscripted into doing so.

As women have less and less need of men who can (directly) produce and share resources the concept of masculine cooperation in enforcing their best interests becomes a farce at best, a 'hate crime' at worst. The more women can produce and/or consume resources, or conscript men to involuntarily produce and share, the more women lean towards the Alpha Fucks aspect of Hypergamy in prioritizing their sexual selection. As a result, male dominance hierarchies will continue to develop around the short term sexual breeding criteria of women. In the past, as per Dr. Peterson, that hierarchy may have been centered on long term provisioning; today it is all about women's pleasure in accessing the best genetic material her evolved hindbrain determines is in her best interests.

Yet still we hear women bemoan a lack of marriageable, long term producer/sharers who are their (perceived) status equals or better (always better). The evolved need for that security providing, competent male is still part of her mental firmware, no matter what the social conventions of the Feminine Imperative are telling her conscious self. And in a pragmatic, adaptive response, men will continue to define masculinity for themselves, continue to prioritize short term sexual arousal above long term attraction, and continue to be befuddled or embarrassed by the ideas of forming Brotherhoods with any deeper meaning than what pop culture will define them for men as.

Late edit: Reader *Novaseeker* had a brilliant observation about the reasons women's collectivism evolved.

The innate sisterhood, or herd, also arises from the reality that most human tribes were patrilocal and not matrilocal. That is, the core of the tribe was a group of males bonded by

kin, and they brought in females from other tribes (trade/conquest) routinely for mating. Thus, the males had relatively high levels of cooperation due to being kin-bonded (not perfect levels of cooperation — rivalries always exist, violence happens in kin bonds as well — but much higher than among non-kin-bonded males), whereas the females had to adapt to cooperate with the other females despite the lack of kin bonds between them as a kind of counterweight to the innate solidarity that the kin-bonded males had vis-a-vis the females. The kind of female sisterhood/collectivism that we see in women evolved, in addition to what you write about, as well from the need to counteract the male solidarity in patrilocal tribes — women evolved to cooperate with other “strange” women in the face of this male solidarity which was based on kin bonds.

A key point of this — and something which explains much of the behavior of women *politically* in the last 200 years or so — is that the context in which this evolved was specifically to counterweigh male power. That is, because females would otherwise have remained weak and isolated in the face of a tribe of kin-bonded males, they evolved this sisterhood/collective mentality specifically to provide a counterweight to male power. This is important, because it’s this specific context in which this mentality comes to the fore most prominently in women, even today. Women can fight and scratch and claw with each other and be bitches with each other incessantly, but when one of them comes into conflict with a man or “with men”, the sisterhood/collective mindset kicks in in high gear, precisely because this is the specific context it emerged to counter. In other words, it’s specifically evolved to offset male power, to counterbalance male power, by forging solidarity between females who otherwise would not have any reason to act like a sisterhood (and who may even dislike each other).

Contemporary feminism is perhaps the most obvious form of this, but it isn’t the only one. The pronounced female in-group preference is another easy to spot one as well. But in any case, a key point to understand is that the sisterhood isn’t neutral — it’s evolved to counterbalance any kind of male power that threatens women’s interests as a group. This is the case even though women haven’t lived in patrilocal conditions for a long, long, long time, and even though contemporary men have no solidarity to speak of at all which could possibly threaten women’s interest as a group. That evolutionary history casts long shadows, and the tendency for women to see men as a cabal acting to control women — when in fact, as we all know, we’re kind of the exact opposite of that — arises from the collective evolutionary memory of adaptations to deal with the very real male solidarity females faced when they were imported into patrilocal male tribes of kin-bonded males.

To Each His Own

September 11, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





In a couple of weeks I'll be making my first and only personal appearance this year at the 21 Convention in Orlando, Florida. This event will be unique in a number of ways. To my knowledge, this convention will be the first large-scale gathering of Red Pill writers, bloggers, podcast hosts and thought-leaders ever organized. I'm truly appreciative of Anthony Johnson in being open to my suggestions for speakers. It was a collaborative effort in this regard and over the course of this year we did our best to collect a group of speakers who would represent many different aspects of Red Pill intersexual dynamics. My only regrets are that we couldn't fit more speakers in to the schedule and some men I highly respect were unable to attend this year.

It was my hope that this 'new and improved' 21 Convention might eventually be an annual Red Pill summit of sorts. This build up hasn't been without a bit of controversy from the previous Purple Pill speakers who used the 21 Convention's prior events as a platform for their blogs and coaching businesses. That was to be expected just as the same tired criticisms of the Red Pill were too. I have no doubt that the previous 'life coaches' taking issue with this event's Red Pill turn sincerely believe they have some valuable insights to help men become 'better men'. The problem, however, becomes one of *how* these coaches would direct men according to the Blue Pill preconditioning they have never been able to disabuse themselves of.

I understand the necessity these guys must feel with regards to discrediting the Red Pill as a

praxeology. The dots *we* connect in Red Pill awareness are often at odds with their deeply held Blue Pill ego-investments and hopes, as well as a threat to their (often LARPy moralistic) “Man Up but not too much” profit model. In fact, even just the idea that the Red Pill should be a praxeology of men’s collective experiences about intersexual dynamics is enough to make them want to disqualify it. Their criticism is that, as a praxeology, the Red Pill is long on explanations and short on solutions – solutions you can presumably get by signing up for their email blasts and coaching sessions.

The praxeology that is the Red Pill is inconvenient for them because it tears away the veneer of their Blue Pill idealism about women and reveals some very unflattering truths about them and the feminine on-whole which they still largely have on a pedestal in their heads. Red Pill awareness has a way of exposing the pretty lies that make for the good marketing material that most Purple Pill coaches depend on for their livelihoods. I mean, when 80%+ of men are Beta, who wouldn’t want to buy the secret 12 point list of things a man *must* do to be a *real* man and get the woman of his dreams?

Two Complaints

There are generally two common complaints I read coming from Purple Pill life dating coaches. The first is easy, and one I’ve refuted so many times I wont bore you with repeating myself, and that’s the presumption that Red Pill awareness must be false or detrimental to a guy because it makes guys so angry with women. This is the easiest dismissal for critics because it is true; men *do* go through a phase of anger when they unplug from the Blue Pill illusions they’ve been so convinced of for the better part of a lifetime. And yes, some get stuck in this phase and some do become despondent because they don’t want to face the abyss it represents to them. Some go MGTOW, some turn into Purple Pill coaches themselves because they don’t want to accept the whole of what Red Pill awareness means. But most men go through this phase and come to an acceptance that there is hope in a Red Pill paradigm for them. They come to see their new awareness as a *safety net* and boldly embrace rebuilding themselves into better men based on this full awareness.

So the sales pitch then becomes, “Don’t be angry with women like those Red Pill guys. You can still live in Blue Pill happiness and harmony with a loving ~~unique~~ ‘Quality’ woman by following these 5 simple steps to make yourself into the man women want you to be.”

What the Purple Pill anger critics (deliberately) refuse to get is that the Red Pill isn’t (and was never) intended to get men to hate women, but rather to inform men about the inherent nature of women so they *wont* hate women for what they can never be to them. This is the disillusionment that men who still cling to Blue Pill idealism can’t seem to get past – they cannot abandon those Blue Pill hopes that they believe women are capable of fulfilling for him, but the Red Pill disabuses him of. So they get angry. They get angry at themselves for ever having believed in them. They get angry for having wasted so much time investing themselves in them. They get angry, most importantly, because they realize that women simply aren’t built to fulfill the hopes his Blue Pill conditioning made him believe should be possible.

The Purple Pill coach believes that this Red Pill realization leads to men hating women. The second complaint I read from them is that Red Pill awareness gives men some license to feeling like victims. This criticism is deductive to coaches for two reasons; it serves his ‘get-rich-quick-on-the-internet-by-selling-sunshine’ man-up and do better to qualify for women blog template, and it discourages men seeking answers from becoming Red Pill aware in a way that crushes their still Blue Pill belief set.

For the record, and as boldly as I can put this, if you are Red Pill aware man and still believe you are a victim of some sort because of your previous Blue Pill indenturement to pedestalizing women or the Feminine Imperative, you are only a victim of your own lack of vision. Red Pill awareness has set you free – free from the blur and distraction that a feminine-primary social order would pull over your eyes, free from the delusional Blue Pill hopes that are only greater shackles for a man, and free from never seeing the intersexual pitfalls you were prone to fall into before. But Red Pill awareness comes at a cost; the truth may set you free, but it doesn't make it pretty. If you have a responsibility as a Red Pill aware man it's that you are never allowed to play the victim. You now know the rules of engagement. Play it well, change the rules if you can, but you are no longer allowed to say you didn't know the score.

Most Purple Pill coaches know this victim complex is bullshit, so they deliberately conflate Red Pill awareness with MGTOW or the MRM or even the “*flip side of feminism*” in an effort to muddy the waters and dissuade men, who are genuinely hurting and seeking answers, away from the real life-changing influence that the Red Pill represents.

When I petitioned my readers to leave a testimonial as to why they thought the Red Pill represented more confidence or a ‘safety net’ to them I got much more than I anticipated from that comment thread. I had been looking for some good quotes to add to the back cover of *Positive Masculinity*, but what I got was over a thousand revelations about the power that Red Pill awareness has in changing men's lives for the better. These are men who took what the Red Pill had shown them and transformed their lives with that knowledge. They did this because Red Pill awareness empowered them, gave them the tools, to implement changes in themselves and how they interacted with women and a feminized world. They did so without anger or feeling like victims, and they did so without a Purple Pill hack trying to coax them back onto the plantation and into their failed, and false, Blue Pill belief sets.

And this is what scares the coaches; that a free and open source Red Pill praxeology is responsible for more men taking the initiative and bettering themselves than anything their ‘coaching’ has been responsible for.

Personal Development

I am not now, nor have I ever been a motivational speaker, a ‘guru’ of any stripe, a psychotherapist or a personal development coach. Though I'm humbled to be counted among the Godfathers of the Red Pill, I have never claimed ownership of the Red Pill. It's always been my belief that the Red Pill – the true Red Pill that has always been about intersexual dynamics – should be an ‘open source’ community. Decentralization is one of its strengths, but it also allows for bastardization from men and women who want to define it.

In each of my books and on this blog I've made things plain about my non-approach to men and their own personal development; I'm not interested in making better men, I'm interested in men making themselves better men. I am not interest in making men “Tomassi Men” or in anyway selling them on a template for what I think a *real man* ought to be. My life and my interpretations of it are not going to be a template for anyone else to follow. Red Pill awareness, based on the praxeology of intersexual dynamics in the personal and social realms, will save and/or improve your life, but that life has to be lived by you as an individual.

That said, of course I realize that men seeking answers will want a codified system of guidelines for their own personal development. I'm not the guy who's going to give that to you, neither is that

~~Purple~~ Blue Pill life coach with the 12 point plan, neither is the motivational speaker selling you the same tired power of positivity message that's been around since the 1930s. *You* are going to come up with that plan, *you* are going to take what the Red Pill makes you aware of and *you* are going to apply it to how you live your life. And *you* will have the satisfaction of knowing that your personal development and the successes (and failures) that came from it authentically came from your own plan and according to your judgement, not someone else's vision or template.

I wanted to take a moment in this post to preface the 21 Convention by addressing the ways in which men come to unplug themselves from their old, Blue Pill conditioned way of life and reconstruct themselves. Reader *Blaximus* added this in a recent comment thread and it sums things up well:

Fourth: there is no 'system' for teaching or learning Game. None. The process is highly individualized and virtually no two guys will learn at the same rate, or achieve the exact same level of understanding or real world application. No cheat sheets in game. You either get it and apply it and internalize it, or you don't. It's not about picking up chicks in clubs. That's PUA. Game picks up chicks at a funeral. Lol. True game will be disliked by the masses.

Far too many Purple Pill dating coaches don't want to get this in their heads. They think that because the Red Pill is a praxeology it implies it's a cop out on developing real solutions for guys. They either don't understand the necessity for men's individual needs to personally develop Game for themselves, or they need a convenient dismissal of the Red Pill as 'those angry guys have no answers'.

I have stressed in more essays than I care to recount the importance of combining what the Red Pill informs Game about with what Game informs the Red Pill about. One is the theoretical, the other is the practical, and neither is complete without the other. Yes, it is entirely vital that you, as a Red Pill aware man, get out into the field to employ the ideas, and test the practicality of how the Red Pill relates to your situation in your environment according to your strengths and gifts. That field may be a night club, or day Game on the street, in a social circle, with your wife of 10 years or in your churches singles' group. The fact remains, Red Pill awareness is applicable through Game in a variety of environments, social and cultural contexts.

Game Works, but it only works if you turn off the computer and do something. How do you learn from a book? You put it down and you go outside (and yes, that counts for my books too). Investing oneself in Red Pill awareness as a praxeology is not a cop out for coming up with real solutions – it gives men a toolset from which they can create their own solutions. What frightens Purple Pill coaches is that men's individual solutions, often enough, don't affirm their Blue Pill romanticizations, their pretenses of morality, or their idealistic inability to look at the abyss and find hope on the other side of it. They want solutions, but they want *their* solutions to be affirmed by a Red Pill awareness that contradicts their ego-investments.

When your revenue depends on not *getting it* it's hard to convince a Blue Pill man otherwise.

I will be discussing aspects of this essay at the 21 Convention in just two weeks. If you are attending I'd like to take this opportunity to extend you a personal invitation to talk with me at the convention and possibly have dinner with my colleagues and I at the event. On the topic of just getting out there in the field and doing it, I know that my friends Christian McQueen and Goldmund will be heading

out into the wilds of the Orlando nightlife and I will be accompanying them on at least one of these outings.

Lastly, if you are in the Central Florida area, or if you want to make the drive in for the weekend, and you really really want to attend the convention, but just can't come up with the funds, hit me up via email, Twitter or leave a message on my About page here and I will personally see about getting you some kind of hardship discount. Remember, this is only if you're truly desperate to attend.

See you in two weeks.

The Lie of Equality

September 22, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Reader *KFG* dropped this insight in last week's post and I thought it was very relevant to something I've been contemplating for a while now:

As a general principle genetic fitness is always relative to the environment. A spread of genetic traits makes a species more robust, because it will have individuals better suited for

survival in a greater range of environments.

There's more than one breed of working dog because no one is "better." Each has its specific strengths, paid for with corresponding weaknesses. A terrier is too small to hunt wolves, but you're not going to stuff a wolfhound down a badger hole.

This was a great analogy. It's also one of the primary reasons I believe the egalitarian equalist narrative is a deliberate lie with the hoped-for purpose of empowering people who cannot compete, or believe they have some plenary exclusion from competing in various aspects of life. One of the primary selling points of egalitarian equalism for men is the idea that they can be excluded from the *Burden of Performance*.

There is no such thing as 'equality' because life doesn't happen in a vacuum.

The tests that a chaotic world throws at human beings is never equal or balanced in measure to our strengths to pass them. Equality, in the terms that egalitarian equalists are comfortable in defining it, implies that every individual is equally matched in both value and utility within a totality of random challenges. Aside from this being patently false, it also demerits both strengths and weaknesses when that individual succeeds or fails at a particular challenge as a result of their individual character.

This is ironic in the sense that it provides easy, repeatable, excuses for a person's successes or failures. If someone wins, well, we're all equal so that person's strengths which led to the success can be passed off as a result of assumed or circumstantial 'privileges' that made them better suited to their challenges – rarely is their hard work recognized, and even then, it's colored by the overcoming of a presumed-unequal adversity that grants them 'privilege'. If they fail, again, we're all equal, so the failure is proof of a deficit, or a handicap, or a presumed repression of an equal person in a state of baseline equal challenge.

Individual Exceptionalism

One of the longest perpetuated cop outs (I should say paradoxes) that equalists cling to is the notion that *People are People*; that everyone is a unique individual (snowflake) and as such there is really no universally predictable method of testing character or knowing how a particular sex will respond to various challenges. It's all random chance according to the individual's socially constructed character and their capacity to be a 'more evolved', higher-thinking being.

On the surface this all-are-individuals notion may seem the antithesis of the 'equality' narrative that equalists cling to, but it is part of a cognitive dissonance all equalists struggle with. This approach is a means to standardizing individuality, so no scientific evidence that might find patterns of an evolved 'nature' of a person – or in our Red Pill case, a sex – can be predicted. It's the hopeful cancellation of reams of empirical evidence that show how influential our biologies and inborn predispositions are. This 'higher order' individualism is always touted so the equalist mindset can claim that the exception to the rule disqualifies the overwhelmingly obvious general rule itself.

"We're all exceptions to the rule." – Carl Jung

"...and when we're all *special*, no one will be." – Syndrome

This fallacy is where we get the NA*ALT (not all ____ are like that) absolution of the most unflattering parts of human nature. *Not All Women Are Like That* is standard feminine-primary boilerplate for women and sympathizing men (White Knights) who'd rather we all ignore the aspects

of female nature that shine a bad light on what are easily observable truths about their behavior and the motives behind them. The social convention relies on the idea that if there is even one individual contradiction to the generalization (always deemed an ‘overgeneralization’) then the whole idea must be wrong.

Of course, this individual exceptionality rule only applies to the concepts in which equalists have invested their egos in. When a generality proves an equalist’s ego-investment, that’s when it becomes an ‘endemic’ universal truth to their mindset. A binary over-exaggeration of this effect is the reflexive response for concepts that challenge their ego-investments. Thus, we see any and all of the (perceptually) negative aspects of masculinity (actually the totality of masculinity) painted as evidence of the endemic of ‘toxic’ masculinity as a whole. The individualist exceptionality in this instance is always ridiculed as ‘insecurity’ on the part of men even considering it.

The exceptionalism of the individual is always paired with some high-order consciousness, and/or the idea that anything that proves their ego-investment is “more evolved” – despite any evidence that proves the contrary – is proof of that this individual is a being who represents some evolutionary step forward. If you agree and support feminine-primacy it is ‘*proof*’ that you are more ‘evolved’ than other men. Thus, the ‘more evolved’ status becomes a form of reward to the individual who aligns with the ideology. Conversely, the avoidance of being perceived as ‘unevolved’ serves as a form of negative reinforcement.

This is kind of ironic when you consider that the same equalist mindset that relies on the individualist exception is the same mindset that insists that everyone is the same; equal value, equal potential, equal purpose and equal ability. Again, the irony is that everything that would be used to establish the ‘unique snowflake’ ideology (so long as it contradicts innate strengths and weaknesses of an opposing ideology) is conveniently ignored in favor of blank-slate egalitarianism. There is a degree of wanting to avoid determinism (particularly biological determinism) for the individual in this blank-slate concept, but it also provides the equalist with a degree of feel-good affirmation that the individual is a product of social constructivism. So, we get the idea that gender is a social construct and, furthermore, that blank-slate individual is ‘more evolved’ to the point of redefining gender for themselves altogether. Even when that ‘individual’ is only 4 years old and hasn’t the capacity for abstract thought enough to make a determination.

To be an egalitarian equalist is to accept the cognitive dissonance that the individual trumps the general truth and yet simultaneously accept that the individual is just the blank-slate template of anyone else, thus negating the idea of the individual. It takes great stretches of belief to adhere to egalitarian if-then logic.

I apologize for getting into some heady stuff right out the gate here, but I think it’s vitally important that Red Pill aware men realize the self-conflicting flaw in the ideologies of post-modern equalism. Our feminine-primary social order is rife with it. They will disqualify the generalities of Red Pill awareness with individualist exceptionalism and in the next breath disqualify that premise with their investments in blank-slate egalitarianism.

This is easiest to see in Blue Pill conditioned men and women still plugged in to the Matrix, but I also see the same self-conflicting rationales among Red Pill aware men using the same process to justify personal ideology or their inability to de-pedestalize women on whole. There’s a common thread amongst well-meaning Red Pill men to want to defend the individual natures of women who align with the Blue Pill ego-investments they still cling to. All women are like that so long as those women

are granola-eating, furry-armpit feminists – ‘Red Pill Women’ then become the individual (snowflake) exceptions to the otherwise general rule because they fit a different, idealized, profile.

The Inequality of Equality

I’ve stated this in many prior threads, but, I do not believe in “equality”.

I don’t believe in equality because I can objectively see that reality, our respective environments, our personal circumstances, etc. are all inherently unequal. Everyday we encounter circumstances in life which we are eminently unequalled for in our ability to address them. Likewise, there are circumstances we can easily overcome without so much as an afterthought. Whether these challenges demand or test our physical, mental, material or even spiritual capacities, the condition is the same – reality is inherently chaotic, unfair and challenging by order of degree. To presume that all individuals have equal value in light of the nature of reality is, itself, an unequal presumption. To expect sameness in the degree of competency or incompetency to meet any given challenge reality throws at us is a form of inequality. And it’s just this inequality that equalists ironically exploit.

As KFG was stating, “each dog has it’s strengths for a given task”. One dog is not as valuable as another depending on what determines a positive outcome. What equalism attempts to do – what it has the ludicrous audacity to presume – is to alter reality to fit the needs of the individual in order to make all individuals equally valuable agents. This is the ‘participation trophy’ mentality, but it is also a glaring disregard for existential reality. Which, again, contradicts the idea of individual exceptionalism; reality must be *made* to be equal to accommodate the existence of the equally valuable individual.

To say you don’t believe in equality is only outrageous because it offends the predominant social narrative of today. It seemingly denies the inherent value of the individual, but what is conveniently never addressed is how an environment, condition and state defines what is functionally valued for any given instance. Like the dog bred to hunt ferrets out of their warrens is not the functional equal of a dog bred to run down prey at 45 MPH. The value of the individual is only relevant to the function demanded of it.

The default misunderstanding (actually deliberate) most equalists believe is that functional worth *is* personal worth. I addressed this in [Separating Values](#):

When you attempt to quantify any aspect of human ‘value’ you can expect to have your interpretations of it to be offensive to various people on the up or down side of that estimate. There is simply no escaping personal bias and the offense that comes from having one’s self-worth attacked, or even confirmed for them.

The first criticism I’ve come to expect is usually some variation about how evaluating a person’s SMV is “dehumanizing”, people are people, and have intrinsic worth beyond just the sexual. To which I’ll emphatically agree, however, this dismissal only conveniently sidesteps the realities of the sexual marketplace.

Again, sexual market value is not personal value. Personal value, your value as a human being however one subjectively defines that, is a definite component to sexual market value, but separating the two requires an often uncomfortable amount of self-analysis. And, as in Ms. Korth’s experience here, this often results in denial of very real circumstances, as well as a necessary, ego-preserving, cognitive dissonance from that reality.

Denial of sexual market valuation is a psychological insurance against women losing their

| controlling, sexual agency in their hypergamous choices.

This is where the appeal to emotion begins for the equalist mindset. It seems dehumanizing to even consider an individual's functional value. Human's capacity to learn and train and practice to become proficient or excel in various functions is truly a marvel of our evolution. Brain plasticity being what it is, makes our potential for learning and overcoming our environments what separates us from other animals. We all have the potential to be more than we are in functional value, and this is the root of the emotional appeal of equalists. It seems so negative to presume we aren't functional equals because we have the capacity and potential to become more functionally valuable. The appeal is one of optimism.

What this appeal ignores is the functional value of an individual in the now; the two dogs bred for different purposes. What this appeal also ignores is the ever-changing nature of reality and the challenges it presents to an individual in the now and how this defines value. What equalism cannot do is separate functional value from potential value.

Adopting a mindset that accepts complementarity between the sexes and between individuals, one that celebrates and utilizes innate strengths and talents, yet also embraces the weaknesses and compensates for them is a far healthier one than presuming baseline equivalency. Understanding the efficacy of applying strengths to weaknesses cooperatively while acknowledging we all aren't the same damn dog will be a key to dissolving the fantasy of egalitarian equalism and create a more balanced and healthier relations between the sexes. Embracing the fact that condition, environment, reality and the challenges they pose defines our usefulness is far better than to assume any single individual could ever be a self-contained, self-sufficient island unto themselves – that is what equalism would have us believe.

Masculine by Design Interview

September 26, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



If you're a regular reader here you probably know that I'll be giving two talks in Orlando, Florida this week at the 21 Convention with my fellow Red Pill alumni Christian McQueen, Goldmund, Tanner Guzy and so many more guys from the manosphere. I do have plans to do some quick hit Periscope feeds to and at the event so check my Twitter for updates.

Furthermore, in the interests of fairness and objectivity, I will be doing a no-punches-pulled review of the convention in a similar fashion to the one I did for the Man in Demand Conference I did in Vegas two years ago. As I've related in a few prior posts and some live interviews, I was reluctant to accept a speaking spot for the 21 Convention because I felt that it had a reputation for toeing the Purple Pill line for much of its years of existence. I'm happy to say that, with a few exceptions, the lineup this year is far more 'red' than this conference has ever been.

There's a lot more to the reasons why Anthony Johnson, the convention founder and organizer, has made this shift. Primarily it's been his experience with what any guy with a peripheral *Red Pill Lens* would've seen as a high-functioning BPD woman who was his unofficial wife. If you want more information on this experience you can see his seminar talk about exactly this here.

As a result of this, and consequently digging into my books and blog material, his true unplugging has given him a new Red Pill awareness. In the interests of full disclosure, I've had a fairly regular correspondence with Anthony about his unplugging and have counseled him through some of my

own material. This really prompted a new perspective for him and this is manifesting itself in his drawing more Red Pill speakers to this convention than I think have ever been assembled in one place.

That said, I would be remiss if I didn't pass this whole conference through the same level of scrutiny that I gave the *Man in Demand* conference. So, I'll be doing some quick hit updates throughout this and next week's blog posts and highlight the best and not-so-best parts of the convention as things transpire, and then summing things up at the end of it all. Be sure to follow me on Twitter for updates, high-lights and some Periscope videos too. The hashtag for the convention is #21Con.

In the meantime,...

I took some time away from my talk preparations to do an interview with Craig James from *Masculine By Design* to discuss the main aspects of my third book *Positive Masculinity* as well as some general Red Pill discussion. Craig is starting to make a name for himself as a manosphere podcaster now, filling the unfortunate vacuum left by the departure of Mark Baxter from his own show. Craig primarily focuses on married Red Pill issues and parenting. I probably don't align perfectly with his perspective on a few things, but on whole he's got a solid Red Pill blog and podcast that I think will only gain more traction in the manosphere and particularly among more mature men and the "awakened-while-married" set of Red Pill readers.

Do check it out. We went for a bit over two hours and I'm sure you'll enjoy the discourse. Much of what we discuss will be key aspects of my second 21 Convention talk on *Positive Masculinity*.

But wait, there's more,...

And finally, I also did about a two and a half hour interview with the *Hanging Chads* podcast. This was a great interview as well and much more casual and fun than most of the interviews I've done. Be warned, they have a political bent to their material, but the material we covered was Red Pill from an intersexual dynamics perspective (as you might expect from me). The audio wont drop until Thursday, but check back here or there when it does. I'll update this post when it goes live.

So, there you have it. If I'm meeting you for the first or second time at the convention, please, come up and introduce yourself. There's a lot going on at this event outside the talks themselves so there'll be plenty of time and opportunity to pick my brain while we're there. And yes, I'll see about getting some candid video of the dinners and social meet ups too. Watch this space.

See you in Orlando!

Male Control

October 9, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Back in October, 2016 I wrote an essay called *Sexual Zoning*. In that post I explored the social inconsistencies and potential for (sometimes catastrophic) consequences for men in misunderstanding what were, and what have become, particular zones in which men and women covertly acknowledge the potential for an intersexual connection.

In the bygone Western social system, young people were expected to regularly interact with one another in controlled, regulated environments, in a way that fostered productive, long-term, monogamous, assortative relationships. This was a sort of “holistic” milieu, so to speak, where young people treated one another as potential future partners, sexual and otherwise, in a socially regulated manner, in all cases when they were permitted to interact. This was even the norm in workplaces where both men and women were present. The average man found a girlfriend through his extended family or social circle, because families and social circles were normally large.

What we have today is the complete opposite: “sexual zoning”. Some mixed-sex environments, like the workplace, schools and campuses, are made completely asexual – sterile, so to speak. No sexualized interactions are permitted to take place. This is demanded by law and expected by society. In such environments, you’re supposed to treat members of the opposite sex strictly as colleagues or professionals, non-sexual beings. (Hot men are allowed to get away with more, of course, but that’s another issue.) Other mixed-sex environments, on the other hand, like nightclubs, are expected to be full-on sexual. Everybody there knows that all interactions entail the future possibility of casual sex. It’s basically a meat market. You’re expected to hit on girls, and girls expect to be hit on by attractive men. Socializing in these environments requires action, engagement. If you want to find a partner, either just for sex or something more, you have to go there, you have to have Game etc.

The video I’ve chosen to dissect here is a prime example of how generations of men have been raised to deliberately misunderstand intersexual dynamics and at the same time demonize the conventional masculinity that so much of western culture has been founded upon. To be thorough though, really every culture throughout history has been primarily founded on conventional masculinity and the aspects that contribute to maleness.

Jonathan McIntosh finds an easy mark in the archetypal masculine characters of Harrison Ford, but there’s a very important reason the 80’s icon is so egregious to the men of McIntosh’s generation. Han Solo, Indiana Jones, etc. are all the Alpha male rogues this generation has been taught to love in terms of bravado, but to hate because they ‘always get the girl’; and they get her in such a way that it grates against all that their feminine-primary upbringing led them to believe was just this side of sexual assault.

McIntosh relates that he was part of a generation that idealized Harrison Ford’s most iconic characters, yet now he feels pangs of regret and resentment for having looked up the characters’ archetype. This is a perfect illustration of how conventional masculinity has been reverse engineered by our feminine-primary social order since the Sexual Revolution. I’ve mentioned in many prior

essays that while overt masculinity is vilified as the cause of all social evils, it still remains the most arousing aspect of men for women. Boys like McIntosh saw this archetype and made that connection to female attraction, but it took generations of Blue Pill reconditioning to make them feel bad for ever attempting to adopt that bravado into their own personalities.

While growing up the message was the same Blue Pill identifying with the feminine (in fact *Beta Game* depends on that identification). Play nice, play equal, respect all women by default and never assert yourself too overtly or too crudely lest you risk offending her sensibilities. These are the boys who were raised by family, media and their schooling to expect a rationality that women could be expected to say what they mean and then do what they said. Yet that never seemed to gel when they would deductively see the girls they wanted, the ones who told them they wanted a ‘nice guy’ who respected them, consistently reward the asshole jerk with the intimacy and sex they thought would come to them if they followed what they were told.

In the end, Han Solo and Indiana Jones get the girl and she genuinely desires him – not because this is some odd fantasy of the writer’s imagination, but because this is (was) a standard aspect of women’s genuine attraction to men. The aberration is the idea that the attraction and affair would go any other way. Only in this feminized generation does thousands of years of male-female interaction seem at all unsettling.

So, here we have conventionally masculine archetypes – sometimes rakish, sometimes bold and dutiful – following their own path, making themselves their *Mental Point of Origin*, and making their mission (not their woman) their priority. Whether it was Captain Kirk, Han Solo or Conan the Barbarian the mental order was always firmly focused on the individual man and his action. Between the time of the Sexual Revolution and 2017, the Feminine Imperative has systematically erased the conventionally masculine archetype; so much so that the gender-loathing men of this generation are either appalled at displays of masculinity or they simply have no frame of reference with which to contrast it with the distorted and blurred ideas of what masculinity *should* mean to them.

For some ‘men’ the notion of conventional masculinity itself is rejected altogether. It doesn’t mean anything to be a man for this generation, so conventional archetypes of men are offensive.

As a result of these four to five generations of progressively more feminized men we now see the confusion and disgust at conventional masculinity coming from this generation of men. We see a generation of males who have no positive association with their own gender. They become increasingly more isolated because they are convinced that anything that might be gender-exclusive to men alone is, by default, a form of misogyny. There is nothing ‘positive’ about being a man, yet for all of the misconceptions about gender being social constructs, exclusively female organizing of women and *fempowerment* is still viewed as beneficial; a sign of society ‘evolving’.

I recently read an article in the Boston Globe about middle aged men’s increasing social isolation. I would argue that for all of the raising of awareness about this phenomenon it is primarily generations of men’s inability to interact with other men that is at the root of this isolation. For decades now men have been discouraged from meeting with other men in any formalized fashion. Men are either suspect of misogyny or homosexuality if they get together for the sake of being men. What were seeing now is generations of men who no longer understand how to socially interact with other men. Furthermore, when this isolation becomes a concern of women, those men are again berated for not interacting with other men in the ways that women do. *Women talk, men do*, but a feminine-primary social order only approves of one way for men to associate with one another – in the way that women

do. Thus, we see the confusion of women that men don't call each other up to schedule a coffee date for the express reason of conversation. Men and women have different forms of communication, but the socially approved form is only ever from the feminine context. Men interacting "as men do" – in a conventionally masculine way – is always misogynistic. Thus, we see *overseers in the locker room*, if only symbolically, to regulate what and how men communicate with each other.

The End of Toxic Masculinity

Dalrock had a great quick-hit post recently about how Michael Moore was suggesting that men be required by law to seek their wife or long-term girlfriend's (or most recent Ex) signed permission to purchase a firearm in the wake of last week's mass shooting in Vegas.

That this idea would ever be a serious consideration speaks volumes about how masculine gender-loathing has become endemic in western culture. I get that Michael Moore is a self-inflicted *cuck*, but all I'm seeing in the wake of the Vegas shooting is less about gun control and more about **male control**.

It's no longer about categorizing masculinity as "toxic" or "hyper" – that narrative is officially dropped after this shooting. Now, **any** masculinity is a threat, **any** expression of conventional masculinity is the true problem. Suggesting that a woman's oversight and discernment should be necessary for a man to have access to a civil right only further reinforces what I've been saying for some time now – only the feminine is 'correct' in any social discourse. Only the feminine is legitimate in exercising judgement, educating new generations and deciding which man will breed and which will not.

Think about this; what's being suggested is that men be denied a civil right that apparently only women should legitimately have. For all the fallacious blathering of women in pink pussy hats about how they think they're losing rights today, here we have an actual right of men being denied by women, by the Feminine Imperative.

The 'toxic' masculinity narrative made a qualitative distinction between a feminine-acceptable form of masculinity and a potentially dangerous form. Needless to say the accepted form always consisted of whatever aspects of masculinity that was immediately beneficial to womankind. 'Toxic' masculinity was always characterized as *Man Up or Shut Up* masculinity:

Man Up or Shut Up – The Male Catch 22

One of the primary way's Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it's convenient, while simultaneously expecting egalitarian gender parity when it's convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they're conditioned to believe that they're cursed with masculinity (Patriarchy) yet are still responsible to 'Man Up' when it suits a feminine imperative. So it's therefore unsurprising to see that half the men in western society believe

women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it's convenient to meet the needs of a female imperative.

Now, in the Feminine Imperative's unceasing efforts to Remove the Man a distinction between a useful masculinity and a dangerous masculinity is no longer something that resonates. All masculinity, all aspects, beneficial or detrimental, are to be considered the problem:

That the problem might just be masculinity, plain and simple, is not something we're eager to countenance. While we might be prepared to apply a little structural analysis to the situation – yes, there is something about men and the way they are conditioned that leads us to this place – we're unwilling to draw any final conclusions. Masculinity doesn't kill people; it's those mysterious toxins that are to blame.

[...]But strip away the so-called toxic aspects of masculinity: the aggression, the violence, the hate, the guns, and what are you left with? Strength, endurance, a woody-scented perfume, a liking for the colour blue? Certainly nothing that need be associated with manhood or maleness. These are simply individual qualities. The only reason to code them as "masculine" is to preserve a social hierarchy that ought to be destroyed.

[...]What would be so terrible about a world in which boys were treated no differently to girls from the day they were born? In which there are no pink/blue codifications to hide behind? In which a man's anger and aggression were considered every bit as aberrant and unnatural as a woman's?

The problem we're facing isn't toxic masculinity; it's that masculinity is toxic. It's time we questioned even its most subtle manifestations.

Going forward this will be the narrative. There will be no distinction between misogyny, masculinity and maleness. What this author, perhaps deliberately, doesn't want to address is that masculinity and all the associated ways our thinking and our behaviors that manifest from the biological side of our nature aren't something that can be dissociated from us without killing us or erasing what we were evolved to be. There are no truly positive or negative aspects of masculinity, just as there are no positive or negative aspects of Hypergamy. They just are, and what makes them beneficial or detrimental all depends on the context in which they are applied. That may seem strange coming from the author of a book titled *Positive Masculinity* but understand that what is positive about masculinity is made so by need and by circumstance.

In a world created in the image of the Feminine Imperative masculinity itself is a horrible evil, until it's needed to save women from rising floodwaters.



David J. Phillip/AP



David J. Phillip/AP

You see, for as much as the imperative would like to remove the ‘man’ from our language, our cultural consciousness, that man will always be needed in spite of the hate directed towards masculinity. This is what a feminine-primary society would have us redefine as some other term, something not unique to a male human being. But conventional, evolved, masculine strength and purpose will always manifest in men who unapologetically embrace it without an afterthought.

In my [interview with Craig James](#) we discussed men’s higher order thinking and purpose as well as our vital animal nature. You don’t separate one from the other. This is what the Feminine Imperative would have from men; a unilaterally female controlled utility-based masculinity that saves them from

the worst consequences of both their environments and their decisions and simultaneously disappears when inconvenient. We hear women bleating about a lack of *Real Men* and the disappearance of true grit, and in the next article linked we see efforts to erase men entirely from social influence.

As I told Craig, when I'm in the squat rack I'm glad I have a feral, animal nature. It's a survival aspect of human evolution. I'm not suggesting with this essay that men will become extinct; on the contrary I think what will help define our new conventional masculinity will largely be determined by how we express it in spite of a world arrayed against Man-kind. An equalist culture based on blank-slate equalism doesn't see that you don't separate the animal side of the human being from the high-order side. It is unwilling to accept that we need both; that we benefit and sometimes suffer from both.

The War on Paternity

October 20, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the most pressing imperatives human males (really most primates) have evolved is a need for certainty in their own paternity. Up until the last century with the advent of DNA testing it has been an imperative that has really been at the control of any female with whom a man copulates with. Indeed, even today a ‘father’ is really whomever’s name a woman puts on a birth certificate, generally no questions asked (and no information relayed) of that mother by the OBGYN doctors. Prior to the Sexual Revolution and the millennia leading up to it social and religious controls were instituted to keep rampant Hypergamy in check. An argument could be made that, even in a post-agrarian social order, ubiquitous monogamy and marriage were socially mandated as a way to not only control for women’s Hypergamous impulses, but were also the only practical means of control over certifying that a man’s child was of his own genetic line. And even this had its flaws.

Up until the advent of genetic testing the only practical, somewhat assured failsafe for knowing paternity was long term, pair-bonded monogamy and the social conventions that were instituted around it. Men’s sexual strategy (our masculine imperative) is scattershot. Our biology functions such that we can father countless children with each ejaculation and continue to do so well into our later years of life. This strategy is a counterbalance to women’s quality-over-quantity approach to their own sexual strategy. For each environmental obstacle one sex’s reproductive imperatives poses, the other will evolve contingent strategies to compensate for it.

To understand this conflict all we need to consider is the *Cardinal Rule of Sexual Strategies* – *For one sex’s strategy to be fulfilled the other’s must be compromised or abandoned.*

For men, in a social order founded on monogamous pair-bonding, this means abandoning his scattershot sexual strategy and adopting the strategic goals of women’s strategy. What were looking at here for men is exactly the type of evolved contingent strategy I mention above – abandoning his sexual imperative to essentially bet his genetic legacy on one horse, rather than diversifying his odds

with, potentially, many sexual opportunities. This is a very important distinction for Red Pill aware men to make with regards to their own sex; opting in for long-term monogamy over a man's evolved sexual strategy (scattershot) represents adopting a woman's (ultimate) sexual strategy as his own. This dynamic is defined by what's called strategic pluralism theory:

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000). The most straightforward prediction that follows is that women seeking short-term mates, when the man's only contribution to offspring is genetic, should prefer muscularity more than women seeking long-term mates.

If we consider that men are overwhelmingly (80%+) rated as unattractive by women today we begin to see the adaptive logic of strategic pluralism for men. Less opportunity equals less potential to follow a man's sexual imperative. Solution: invest all your sperm and all your efforts into one long-term bet; reproduction with one or relatively few sexual partners – and if you can build social and moral conventions around this adaptive strategy to reinforce it, so much the better.

If men can compel intrasexually competing men, and women (whose strategy might be compromised by adopting it), to believe that monogamy is a social and moral imperative, then they increase the odds that they'll successfully circumvent what would otherwise be the natural limitations of their own reproduction.

As you can probably guess, this adaptation for singular parental investment imposed a much higher premium on men's need for certainty of their own paternity. To be sure, the Alpha Males of most primates have a habit of killing the offspring of any prior Alpha that had access to fertile females in a group prior to his own breeding with them. This infanticide is yet another adaptive insurance that a male primate can be certain that any resources, protection and parental investment he put into any progeny would be of his own paternal line. If it can be assumed that the importance of paternity is a primary, evolved drive in primates, how much more imperative must it be for human males adopting a sexual strategy of singular investment? How much more imperative must it be for women to collectively confuse paternity within a social collective (tribe) and protect against a perceived threat of infanticide or loss of resource provisioning if left on their own?

Even in our march towards 'civilization' we find this anti-paternity bias in the killing of male members of a social collective while preserving fertile females for potential breeding purposes. Today we may not be killing the sons of rival clansmen, but we can certainly see the paternity bias in how we regard kin affiliation above out-group affiliation in our personal dealings. Concerns of paternity, for men, evolved to be part of our mental firmware – and certainty of it became of

paramount importance.

Strategic pluralism, however, is not without its own counter contingencies. Even within a social and moral environment that restricts Hypergamy, women are still psychologically compelled to optimize their own sexual strategy to its fullest. 8,000 years ago 17 women reproduced for every 1 man – and this was *after* the advent of agriculture. There've been other studies that reduce this number to a 5 to 1 ratio, but still the fact remains that even in a social order that (ostensibly) prioritizes pair-bonded monogamy, women have provably found ways to optimize Hypergamy and confuse paternity to a socially stable degree. Thus, we see counter-adaptations in behavior on the part of men to mate guard, to once again, insure certainty of paternity. Even in the relative stability of monogamy, men's psychological imperative for paternity supersedes the social environment.

Cuckoldry by Any Other Name

As I've mentioned in prior essays, cuckoldry deserves a much broader definition today; one that goes beyond the obvious duplicity of birth fraud. Women have found that by tweaking the social conventions that would limit their own sexual strategy they can circumvent the monogamous side of *sexual pluralism* socially enforced by men. Thus, we get new feminine-primary social conventions that celebrate, socially reward and positively reinforce men's acceptance of the parental investment responsibilities of other men who fathered children with a woman they've pair-bonded with. Step-dads get the big thumbs up and we rejigger the positive reinforcement to downplay *father's day* and replace it with *special person's day*.

Now, consider this with respect to the potential for infanticide that a woman's hindbrain believes men are capable of. That fear of infanticide represents a root-level limbic part of women's evolved need to optimize Hypergamy and the great potential for loss of having optimized it in her offspring. So imperative is this to the female psyche that it became necessary to socially condition men's evolved paternity need out of them once women and the Feminine Imperative became the dominant social driver.

On a larger social scale, one that is defined by a post-Sexual Revolution, feminine-primary social order, the answer is simple and total; men must be convinced to completely abandon their biological imperative of parental certainty before they commit to a monogamous relationship with a woman. Socially, we make paper heroes of men who will accept the parental investment responsibilities of a child he didn't sire. That 'heroism' of the guy who accepts his assigned role as a retroactive cuckold is short-lived, but the archetype of that guy who 'man's up' and adopts the children of a single mother is now embedded into our modern folklore.

I would also argue that a large part of the Blue Pill conditioning of men for the past 5 generations can find its roots in women's need to optimize Hypergamy while ensuring the security that once she does a provider-male will step in to fulfill his role as a dutiful cuckold. In order to achieve this, free from the fear of infanticide, boys and men must be conditioned to unequivocally revoke any need for certainty of their own paternity.

A few years ago I outlined the next step in *Open Hypergamy* would be transitioning to a state of normalized and accepted *Open Cuckoldry*. Wrapped into this transition is also the social efforts to normalize a *feminine-controlled form of polyamory* – one in which primarily a woman is presented with the options and control of exercising both the short-term sexual, and long-term provisional, sides of Hypergamy. Today this is what's termed a polyamorous relationship with male partners representing Alpha seed and Beta need. In moving from a normalized state of Open Hypergamy to

Open Cuckoldry there are a series of social changes that need to occur and find acceptance in the general population of men. One of these changes is a large scale, socialized effort to get men to accept that their biological imperative to ascertain paternity – even the questioning of paternity – be equated with “toxic” masculinity.

The War on Paternity

Increasingly we are seeing a push on the part of the Feminine Imperative to delegitimize the innate need of men to ensure their paternity. It’s actually an aspect of a war that’s been going on since the Sexual Revolution to redefine masculinity and fatherhood. As I mentioned in *Positive Masculinity* the definition of what makes a father is becoming more and more ambiguous, while fathers become increasingly more superfluous. In order to complete this delegitimization of masculinity men must be convinced that their innate need to know paternity, and the importance they inherently place on it, is something to be ashamed of.

Every social mandate we see today puts the interests of the mother and child well above that of any father. This is why paternity is rarely ever a factor in issues of child support; even for children that a man didn’t father but is held legally liable for. Socially, even religiously, any importance of paternity for men is being systematically erased. From doctors being gagged from informing cuckolded fathers of genetic tests, to limiting their access to DNA tests themselves, to encouraging men to ‘man up’ and marry single mothers as a moral imperative, paternity for men is now some sort of shameful insecurity.

Why would the Feminine Imperative seek to root out what has been a fundamental, evolved, part of men’s mental firmware since the time of our hunter/gatherer beginnings? Because Hypergamy needs security. Hypergamy needs assurances to quell the doubt that a woman has optimized both the Alpha Fucks and Beta Bucks aspects of her sexual strategy. I would argue that men’s psychological need for certainties in his paternity is on par with the need women have of certainties in their need for optimizing Hypergamy.

All this war on paternity amounts to is an ensuring that women’s unquestioned, unilateral control over Hypergamy is baked into men on a societal level. Convincing men to abandon any claims on certainty of paternity, and at the same time shaming men who put any importance on it, is an effort on the part of the Feminine Imperative to get men to surrender their sexual strategy by abandoning it wholesale, while praising them for playing a willing role in fulfilling women’s sexual (and life) strategy. Even when that sexual strategy is one where a man acknowledges his lesser sexual market value and seeks to put all his investment into one woman, the push to delegitimize men’s need for paternity circumvents this strategy.

Delegitimizing men’s need for paternity cancels any and every upside that long-term monogamy had for Beta men using this sexual strategy. Thus, a return to a scattershot, some would say ‘less civilized’ sexual strategy becomes the only obvious alternative for men who want parental certainty.

Erasing the importance of paternity for men is literally the last nail in the coffin that is now contemporary marriage. It reduces men to little more than draft animals and livestock for women’s breeding purposes by erasing any claim a man may have to know his children are his own. Most well-conditioned Blue Pill men adopt this archetype unquestioningly. There are no ‘Fathers’ anymore; all men are interchangeably either breeding stock or simply childcare workers in this new social framework. And boys and young men’s pre-acceptance of this state of men is part of their Blue Pill conditioning.

To fully effect Open Cuckoldry the goal of the Feminine Imperative is to have men define masculinity as accepting parental investment as separate and apart from evolved concerns of paternity.

Riff on This

October 27, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





A week ago I had a reader send me a link to this [*helpful* list](#) of “mother-may-I’s” and feminine-primary etiquette by *Nicole Silverberg*. Presently I’ve got a very in-depth essay in the works about exactly this shifting of the ‘toxic’ masculinity narrative to one that presumes *all* forms of masculinity are inherently toxic. However, as a prelude I guess, I think it’s impossible for the manosphere and Red Pill writers to ignore the debacle that was the Harvey Weinstein admissions of chronic sexual harassment with the up and coming starlets who (along with a long list of ‘male feminist’ celebrities) didn’t feel emboldened enough to *not* keep Harvey’s dirty little not-so-secret until now. This, as I predicted, was then repurposed by the Feminine Imperative to be presumptive proof that *all* men are prospective sexual harassers with the #metoo viral hashtag.

As I mentioned in *Male Control*, in the wake of the Las Vegas mass shooting the Feminine Imperative took this as an opportunity to change lanes with regard to its gestalt perspective of masculinity. In previous eras, as with this one, the reflexive response to a shooting of this nature is to blame it on the accessibility of firearms in the US. That’s to be expected, but what follows this always-impotent reactions is usually some deep, ostensibly soul-searching, introspective as to the motives of the shooter. And in this the imperative always comes to the ‘angry male’ narrative.

The presumption we’re expected to come to is that it is men’s toxically masculine socialization that makes them all potentially violent. Overwhelmingly it becomes an argument about traditional masculinity and raising boys into men in a laughably clichéd, laughably anachronistic way that is always founded in social constructivism. Yes, the allusions to testosterone being the most volatile chemical on earth gets bandied about, but usually the proponents of the Feminine Imperative rely on the ridiculous lie that boys are being raised in some hyper-masculine tribal order that tells them to “toughen up” and “don’t cry, boys don’t cry”.

However, not to get ahead of myself, in this new shift it’s no longer “toxic” masculinity, it’s

masculinity that is toxic. It ought to be interesting to see how the *Village* eels its way around men's biological nature to get to some suitably social constructivist rationale for this shift. The difference now is that just being a man makes one a potentially violent criminal – or a potential sexual harasser. What Weinstein and dozens of other accusation of (usually 'male feminist') men following in his wake has reinforced is that masculinity makes us inherently evil. So evil, in fact, that men must be reeducated by the Feminine Imperative to ensure that one's fellow man (a prospective harasser/rapist/gunslinger) is acting in accordance with the dictates of the Great Masculine Scare of 2017.

The list below, which I intend to riff on, is one of many recent attempts of feminist writers to enlist the aid of sympathetic female-allies men (yes, the ones they say they implicitly distrust) to help police social discourse and intersexual interactions. There are lots of other 'helpful lists' like this, and before I dig in I'll declare that this is a tongue in cheek response to what is really a very serious shift in the popular narrative about perspectives on masculinity.

- Talk to your friend who is "kind of a creep" at work.

And what exactly would Nicole have us say to our creepy 'friend'? What is it that makes a guy 'creepy'? Rarely is 'creepy' ever concretely defined by women, but I'd define it as a guy who's so socially unintelligent and sexually destitute that he'd unwittingly bet his personal life on the very low prospect of a woman responding positively to his 'creepy' approaches of her. I could likely write an entire essay about this 'creepy' dynamic (likely will), but what 'creepy' distills down to is a woman's Hypergamous-level revulsion of a man believing he may be someone she *would* eventually have sex with. Creepy is an insult to Hypergamy.

- Don't talk over women.

Ah, the old *mansplaining chestnut*, only this is its newer cousin, men over-modulating women. Men and women communicate differently. We are different creatures and we have our own preferred forms of communication. Women place far more import on context (feeling) in conversation. Yes, this demand is presumptuous in that it presumes anything a woman would say is more important than men's need to get to the damn point efficiently (we prioritize content/information in conversation). However, a lot of this gripe is about women's wanting to prioritize their own communication style above that of men's.

- If you are asked to be on a panel/team and see that it's all men, say something. Maybe even refuse the spot!

So, refuse a lucrative position on a work team project with the potential for advancement, greater status and maybe a higher state in the male dominance hierarchy (that attracts all the women who insist on never settling for a less than 'equal' pairing) all to appease what passes for women's moral imperatives? If it ever were all men on the panel in today's work culture I'd be thanking my cubicle Gods that we'd all get something done and have time to go home to see my wife and kids that evening.

- When you see another guy talk over a woman, say: "Hey, she was saying something."

This is the “lets you and him fight” social convention women are all too happy to use when there is absolutely no contingent consequence to themselves. This suggestion already appeals to Blue Pill White Knights who believe that their AMOGing at work will go appreciated and maybe get them laid for championing women at work. Ironically, it’s the ‘creepy’ Betas we’re supposed to say “something” to who are most likely to employ this if they thought it would get them in good standing with women.

On a serious note, all this convention reveals is the solipsistic self-assured certainty that **anything** a woman might say is, by default, worthy of undivided attention.

- Learn to read a fucking room.

Most Red Pill aware men already know *how to read socially*. What this is is an appeal to Betas to know when to shut the fuck up socially.

- Don’t call women “crazy” in a professional setting.

I would suggest not calling anyone ‘crazy’ in a professional setting, but again the intentional ambiguity of not defining what constitutes ‘professional’ is why this is disingenuous. Can I call a woman crazy if the project team is having drinks after 5 on a Friday?

- Don’t use your “feminism” as a way to get women to trust you. Show us in your day-to-day life, not in your self-congratulatory social media.

The reason this is chaffing for Nicole is that most of the male-feminist / female-allies are usually facing sexual harassment lawsuits within months of publicly declaring they are male feminists. I get that this is just Nicole venting, but that need to vent comes from knowing that the only reason men say (or even show in their daily lives) they are feminists is because it’s a deductive form of Beta Game.

- Don’t touch women you don’t know, and honestly, ask yourself why you feel the need to touch women in general.

Good advice, don’t touch women you don’t know; you are giving a woman the keys to your castle by doing so. In today’s workplace women are constantly looking for even a hint of impropriety they can take to HR for the next harassment suit. Better still, refuse to work in situation where just the impression of her advancement depends on your hard work and behavior around her.

Nicole, the Beta need for physical contact is a desperation born from dealing with women who think he’s creepy.

- Do you feel that any woman on earth owes you something? She doesn’t. Even if you’re like, “Hm, but what about basic respect?” ask yourself if you’ve shown her the same.

There is a constant presupposition on the part of *fempowered* women to believe that men feel entitled to *anything* from. The real truth is that it is women who feel entitled to virtually everything in their solipsistic experience – this very extensive list is a prime example of what women believe they are *owed* from men. In 2017 no man ever concerns himself with notions of being owed anything (even basic respect) from women. But what confuses men is women constant (Hypergamously

incentivized) implications of a transactional nature. If you don't want men to feel like they are owed your time, concern, respect or attention then don't present a transactional pretense to your interactions with them.

- Don't send pictures of your penis unless she just asked for them.

Never send a woman dick pics, **especially** if she asks for them. Never send a woman dick pics, even to your wife. In 2017 this is a red herring for women who are planning to file for sexual harassment.

- If a woman says no to a date, don't ask her again.

Agreed. Next her, and move on. That said, no guy asks a girl for a date today. They hook up on Tinder or bump into each other at the club. It's so quaint Nicole still thinks dating works like it did on *Happy Days*.

- If a woman has not given an enthusiastic "yes" to sex, back the hell off.

Guys learn this part real easy, what they don't learn, and what women deliberately keep ambiguous, is that even after "enthusiastic consent" is officially declared, he can still be charged with rape for touching her boobs (or anything else for that matter) the wrong way. Again, control the narrative, control the definition of the language and control what the consequences are and you can control the frame.

- If a woman is really drunk, she cannot consent to you and she also cannot consent to your buddy who seems to be trying something. Your buddy is your responsibility, so say something and intervene.

Funny how we never see public service announcements stating that women still need consent from drunk men to have sex; but my buddy is not my responsibility, just like driving a drunk woman too hammered to drive home isn't my responsibility. Good intentions get you put in jail today. If a woman is really drunk is she now 'owed' my assistance?

- If you do the right thing, don't expect praise or payment or a pat on the back or even a "thank you from that woman". Congratulations, you were baseline decent.

Oh, trust me, every Red Pill aware reader I've ever had has come to realize that women fundamentally lack the capacity to appreciate anything a man does for her.

- Involve women in your creative projects, then let them have equal part in them.

Why would a woman deserve being included in *any* creative project I endeavor in just by virtue of being a woman? Why still would I allow her to have an equal part in a creative project I envisioned? Is it because they are *owed* that honor for being female?

- Don't punish women for witnessing your vulnerability.

But wait, I thought 'vulnerability was sexy'? Weakness is strength right?

Okay, sorry, I can't possibly subject my readers to more of this inane list. You get the picture. My

point is that lists like this only serve to highlight the new gender landscape that's been brewing for years now. We now live in the "future is female" years and this is what we can expect from the Feminine Imperative that's now comfortable in asserting its true agenda of disempowering, disenfranchising and eradicating men and masculinity from popular discourse.

The 'Creep' â◻◻ Part 1

November 9, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





What makes a guy “creepy”?

For almost every woman I polled in researching this essay what makes a guy ‘creepy’ is the inability of a guy to ‘take a hint’.

Most seemed to believe that there was some ‘obvious’ (to them) boundary that ‘creepy’ men always crossed that made them into creeps. If that sounds a lot like my principle of *‘Just Get It’* you’re not too far off. Much of this goes back to women’s innate psychological filtering for optimizing Hypergamy and women expect men to ‘just get’ everything about intersexual dynamics, both positive and negative. However, there is a fundamental difference between what men define as creepy (in a general sense) and what women *‘feel’* is creepy with regards to creepy men. I’ll go into both in this essay, but it’s important to make this distinction because for both men and women there is a peripheral awareness about other people’s behavior that sets off psychological triggers which inform us that something isn’t quite right about that person and to beware of danger.

Personally, I believe we have evolved a pretty good instinct about what makes us feel unsafe about other people. For people who have some sort of clinical neurosis sometimes all it takes is to listen to that person’s speech or watch their mannerisms. If you meet someone who is drunk, it’s pretty easy to diagnose that person’s state without having to smell their breath. We instinctively get a feeling that this person is not speaking (slurring) or behaving like a sober person would. Drunkenness is an easy illustration of this instinct, but the same goes for true forms of insanity (schizophrenia, paranoia, bipolar disorder). Unless we’re really naive or just ignoring the indicators we can tell when a person

is off.

Dementia and Alzheimers are easy diagnoses too. From there though, by degrees of subtlety, we really have to hone our senses to what's right or wrong about a person's behavior. What's more difficult to wrap our heads around is sussing out people who have a better capacity to hide their disorders. Autism, Asperger's Syndrome or just acute social awkwardness is sometimes manageable and we either accept it as part of their personality or we understand it as a disorder and we (as "normies") choose to ignore it. This is where the social conditioning of today does us a disservice to some extent.

In our feminine-primary social order of tolerance and acceptance, this innate, often peripheral or unconscious, sense of understanding that something is off about someone is something we are taught we ought to keep sublimated. We don't want to appear "judgmental" or we're shamed for actually heeding the messages our instincts are telling us are red flags about people. Conditions and disorders that we used to consider abnormalities in the past are things we're expected to progressively have more and more empathy for. That isn't to say that we ought not be sympathetic to a person's condition, but it is to say that this expectation of acceptance reduces our capacity to listen to what our instinct is telling us about a person. We get conditioned to tuning out our natural instincts about a person who may want to harm or manipulate us.

I mentioned this hindbrain instinct in *Gut Check* as being one reason we tend to get jealous or possessive of our mates.

Whenever you feel something isn't quite right in your gut, what this is is your subconscious awareness alerting you to inconsistencies going on around you. We tend to ignore these signs in the thinking that our rational mind 'knows better' and things really aren't what they seem. It's not as bad as you're imagining, and you can even feel shame or guilt with yourself for acknowledging that lack of trust. However, it's just this internal rationalization that keeps us blind to the obvious that our subconscious is trying to warn us about. Humans are creatures of habit with an insatiable need to see familiarity in other people's actions. So when that predictable behavior changes even marginally, our instinctual perceptions fire off all kinds of warnings. Some of which can actually effect us physically.

The dynamic of Mate Guarding is also a behavioral adaptation that evolved to ensure our paternity or parental investment with a mate. Our social order today teaches us that men who feel jealousy, suspect infidelity or are prone to mate guard are by definition "insecure". This redefining is meant to cover for women's control of Hypergamy, in the hopes that men will self-police these instincts, but in doing so they become sublimated. So we self-convince that it's wrong for us to heed what our hindbrain is telling us for our own preservation.

However, when it comes to women's instincts we exaggerate their importance beyond all realistic measure. Since we prioritize women's hindbrain perception and feeling above all else, we would never downplay their importance without risking a lot of social fallout and shame. Whereas men's instincts are signs of 'insecurity', women's instincts (*feminine intuition*) are raised to a metaphysical level. So when a woman says a guy "creeps her out" or is acting "creepy" we tend to misunderstand what exactly it is her hindbrain is telling her and us. There are two aspects of 'creepy' to women:

- The sense of self-preservation and imminent danger that is associated with a man whom her hindbrain is telling her that there's something not quite right about. The guy is directly

communicating or subcommunicating that he may be a potential threat to her wellbeing. Her intuition is something that is exaggerated beyond all reasonable, realistic perception, but her subconscious only knows what it knows and the social conditioning kicks in to be overly cautious. This may or may not be the actual case, but women evolved to err on the side of over-cautiousness – particularly when it comes to men’s behavioral cues and *perceptions of anger*.

- The sense of insult to her capacity to optimize Hypergamy with a suboptimal male makes her “creeped out”. In this sense the “creep” offends her hindbrain’s expectation of reproducing with the best genetic partner her ego believes is really her due. As you’ll see in a moment, when a physically arousing man repeats the same behavior as a less-arousing man the feeling of ‘creep’ is diminished. Much of this has a lot to do with that guy’s sense of congruency between his behavior (sub-communications) and her intuition about his authenticity, but largely the initial ‘hotness’ of one man vs. a less hot one can spell the difference between a “creep” and “awkward-but-cute”. Arousal compensates for a lot of behavioral miscues, but the point is that this sense of ‘creepiness’ is fundamentally based in a woman’s ego-sense of losing direct control of Hypergamy and her capacity to optimize it. What ‘creepy’ distills down to is a woman’s Hypergamous-level revulsion of a man believing he may be someone she *would* eventually have sex with. Creepy is an insult to Hypergamy.

In both these instances it’s important to consider that we’re talking about both an instinctual dynamic and how it’s been modified by our social order. The following are a few of the most common descriptions of ‘creepy’ I was able to collate for this essay:

Getting in my personal space when I don’t know/barely know you. It’s weird and uncomfortable, and if you’re bigger than me then it can feel quite intimidating.

When I worked in a bar one guy told me I was prettier than anyone else there. But he kept going on about how they weren’t attractive and had nothing to offer as far as looks go. Yeah? Some of those are my dearest friends you’re bashing.

When I make it clear I’m not interested and he keeps trying. It makes me feel uncomfortable and it puts me in a bad position cause there are only so many times you can politely turn someone down.

Over Persistence

It’s an unfortunate but totally predictable response to much of our entertainment, where the storyline involves a man “winning” an initially uninterested woman either by wooing her directly or by performing some great feat. We’ve seen this archetypal story for centuries (since the rise of courtly love). Persistence is always rewarded in Disney Blue Pill fantasies Everyone is the hero of their own story. So if you’re raised on stories like that, of course you don’t take an initial “no” as the final answer. It’s all part of the story. You’re the hero and you want her, so you’ll get her in the end.

Persistence is always a sensitive topic in the ‘sphere. Some guys will tell you that even without *Indicators of Interest* a woman is only a conversation away from being into you if your Game is good enough to convince her. Others will tell you to balance your efforts and play to your strengths; why bother with a dead end if other opportunities are available? In either case a guy *can* come off as creepy when he takes this persistence to the extreme. It’s one thing to not “take a hint” from a woman, it’s an order of degree worse when a guy persists in not taking that hint because he’s been

taught he'll be rewarded for persistence.

I have had the “attempts-at-polite-rejection” turn scary (thankfully, the worst it ever got was being slammed into a wall) enough times that as soon as someone doesn't take “no” for an answer once, I start internally freaking out.

Persistence when a woman has rejected a guy is the top complaint of creepiness. Women expect a guy to ‘just get it’. Social retardation (I mean that in a clinical sense) and Blue Pill conditioning teach a guy to never give up, to believe in some kind of predestination or romantic soul-mate date with fate, and all he needs to do is be persistent and a woman will come to the same romantic-but-logical conclusion.

Women make the mistake of believing all guys understand when they are communicating rejection to them – they very often don't, and for the same reason they've been taught to be zealously persistent. The Blue Pill makes them resistant to this. Blue Pill ‘creeps’ usually respond with either anger or self-pity when they finally realize their predestined girl not only rejects him, but she is scared of him or despises him. So the Nice Guy turns mean and vindictive, or he loses faith in his Blue Pill romanticization and gets despondent. Both are potentially volatile for the Beta.

I think a lot of well-meaning Beta “Nice Guys” come off as creepy simply because they follow a Blue Pill old-books script they believe will be reciprocated by women. Much of this creepiness is the result of their inability to do a realistic assessment of their own SMV. This is a tough bit of insight even for Red Pill aware men, but for Blue Pill guys it's almost impossible because they are struggling against a social conditioning that constantly tells them what they do and who they are is ‘*enough*’ – or should be enough for any girl who's of a quality to appreciate their unique-but-commonness.

In a way it's a lot like today's women's egos being overinflated by social media and our present social narrative to the point that they believe their own SMV is, or should be, enough for any man, but especially men who are well above their own SMV. More than enough actually. So too does the ‘creep’ believe his own pathological self-impression. The problem here is that, for men, we must be the initiators and with that comes the potential to be taken as an aggressor or harasser.

Where's my hug?

I think one potentially bad outcome for the ‘creep’ is when he comes across something like a PUA program and watches an ‘instructor’ run through a set and then tries his damndest to repeat the same behaviors and script with a girl he thinks he may have a chance with. When a PUA presumes familiarity with a woman he doesn't know, and his internal game is congruent with his delivery, it comes off as authentic and it can (potentially) be endearing. But when a Beta ‘creep’, who's trying his best to solve his creepiness problem, presumes the same behavior will endear him to a girl – and isn't congruent, or doesn't “get it” – he gets even more despondent (or frustrated/aggravated) when all it does is reinforce and enhance his perception of creepiness.

A common Game technique is to presume a familiarity with a woman. When PUA with Game and congruency approaches a woman and says “where's my hug?” the effect is the polar opposite of when an incongruent Beta delivers the same line. Worse still, the guy risks not just overt rejection and creepiness perception, but he also runs the risk of having his approach considered sexual assault by order of degree. I would argue that a lot of what would otherwise be considered witty banter from a skilled PUA is creepy to women when it comes from a struggling Beta who a woman doesn't find arousing.

This dynamic also extends to over-sexualizing a conversation with women when no context has been established between the creep and the girl.

I get creeped out by guys who immediately start talking about sexual topics in response to everything you say, every single time you are within communicating distance of each other while you two barely know each other to drop a “hint”. I had a guy that found a way (albeit poorly) to turn everything I said sexual. And whenever I called him out on it and told him to knock it off, I was being a “prude”.

Also, asking personal (sexual) questions or sharing stories of the same, especially if you’re not even casual acquaintances. I know a lot of women who want to be polite but are totally creeped out by this.

What’s fascinating about this sex-conversation creep is that, when the reverse is true, there’s no better indicator that a woman is into having sex with a you. In an upcoming essay I’ll outline our social progression towards a unilateral control of every aspect of the intersexual process by women, but for now consider that when a woman immediately presumes a sexual context in conversation it’s a solid confirmation that you’ve passed (or are passing) her Hypergamous filter. And that’s the fundamental nature of this kind of creepy guy; he presumes an acknowledged state of sexual-ness without having passed this Hypergamous determination. I’ve said in the past that women don’t decide in the first five minutes of meeting a guy if she *will* have sex with him, rather, she knows if she *wont* have sex with him.

Again, Game sometimes reinforces the idea that a guy needs to establish a sexual context with a woman from the opening, but the creep doesn’t understand the artistry and nuance that goes along with applying this. My friend, Alan Roger Currie, is a big proponent of straight up, “I wanna fuck you, are you down?” style of direct Game. While I have seen this effective with women it does promote the idea that a guy can simply presume a sexual context with *any* woman from the outset. And really, when a creep tries to drop ‘hints’ about sex or attempts to get personal information in a blunderingly obvious (but he thinks stealthy) way he’s not employing a direct Game – he’s beating around the bush in the hopes that he’ll pass her sex test.

When a less-than-proficient, less-than-arousing Beta adopts this direct-but-not-directness he runs the risk of being perceived as creepy, or worse, as a harasser. For a mature, socially savvy man, the obvious retort is “well, no guy should presume anything, there needs to be some kind of rapport”, but remember, we’re talking about guys who in large part *Don’t Get It*. This should make for a good conversation this week. Let me know your thoughts on what you think constitutes ‘creepiness’ in the comments.

As I was researching and writing on this topic It occurred to me how deep this dynamic really is, so I’ve decided to split it into a series. In part two we’ll go into a bit more of what makes for creepiness in a Hypergamous context. I’ll also delve into how creepiness has been developed into a feminine-operative social convention.

The Creep â◻◻ Part 2

November 14, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



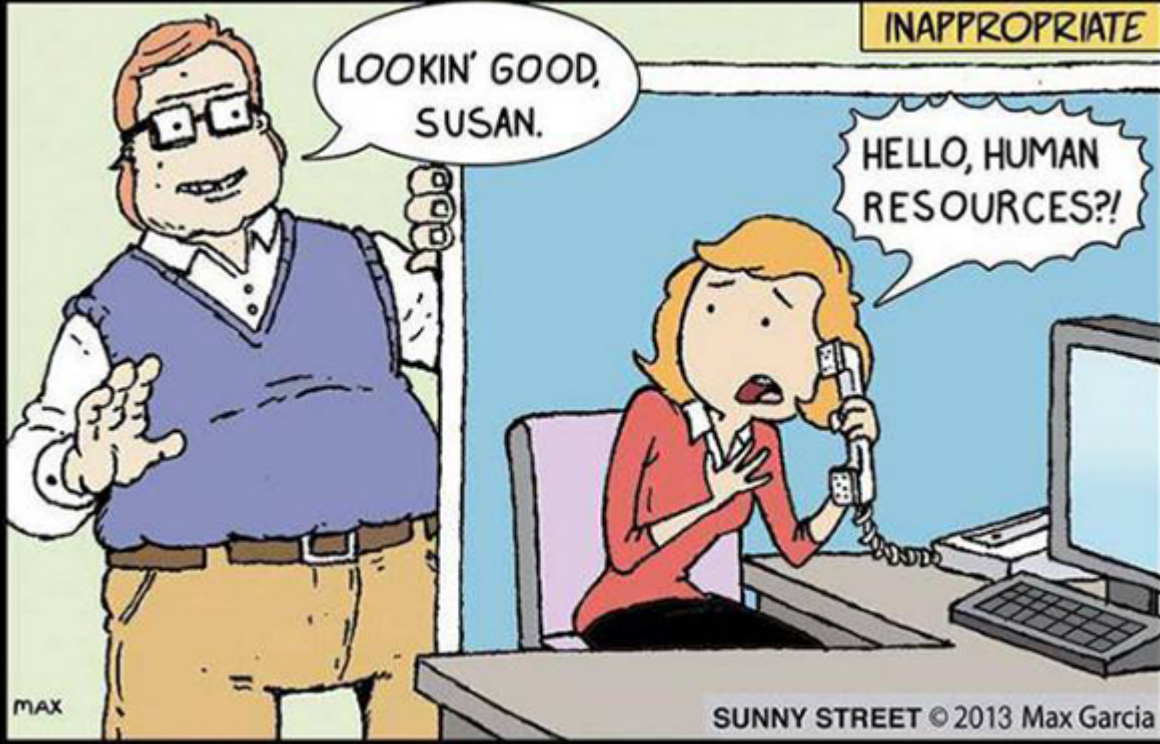
Sunny Street

KNOW THE WORK RULES

APPROPRIATE



INAPPROPRIATE



SUNNY STREET © 2013 Max Garcia

Just so we're clear here, yes, I get that there are a lot of ways to take the term 'creepy'. In last week's essay I wanted to dig into what women claim is 'creepy' and how this term is really another illustration of ambiguous fem-speak rooted in how a guy makes a woman feel. Furthermore, this feeling is modified by where that man is stationed in her perception of his sexual market value (SMV).

Last week I got linked a Tweet about 'creeps' by Roosh (*he still hates me*). He had a good point, and I paraphrase,

"Creeps are just guys that go from 0-100 in sexualizing a conversation with a woman way

too fast. A good PUA knows that slow and steady sexualization works best.”

Take that how you want, but I think this is definitely part of the creep dynamic. There’s a bit more to being creepy than overly fast sexualization (or presumed familiarity); we’ve got to account for a Blue Pill / Beta guy’s lack of social intelligence to understand that *taking it slow* should be something he knows already. And still, how can we presume this slow and steady sexualization is a proficient form of seduction when we see more Alpha, more immediately arousing men, go from 0-100 themselves and get a same night lay? I’ve done this myself more than a few times back in a time when there was no formal Game to be had. Right guy, right place, right time, and 0-100 is what a woman is hoping will happen. Hypergamy is nothing if not pragmatic.

That said, I am convinced that this over-investment, too quick, too soon is definitely part of the creepy dynamic. I’ve made the call in several *prior posts* that it’s part of the Beta mindset to want to bypass the arousal and attraction phases of seduction to go directly to rapport. Thus, you get a guy who shares too much way too soon and this itself is creepy for women. It’s a huge telegraphing of that guy’s state of desperation and optionlessness. There’s no mystery left about the guy (assuming the girl even had an initial attraction) and nothing left to figure out. This over-sharing is also a huge red flag to women’s Hypergamous filters; it’s an indication that a guy *‘doesn’t get it’* with regard to how to play the Game with her.

You see, this rush to get to comfort and rapport is usually because that ‘creep’ is anxious to get past the arousal phase, the sexual tension, because he has no clue what to do in that phase. It’s a real source of anxiety for him, and besides, every woman he’s ever asked has said she needed to be comfortable with a guy before she has sex with him (*false*). Comfort, rapport, familiarity (all of which are anti-seductive) *should* be where the sex begins to his way of thinking, so again, male deductive logic would follow that getting there quickly would be pragmatic.

When a more Alpha, natural, moves quickly it’s almost always because he’s working with a receptive (proceptive) woman. As I mentioned before, arousal covers for a lot of men’s deficits in Game or feelings of creepery.

The Creeps

As most readers will have probably guessed I’ve timed the release of this series to address the current *Hysteria* of sexual assault / harassment / rape charges that are moving like wildfire through Hollywood first, and now through the rest of our pop-culture social strata. While it may be satisfying to see mealy-mouth self-righteous actors and moguls take a fall, it’s important to see the larger social mechanics in play here.

I wrote that essay over a year ago and I’ll say now that I’d never dreamed how prophetic that post would turn out. Criticizing this #MeToo sexual assault hysteria is next to impossible. For the same reasons no one wanted to question the veracity of the UVA fraternity rape hoax that Rolling Stone and Sabrina Erdley perpetrated – no one now wants to question the accusations leveled at the various personalities being conveniently outed for sexual assault/harassment that in some cases occurred 30-40 years ago. We are expected to believe the testimonies of women without question.

This isn’t to say that the celebrities involved didn’t do what their accusers are saying they did, it’s that we are expected to accept that this behavior is endemic in all men, and based on the same principle of believing whatever a woman has to say about it with no afterthought given to its truth or her motives. It’s one thing to presume that whenever a woman comes forward with a rape or assault claim we are expected to presume the man guilty until proven innocent, but we’re rapidly reaching a

point where **any** claim a woman has about a man bears that same weight. When it comes down to ‘he said, she said’, what she said will hold the full weight of the law.

Our Feminine-primary social order is now repurposing this ironclad believability of women – and presumed guilt of men – for every crime a woman ‘feels’ she’s been a victim of at the hands of a man. At the same time we see sexual harassment being defined as something that even a wink from a man can convey, we also see the rapid criminalization of men who would dare to talk to a woman they don’t already know.

When we combine this overarching presumption of male guilt with the potential crime of men dealing with a woman with the intent of establish intimacy, and then add to it the ever changing definition of what can constitute sexual assault or harassment (and with a uniquely endless statute of limitations), we begin to get a clearer picture of the direction the Feminine Imperative has for men.

I’m sure this all seems very reactionary, but so was the questioning of Sabrina Erdley’s story about a nameless girl who was violently raped on the shattered glass of a broken coffee table by fraternity boys. Once again, I’m not saying sexual assault doesn’t happen, I’m saying that the direction gynocentrism is taking is one in which men ought to lose rights and liberties that only women ought to be the judges of.

Creepiness is a feeling women get from men who lack the social skills to ‘just get it’ that they are or aren’t into them. What this distills down to on a root level is women’s presuming that men should know better than to approach them when they are beneath their Hypergamous attraction floor. It is the criminalization of men not understanding how they fit into women’s sexual strategies. I made a case for this in *The Political is Personal*. The more men resist the social intents of Hypergamy, the more it will become necessary to legislate men to comply with it.

Feminine-primary social doctrine is an extension of women’s Hypergamy.

Any deviation from this is on the part of men is met with a cultural reprisal designed to convince or coerce men to accept their inevitable role in providing those entitlements to women. When those social contingencies fail, or become played out, the Feminine Imperative then appeals to legal legislation to mandate men’s compliance to what amounts to women’s social entitlement to optimized Hypergamy.

We’re rapidly reaching this peak Hypergamous state. As I mentioned in *Male Control*, since the Las Vegas shooting the narrative of masculinity has shifted. There is no more “toxic” masculinity – it’s masculinity on-whole that is toxic. As Open Hypergamy becomes more institutionalized and made a societal norm by the Feminine Imperative, and as more men become Red Pill aware (by effort or consequences) because of it, the more necessary it will become for a feminine-primary social order to legislate and mandate men comply with it.

In the Zone

Morpheus had a great comment last week that hit on what I went into in *Sexual Zoning*:

The term “creep” can really lead in a bunch of different directions discussion wise, but I think a really big one is “sexual zones” vs “non-sexual zones”. Increasingly, there are all sorts of places where the default presumption is that women should be “free from” male advances. Work, school, etc. In these zones, the margin for error is very small. Unless you are an objectively visually attractive man with super tight game, the odds of you being perceived as a “creep” are much, much higher. In sexual zones, such as the Friday night bar,

your margin for error is higher. The default presumption is men are there to meet women. You still need to have the right social vibe and not come across as a weirdo but you have a little more room to play with.

And from that post:

I would argue that a large majority of men accused of sexual harassment or even just suspected of impropriety are men who've found themselves in an environment they believed was an acceptable sexual zone. We are fast approaching a time when all zones will be so arbitrary and ambiguous that every environment with sexual potential will be avoided. This will have the effect of putting women into unilateral control of their own Hypergamy. It will be a state of Sadie Hawkins world – only women will make approaches on men and only those who match her Hypergamous ideal, an ideal fostered and reinforced by a steady diet of social media ego inflation.

A while ago *I read this piece* about Mike Pence:

“In 2002, Mike Pence told The Hill that he never eats alone with a woman other than his wife and that he won't attend events featuring alcohol without her by his side, either.”

Naturally the media wants to pass this off as some masculine insecurity on Pence's part. Certainly there's a religious reason for Pence not wanting to present any perception of impropriety – I've know pastor who will never have closed door meetings with women or do counseling for women without their wives present – but there is a practical side to this habit. It prevents the accusations and opportunity for anything like what we're seeing in the accusation cycling through Hollywood today. But still, shaming the masculine is the first reflex for the mainstream media.

This Atlantic article is an exercise in deliberately not seeing the intersexual writing on the wall. This is the practical contingency for a social order bent on removing men via accusations of sexual misconduct. Yet still, for all of the inherent dangers of a frivolous sexual harassment suit at the disposal of any and every western woman, men are supposed to leave themselves vulnerable to them:

Pence is not the only powerful man in Washington who goes to great lengths to avoid the appearance of impropriety with the opposite sex. An anonymous survey of female Capitol Hill staffers conducted by *National Journal* in 2015 found that “several female aides reported that they have been barred from staffing their male bosses at evening events, driving alone with their congressman or senator, or even sitting down one-on-one in his office for fear that others would get the wrong impression.” One told the reporter Sarah Mimms that in 12 years working for her previous boss, he “never took a closed door meeting with me. ... This made sensitive and strategic discussions extremely difficult.”

This is the social environment feminism and our gynocentric social order has chosen to establish for men and women. Men pragmatically look for ways to guard themselves against allegation, and yet are shamed for that sensibility. It's gotten (or will get) to the point where old books “decent” behavior is too risky to engage in in the modern workplace. Powerful men must hide behind open doors, and still those men are shamed for being prudent. Why?

We live in a new era where marriage has become disincentivized for men by the risks of capital loss in divorce that overwhelmingly favors women with cash & prizes. Now add to this the increasing ego

entitlements of women to high value men. As the prospect of marriage looks less and less like a good deal for men wanting to protect themselves there comes a need for women to create ways to bypass the requirement for marriage to access men's capital. Enter the era of increasingly more nebulous, acrimonious, accusations of sexual harassment or assault and de facto believability of women's testimony. Exit the era of frivolous divorce (okay maybe not entirely) and enter the era of more easily accessible capital via frivolous sexual assault lawsuits.

More to come in part 3.

The Creep â◻◻ Part 3

November 26, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)



One of the parts of our evolved, human mental firmware is a need to see order in the chaotic. Pattern recognition in humans seems likely to have been a selected-for trait that aided in our survival in the past. Thus, we look for consistencies that help us predict what will likely come to be or to help us plan for eventualities. As such we had a need to categorize things in our environments as well as in

other people (members of our tribe vs. the members of a competing tribe for instance). Naturally, we apply this need for familiarity and recognition to other people which is how stereotypes emerged. I feel the term 'creep' is one such categorization, but this is really a proxy term for a type of person that conveys a certain feeling we get from them.

There is an instinctual, animal-level recognition we get from other people's behavior, looks, smells, subcoms, voice intonations, etc. Pattern recognition has been a survival adaptation in human being's for sometime because it saved our conscious mind from having to perform rote memorization of each of these aspects and forming a definite identity for each and every individual we meet. It saves our brains from having to consciously process large amounts of data without being overwhelmed.

From *People are People*:

Human beings have an amazing capacity to multi-task, but a real trained focus on multiple sources of stimuli was problematic for us in our evolutionary past. Too much constant stimuli leads to sensory overload and a breakdown in functionality, which then proves fatal if we're distracted from reacting to a lethal threat. Thus, we evolved psychological mechanisms to push less (though still) important information to the peripheries of our conscious awareness, to afford us a mental acuity on information of more importance.

One of my personal, foundational theories about psychology is that people are intimately aware of their own conditions.

This is a good starting point in clarifying why we feel a need to typify others. Humans are creatures of habit with an insatiable need to see familiarity in other people's actions. So when that predictable behavior changes even marginally, our instinctual perceptions fire off all kinds of warnings. I'm starting off with this today because the last part of the creep story is about men setting off this trigger in women.

I've written on several occasions about how women constantly complain about how the stereotypical 'Nice' guy can turn into a 'creep' when it turns out that all the guy was being nice for was part of his Beta Game of identifying with her in order to get to intimacy. There's a lot going on in a situation like this, but fundamentally it represents a situation where a woman's Hypergamous filters are fooled (or not) by a guy misrepresenting himself as one asset to her Hypergamous understanding of him and then his revealing and confirming for her that he expects her to believe he's something else.

I've also written before that nothing is more flattering for a woman to believe that she's figured out a man by using her mythological feminine intuition. However, there is a flip side to this ego-compliment to women, and that's when her 'intuitive' assessment of a man's SMV status compared to her (self-perceived) own proves to be false. Nothing is more offensive to a woman than for her to have made an assessment of a guy based on her mythical intuition and then to have it prove inaccurate.

The reason this is so offensive is because women's Hypergamous optimization with any man is largely dependent on her intuition. Hypergamy and women's long -term breeding strategy depends on assessing men's SMV and their utility to her accurately. This is often compounded by women being sold on the infallibility of their feminine intuition – courtesy of a feminine-primary social order – and grossly exaggerated self-perceptions of their own SMV, and the caliber of men they 'know' they must deserve. But as with most things human there is also a learned / trained aspect of pattern recognition. Much of this learned side for women is often distorted by our female-important society.

Hypergamy cannot afford to incorrectly assess a man's status and value. There is only a finite window of optimization while a woman is in her peak desirability in life. So it should come as little surprise that if a man misrepresents himself as something other than what he is – either deliberately or by misunderstanding – women feel an offense on the limbic level. It's an offense that confirms she's wasted her very precious time with a Hypergamous dead end. And, needless to say, Game is a form of deliberately tricking a woman's Hypergamous filtering – at least in the PUA sense, if not an authentic sense – thus, Game is so vehemently disparaged in women and their identifying sympathizers.

When a woman typifies a guy as a creep what she's responding to is the fallibility of her intuition, but also his efforts to misrepresent himself as something he's not to her filtering mechanism. I should also add here that concepts like preselection and social proof are extensions of this filtering process. Only in this case it's women's collective, social filtering that's aiding in an individual woman's selection and optimization process. As such, that collective of women (the Sisterhood Über Alles) needs a type of man to be the representative of the 'deceiver of Hypergamy' – enter the Creep.

I'm actually kind of glad I held out for three posts in this series; it allowed for that many more sexual misconduct allegations to come forward in what's being called a masculine moral panic today. And as I predicted in *Male Control*, the feminine social narrative has shifted from a type of masculinity being "toxic" to masculinity itself *is* toxic.

THE FACT IS, IT'S YOU. IT'S MEN. THE SOCIAL ILL THAT WE CAN'T QUITE PUT OUR FINGER ON IS MEN.

This is a quote from a recent article in Esquire. Yes, Esquire, a magazine that used to be an exclusive *male space* dedicated to men's higher aspirations and betterment is now a vehicle for this new narrative of male shaming, and gender loathing. That's to be expected these days – GQ is a similar platform for the Feminine Imperative's messaging – but what I found interesting in this article was some of the examples of 'creepiness' women believe is rampant in American workplace culture. I had thought that with the rise of HR departments' directives to police male behavior (at the risk of future unemployability) the issues she mentions would be something men would fear – I guess not.

A coworker knew I had a date the night before, so he asked me how it went. He said, "So, did he get lucky?"

Don't ask about her romantic life. Don't refer to her sex life. Don't ask about the quality of the sex she's having. Don't comment that she seems like she needs to get laid. Don't tell her to lock down a guy before she gets too old and decrepit. Don't reassure her that with tits like hers, she'll find a guy some day. Don't relay details of your own marriage and past in order to comment on hers. Don't make knowing eyes when she mentions she's going on date number three. Don't tell her how to behave on a date. Don't tell her what guys like on a date. Don't tell her to wear a low-cut shirt on a date. Don't make any reference to getting lucky, like, ever.

What guy does any of this? How does he *know* when a female coworker had a date to begin with? There's a lot that goes along with how a woman comes to a list of Don'ts, but I think this list represents a good illustration of the creep dynamic. The primary concern she has in all of these Don'ts can all be distilled down to a guy beneath her Hypergamous attraction floor presuming a familiar intimacy with her. I find it very hard to believe any of these Don'ts would be actual

occurrences, but I'm looking at them through a Red Pill Lens – yes, it's entirely likely that Blue Pill creeps would in fact resort to some of these comments.

Essentially the entire article is an effort in berating the Beta men women really want nothing to do with.

YOU SHOULD BE AFRAID OF SAYING OR DOING A WRONG THING AND
HAVING IT BE INTERPRETED IN EXACTLY THE WAY YOU MEANT IT.

Women want lesser men to be afraid to approach, compliment and engage with them, but the message is wrapped in generalities to imply **all** men do these things. This message has the potential to throw the Alphas out with the bathwater, so I would predict there'll be a few related articles that will of course shame men for not 'manning up' and approaching women like a "real man" should.

Dangerous Times

All that said, I can easily imagine Beta men, confused about sexual zoning, engaging in exactly the behaviors described here. It is a very dangerous time to be a Blue Pill Beta today. In fact, I'd argue it's never been more potentially hazardous for guy ignorant of Game and the nature of intersexual dynamics. I find it very ironic that the men who actually understand the potential for some real life-damaging accusations in the workplace or any other off-limits social context, who take the open door, have-a-witness, policy for working with women are being shamed for it by women. This is the environment they created, but they created it in response to a want for absolute control of their Hypergamous choices.

A "creep" can pretty much be anyone a woman (or women) want that guy to be – even guys who were previously attractive with *whom they had consensual sex with*. That Alpha they didn't mind oversharing their sex life information with can be the "creep" if he decides to break things off with her. Again, this comes back to unfettered control of women's Hypergamous choices as well as absolving them of any regrets they may have had that resulted from them.

Edelweiss had an excellent comment in last week's thread:

From my perspective, the guys most often labeled a "creep" are those with poor social awareness and/or men who those women see as offering no real value to them.

Now in my mid 40's, I can see things that would never have registered for a 20yr old version of me. I often think "how did I miss this before?". My focus now is almost entirely on body language. A woman can consistently lie with what she says, but she (anyone really) can't consistently lie with their body language. Any guy not well versed in reading the various signs of interest, or a lack of, needs to spend some time studying the basics. It seems simple now.

One of the major mistakes I see guys make, is escalating too quickly. Touching, and sexualizing around a woman who isn't into you, or is unsure of your value, is a great way to be labeled a creep. How many times have you seen a guy double down on an approach that isn't working, and consequently become known as a "creeper"? A good number of men get into "pursuit" mode, and completely fuck up their chances by being overzealous.

I've got to repeat this, it's never been a more dangerous time for men unaware of Red Pill intersexual dynamics and even basic Game principles. Blue Pill Beta men have been conditioned and acculturated to default to a Beta Game that is the perfect storm for so volatile a time. These guys

literally have no idea that what their interacting with women is doing is setting them up for. Simple compliments and treating women with a default respect is becoming a liability for men with poor social awareness, but this is exactly the type of men our social order has developed for the past 4 generations. These Beta 'creeps' who should just know better than to try to approach the 'average' woman are the result of decades of raising and acculturating boys to hate their masculine nature and confuse their good intentions with some form of Game women might appreciate.

Pook once had a great quote back on the SoSuave Forum. He said,

How do I judge a woman's character? I see how she treats people *who can do nothing for her*.

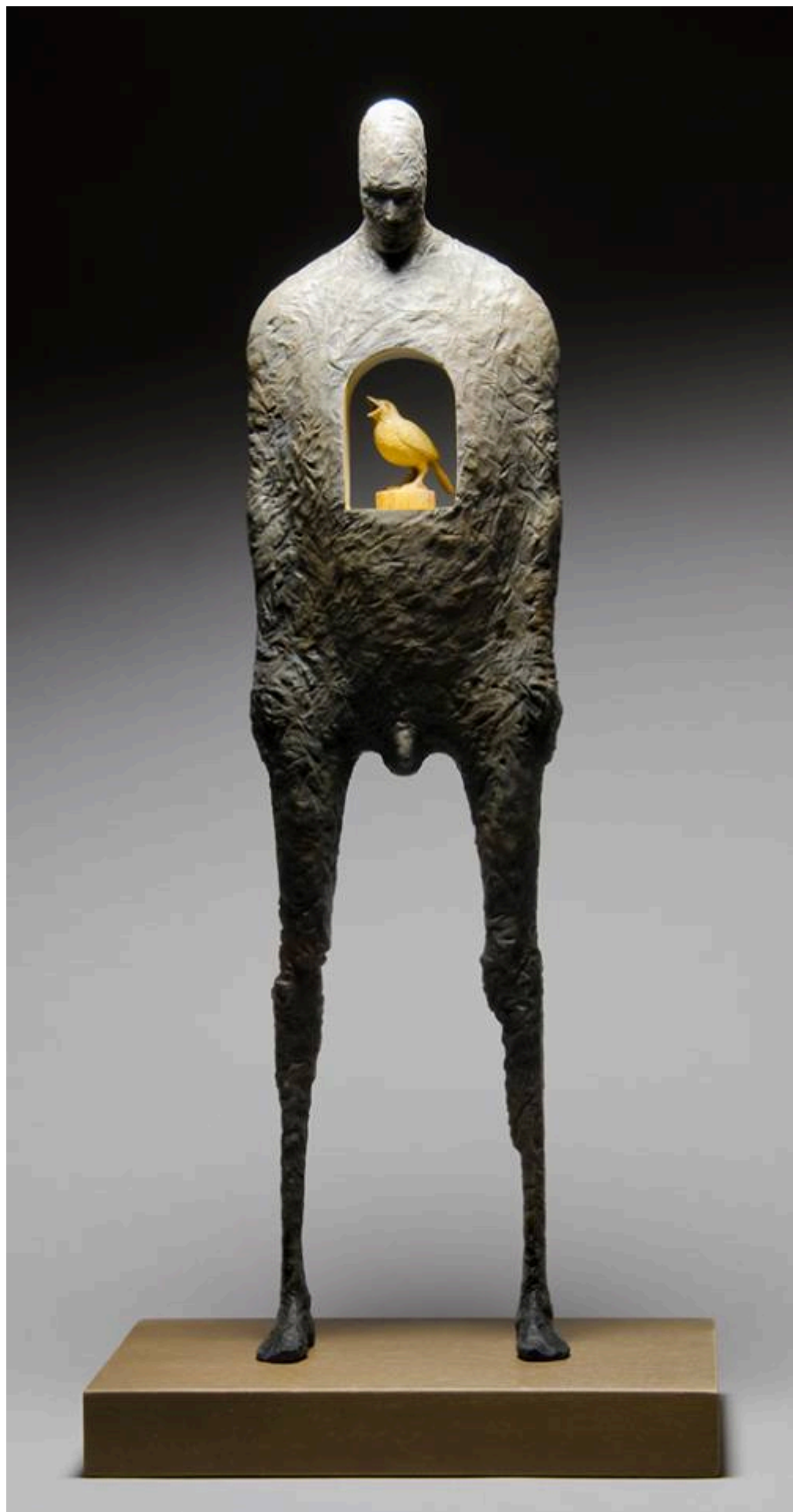
This test has never failed me.

At this point in time I think we are seeing how women treat the men who can do nothing for them.

Men and Suicide

December 2, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Before I launch in here today I need to confess that this post has been in my drafts folder for a while

now. As most of my readers are aware I've known two personal friends who've taken their own lives as a result of having their Blue Pill conditioned beliefs set them on a path to self destruction. One of the more important parts of my charter when I started writing was to reach the men who were at their wits' end in figuring out how to deal with their personal, romantic or married lives that had until then been directed by what their Blue Pill acculturation and their understanding of intersexual dynamics were molded to be. Since I started and stopped and then restarted this topic again there have been a few recent developments in my perspective on men taking their own lives as a result of the Blue Pill's influence on them.

All of this really began about two months ago while I was engaging in a debate (or what passes for debate) on Twitter with a very unsympathetic woman who thought she'd set me straight about why it is men choose to take their own lives at a far greater rate than women. As it stands today, men are statistically between 4 and 5 times more likely than women to kill themselves. For most Red Pill aware men this is a fairly well known stat and one that gets quoted often enough when women trot out their own stats about abuse or whatever issue they think it is that MRA are 'confused' about. They usually get owned when this sort of back and forth goes down, but I'm always drawn to the comparative issues women think are equitable to that of men losing their lives.

Men's disposability is also nothing new to the manosphere. Sperm is cheap, eggs are scarce and men are expected to sacrifice their lives for the security and betterment of women even in the most patriarchal of prior social orders. It's always interesting to me that issues of mandatory male conscription into the military (potential death) and the unignorable high male suicide rates are something women still won't accept as being a pretty raw deal for men. Women's innate solipsism will still compel women to find some "yeah, but;..." rationalization for men's disposability. Whenever I bring something like this up the reflexive presumption is that I'm bemoaning men's victim status for being disposable. However, it's impossible to discuss male disposability without such a connotation. My issue isn't one of seeking some equitable disposability for women, but rather it's drawing attention to the way women react and rationalize away their own part in that disposability.

True Powerlessness

I covered a lot of this in Chivalry vs. Altruism, so I won't belabor that here, but I will point out the inherent power imbalance in this disposability. I've stated in the past that true power is not the control we can exert over the lives of others, but rather the extent to which we have control over the direction of our own lives. When we discuss issues of power between men and women the real, ultimate, loss of that control is in the context of our deaths.

There is no greater powerlessness for men than a lack of control over our own disposability.

Again, this isn't some cry of victimhood for men – I happen to believe there's an evolved component in the male psychological firmware that actually predisposes us to sacrificing ourselves in lieu of the security of our women and children. That's not so much altruism as it is an inborn subroutine for protecting women that triggers in life-threatening situations. When a mass shooter opens fire indiscriminately at a crowd of people it is the men, not the women, who instinctively put their bodies between that gun and women or children, even the one's they don't personally know.

In the bigger scope of things, men will always be more disposable than women, and on some level of consciousness women's hindbrains instinctively understand this. As such, women's conscious process must find ways to reconcile this understanding in order for them to move on from men's

sacrifices. Sometimes this can manifest in the *War Brides* phenomenon, but I would argue that in today's social learning environment of mass media, instant gratification of women's solipsism and feminine-primary social order, this reconciliation takes some even uglier turns. Today, women have become very efficient in consoling each other's solipsistic rationalizing of men's sacrifices. In this environment of default female victimization and presumed oppression even men's ultimate sacrifice, men's ultimate powerlessness in their own deaths, cannot ever be consciously or unconsciously acknowledged in a state of fempowerment.

While I had this debate it occurred to me that even men's suicides could never be attributed to anything less than their own 'male egos' by women, thus making them victims of their conditioning into "toxic" masculinity. Essentially, women were arguing that men would put a noose around their necks because they were socially conditioned to do so. Their suicide rate was attributable to their self-pity and inability to be 'real men' as some nebulous toxic masculinity had predefined for them. I thought this was kind of ironic when you compare this reasoning to the narrative shift away from 'toxic' masculinity to masculinity itself is toxic. This is really a stupid argument when you consider that it's just another social convention used to absolve women of the guilt associated with men's sacrifices. Men are hardwired for self sacrifice, but likewise women had need to evolved psychological adaptations to help them clear the red from their life's ledger in this respect.

So, in the end, it helps if women can fall back on social conventions that put the associated guilt of men's sacrifices back on the men themselves. Chivalry and traditional masculinity are fine when they serve the Feminine Imperative, but if a man actually gets killed or kills himself as part of that, well, that's on him then. And this is what I was beginning with in this debate; there will always be a desire for absolution of women's guilt or complicity in the deaths of men. I should also add that in terms of war and men being drafted women regularly default to the same asinine presumption that if women were running the world that there would be no wars. I won't dignify that with any deeper analysis than to say that this too is one more (feeble) way of looking for absolution in the sacrifices men make to facilitate women's reality.

Suicide Solution

That still left the question, why do men take their own lives in such alarmingly high numbers compared to women? I had to do a bit of research on this, but the demographics for male suicide today show some patterns. 7 in 10 suicides are men (majority white) between the ages of 45 and 65. As expected from gynocentric media, the primary reason always cited is men's so called stubbornness in seeking out psychiatric help before they attempt suicide – again absolving women's influence of any complicity – but ignoring what would motivate men, and this demographic in particular, to suicide. Again, there's no attempt to understand the underlying reasons for male suicide, only a stereotypically easy 'male-stupid' answer to absolve women's complicity in it.

There's a lot to consider and be sensitive of when it comes to male suicide, but I'm going to speculate about a few reasons here coming from a Red Pill perspective. At no other time in western history has there ever been a generation of more purposeless men. From an evolved psychological perspective, men need a function. We are innate idealists. We look outward at the world and like to imagine what could be possible. I believe there is also an innate part of our evolved mental firmware that predisposes us to problem solving and improvisation, and much of that comes as an adaptation to women's own innate need for men who can display cues of competency.

In *Competency* I made the case for women's attraction to men displaying signals of competency,

confidence, mastery and creative intelligence as a selected-for survival adaptation. In short, our competency in life, whether stemming from physical prowess, social dominance or creative intelligence is integrally linked with our reproductive success as well as overall life success.

However, at no other time in history has men's competency been so devalued and so debased; other than perhaps in terms of physical prowess and accommodating the short term (Alpha Fucks) breeding imperatives of women. At no other time in (western) history has the equity in what a man can provide or create or solve been so implicitly unnecessary or superfluous to women. When we consider the rates of college enrollment and graduation of women compared to that of men, when we consider the practical problems that men used to solve, our utility has never been less needed – or at least that's the zeitgeist of today.

We read about how men need to accept this new social reality – that our need for purpose and function is no longer needed or as valued – and we need to change our headspace about it as if it were something men might simply turn off. This is the result of equalist beliefs that anything gender-specific is something learned rather than the innate firmware we were born with. But we cannot simply change our minds about needing a function. We evolved to be problem solvers, women talk, men do, but now we are expected to accept that men are obsolete.

Loss of Utility

In Relational Equity I made a case for men investing too much of their egos into what intrinsic (and extrinsic) value they believe their respective women ought to appreciate about themselves. Under the old books, old social contract this equity may have had some conditional value to women, but as a buffer against Hypergamy today there is very little a man might consider value-added equity (unless it's exceedingly rare or exceedingly valued) as a hedge against Hypergamy. Before any defeatist critics tell me how not all women are like that, yes, I get it, there are a lot of variables to consider here, but the equation and the reality doesn't change – relational equity, overall, is no insurance against Hypergamy. It is also no insurance against women's security and providership needs being met by resources that come from outside that relationship. I'm not considering this because I'm trying to depress any man, but it is vitally necessary to consider when we look at reasons why 45-65 year old men are predisposed to higher rates of suicide and higher rates of alcoholism and opioid abuse.

I would argue that a major contributing factor to high male suicide rates finds its origins in men's need for purpose, function and accomplishment during this phase of life. Every day I read an article about how men my own age are dropping out of social discourse. I mentioned a Boston Globe article about just this phenomenon in Male Control. In some respects I can understand that despite the unprecedented connectivity we enjoy today men really don't seek out bonds with other men. This is primarily due to the fact that men need a common purpose in order to form these bonds. Again, this is just how we're wired. Women intentionally schedule time to simply interact with their same-sex friends just for the sake of communicating and enjoying the act of communicating. Men need function or a common purpose to come together. We need an activity or a problem to solve and then we communicate and form bonds.

Women talk, men do. This is a well studied fact; our brains and, by extension, social networks largely center on purpose and function. Now, let's presume that in spite of having literally all the information in the world at our finger tips we remove all need for the utility that men are wired to provide to not just women, but the larger scope of Society. We get a generation of men on the outside looking in.

Only the most creative, resourceful and motivated of men can really utilize, much less master, all that this information has to offer him. And even a portion of those men can really see past the antipathy of their supposed obsolescence to do something truly meaningful or masterful. As the saying goes, most men live lives of quiet desperation, but in the modern era these men are demonstrably useless. And I mean that in a functional sense; once a Beta man has been wrung of his utility to women, he ceases to be able to convince his hindbrain that he can build, improvise or solve things.

Once a man is stripped of his usefulness, once it's made clear that all of the equity he believed would support his relationship has been erased after so long, men will still resort to practical, deductive solutions. That solution may be suicide when weighed with the prospect of having to rebuild himself in a new context; and even if he did would he just be building a new 'him' based on his old belief set?

When my brother in-law committed suicide it seemed to me at the time to be the most logical end he would come to. He was a man very steeped in Blue Pill ideals, but he was also a man who prided himself on what he could do – and if he didn't know how to do something he was always a fast learner. He literally built his life, and expectations of a future life, around the relational equity he believed defined him as a man. He was very invested in the old books, old social contract that rooted a man's attractiveness and quality in what it was he could do. What he built for himself and his wife defined his identity.

All of that 20+ years of building equity and an identity based on it was erased for him in the space of about six months. But it was more than the 20 years he'd been saving, building, solving and refining, it was a perceived future he believed would be lived out for the rest of his life that got erased.

To me, at that time, his suicide made absolutely perfect sense from a male-deductive logic perspective. What didn't make sense was all of the endless rationalizations I heard from his family, friends, his kids, his Ex (my now widowed sister in-law) about why they thought he went through with it when it was plain for anyone who wanted to confront the truth to see. A lot of these rationales were almost verbatim the same that the article I linked used. "If only men would reach out when they have suicidal thoughts", any and every rationale that might absolve his Ex of the guilt, and still more that were meant to console her (he must've been mental ill) though in the end she really didn't need it.

My brother in-law made a practical decision not an emotional one, and while I wouldn't presume to say that a guy's emotional state isn't very influential in his suicide, how he comes to the decision is very much attributable to men's deductive nature. He showed no outward signs of emotional distress. In fact, right up to his hanging himself he was in very good spirits and seemingly accepting of the fact that the wife he lived his life for was going to be leaving him soon. He was very matter of fact in a way that men are when they've resolved something for themselves. When a guy seems to be taking things in stride we don't want to create a problem where we see none.

When we look in this context at the high rate of male suicide in this age demographic we begin to see how men come to this decision. Everything they've built up to 45-65 years of age is now debased, devalued or simply erased. All of the value and equity they've committed their lives to – doing the right thing according to their Blue Pill conditioning – is as if it never mattered. So they're confronted with a choice, rebuild themselves (hopefully in a new Red Pill aware paradigm), reconstruct a new life and tough it out, or, simply, pragmatically erase themselves.

Personally, I've had at least two occasions where I've been confronted with rebuilding myself. It's a

tough prospect, make no mistake, especially when you're Red Pill aware and understand the reality behind having to rebuild a life from scratch after so much investment in plans and projects you truly believed in when you made them. My father had to confront this rebuilding too at around 55 years of age, but rather than rebuild or kill himself I watched him slowly decay into a man I never knew could exist as my dad.

Zeroed Out

I apologize if this topic is a bit of a downer, but I think it ought to be part of any Red Pill aware man's understanding that at many points in our lives we will be confronted with the prospects of having to rebuild ourselves. Failure, rejection and disappointment will happen for you, that's just part of a man's life, and it's easy to rattle off platitudes about how many times you get back up being the measure of a man. But what I'm saying is there will be times when total reconstruction of your life will be a necessity.

You will be zeroed out at some point, and how you handle this is a much different situation than any temporary setback. This zeroing out is made all the more difficult when you confront the fact that what you believed to be so valuable, the equity you were told was what others would measure you by, was all part of your Blue Pill conditioning. At that point you need to understand that there is most definitely a hope for a better remake of yourself based on truths that were learned in the hardest way.

To end this I'm going to quote the comment of a man I met when I spoke at the 21 Convention in September. I won't use his name, but after we talked he confessed that he was the commenter here. He'd made the trip to the convention to meet me face to face, to thank me for my work and gave me permission to use his example in a post. I won't quote it entirely, but you can read the whole thing [here](#). His situation is an example of, and inspiration for, everything I've illuminated in this essay

After a long marriage I divorced the mother of my children. A couple of years later, after some casual dating, I met a woman I would come to describe as my soulmate. I got married young – but this time, with all my infinite wisdom gained over the years – I was finally wise enough to pick a woman I was super compatible with.

We were together for a few years and even lived together. Things started out great and it was mostly smooth sailing until we moved in together – at which time I slowly allowed myself to be betaized in a slow motion, excruciating painful way.

About a month after breaking up with her I fully planned to commit suicide. I wrote a long letter explaining my rationalization and took other affirmative steps towards going through with it. About a week after I wrote the note – with D(eath) Day fast approaching – I took a break from getting my affairs in order to surf the net. I stumbled upon an Ask Reddit thread that was bad mouthing various subreddits. Some feminazi or male feminist mentioned the Red Pill subreddit as an example of a subreddit filled with craziness, and I decided to check what all of the fuss was about. Now

I'm not a religious man, but I will never rule out divine intervention. The timing of finding TRP – by complete coincidence no less – couldn't have been more fortuitous. I stayed up all night reading the side bar – Rollo's essays having the deepest effect on me – and everything...just...clicked....Talk about connecting the dots! Wow! It was very much like a come to Jesus moment. It was like divinity revealed secret knowledge to me just when I needed it the most – knowledge that gave me hope and very well may have saved my life. This all went down not really that long ago in actual time – but from where I metaphorically

| stand now it seems like an eternity.

Stay strong my friends, you can rebuild yourself even in the face of being zeroed out.

Zeroed Out

December 11, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Last week I introduced a new concept in what most men can expect at some point in their lives. This is the idea of being Zeroed Out – basically men having most of a lifetime of status, financial equity, reputation, professional & educational growth, emotional investment and other metrics of men's life equity being erased. I wanted to detail this a bit more here now as I think much of this concept gets easily misconstrued for men.

I think it ought to be part of any Red Pill aware man's understanding that at many points in our lives we will be confronted with the prospects of having to rebuild ourselves. Failure, rejection and disappointment will happen for you, that's just part of a man's life, and it's easy to rattle off platitudes about how many times you get back up being the measure of a man. But what I'm saying is there will be times when total reconstruction of your life will be a necessity.

You will be zeroed out at some point, and how you handle this is a much different situation than any temporary setback. This zeroing out is made all the more difficult when you confront the fact that what you believed to be so valuable, the equity you were told was what others would measure you by, was all part of your Blue Pill conditioning. At that point you need to understand that there is most definitely a hope for a better remake of yourself based on truths that were learned in the hardest way.

As I mentioned last week, it's really easy to think of this as male victimhood or that a guy is complaining about his lot in life. Empathy, especially amongst men, has always been in short supply. I've learned the hard way never to bring up how sick I am, how bad my job is or how little sleep I got the night before in the company of 3 or more men – because I guarantee you that one has cancer, the

other works in raw sewage and the last one's an incurable insomniac. As men, our masculinity has classically been about how well we accept and adapt to adversity, so like I said, just mentioning a guy would be Zeroed Out at some stage in his life sounds like I'm saying "menz gets it so tough". We're supposed to take it on the chin and come back for more.

Guys will even get competitive with each other about how hard they've had it and how well they adapted to a bad situation. Others just don't want to hear about another guy's misfortunes, and others still will just say that men are living their lives wrong if a he bases his sense of self on the opinions of others – and women in particular.

The first two are simple to address. Men are in a general state of competition with each other even if this is only ever recognized as something going on in the social background. It doesn't necessarily have to be vicious competition; even friendly rivalries are still rivalries.

It stands to reason that men will certainly be sympathetic with one another depending on circumstance, but that competitive nature is still something winners and losers instinctually understand. Out-group men will understand this state much more distinctly than in-group men (kin affiliation is an evolved survival adaptation), but even within that in-group there will still exist male dominance hierarchies. How those hierarchies are established is contextual to societal and environmental influences, but *that* they exist at all is often something our feminine-primary social order would like men to sweep under the carpet for themselves.

Qualifying Value

Competition is one thing, however, the idea that a man might base his life's expectations, and his metric of success or failure, on external qualifiers is something I'd like to explore here. Social influences, family influences and men's (often conditioned) subconscious understanding of how he can best effect intimacy and reproduction with women according to what he perceives are their expectations of him is a point of contention. If men feel Zeroed Out at various points in life, is that 'zeroing' just the effect of a man having built his personal integrity and equity on a foundation of Blue Pill sand?

MGTOWs are invited to correct me here, but as I understand it, this is a primary tenet of men going their own way – a rejection of women's qualifying men's personal worth based on their Hypergamous standards. I get that, but I would argue that there's more to a man's sense of self-worth than any qualifier womankind might place on him.

It's no secret that Red Pill aware men need to understand the Game that they're a part of and should indeed reestimate their personal worth based on this cutting away of oneself from their prior Blue Pill deceptions. This is why I believe every man who unplugs himself from his old ideals is, by order of degree, *going his own way*, but where he decides to go with it and how he decides to create value in himself according his new understanding is what's at issue. Even in creating and building a new sense of self-worth there is still the potential of men becoming subject to losing that value irrespective of how he believes it should be measured.

I can imagine that whether or not a divorced man is 'woke' and living by his own terms, losing custody of and influence in the lives of his children can be something of a zeroing out for him. There are aspects of what we hold as our own personal worth that **can** be zeroed out no matter by what metric we think we should be evaluating it by. As I've always said, a woman should only ever be a complement to a man's life, never the focus of it, but regardless, we still have intrinsic value that can be erased and it doesn't alter the fact that women, family, career peers, etc. will be affected by it.

That said, it's just an easy cop out to just say "Well, what you thought should be valued by others really isn't, and because you thought it was, when you lose it you lose everything."

III. You shall make your mission, not your woman, your priority

Forget all those romantic cliches of the leading man proclaiming his undying love for the woman who completes him. Despite whatever protestations to the contrary, women do not want to be "The One" or the center of a man's existence. They in fact want to subordinate themselves to a worthy man's life purpose, to help him achieve that purpose with their feminine support, and to follow the path he lays out. You must respect a woman's integrity and not lie to her that she is "your everything". She is not your everything, and if she is, she will soon not be anymore.

This is the third commandment from Roissy's 16 Commandments of Poon. It has relevance here because it's illustrative of how a majority of men think about prioritizing what metric to build their personal equity on. As Red Pill aware men it's too easy to get upset at plugged in men who are blind to some of the simplest Red Pill principles. It's easy to lose sight of the fact that most men are still Blue Pill and will fight you just for suggesting they might be wrong about the reality they find themselves in. They need that comfort even if they fail to see it will potentially be their undoing.

More importantly, we need to remember that the suicide rates I quoted in last week's essay are based on men who built their own personal value on what their Blue Pill conditioning embedded into their psyches for a lifetime. That's what we're up against, and until more men come to unplugging this sad fact will continue. This is the gravity we're faced with as Red Pill aware men trying to help other guys unplug. It's not just about how a guy can get himself laid better; it might be about saving his life.

As I was saying in the last post, my brother in-law killed himself because he was convinced for a lifetime that by sacrificing every ambition and 'doing the right thing' he would be appreciated for it all. The Blue Pill quite literally killed him. He was convinced that he couldn't live without his ONEitis of whom he'd made the "center of his existence". Remove that center and he ceased to exist. Tragically though, his was only one story that mirrored countless more men's. We live in a very dangerous age for men. The Blue Pill is even more of a liability today than it was in times past, because we live in an era that encourages men going all-in in their life's investment in that conditioning.

Seeing that men build their sense of self-worth on this false ideology is obvious. And yes, we should make ourselves our own *Mental Point of Origin*, but more important is realizing that our lives depend on *Killing the Beta* and discarding the idealistic hope that our personal equity ought to be measured by a Blue Pill metric. One reason I take umbrage with Purple Pill hack 'life coaches' is because this is the dangerous value system they can never let go of and encourage other men to readopt.

Men will find themselves Zeroed Out at various stages of their lives, but if those guys are still mired in a belief set that the Blue Pill has convinced him is the only legitimate way of valuing himself he's positioned to become another suicide statistic. And the real tragedy is that its this false evaluation that will lead most men to it – all the while he hears 'atta boys' and positivity thinking mantras from others who really don't know what else to say.

Dangerous Times – Part 1

December 19, 2017 | by Rollo Tomassi | [Link](#) | [Original Link](#)





We live in a very dangerous age for men. The Blue Pill is even more of a liability today than it was in times past, because we live in an era that encourages men going all-in in their life's investment in that conditioning.

Welcome to the *#MeToo* era. What we're experiencing in our social environment today is a sea change in intersexual dynamics. The underlying fundamentals haven't changed; our evolved natures and the latent purposes that are driven by them haven't shifted, but the social dynamics and sexual acculturation that serve as checks and balances on them has drastically shifted, and in a very short time. While you could make an argument for an idealized *free love* era that took place right after the Sexual Revolution, now we find ourselves in a time that is so calculating in its design on intersexual social dynamics that it makes the late 60s seem romantically naive.

Back in October of 2014 I wrote a post called *Yes Means Fear*. This essay was a response to the, at that time new, Yes Means Yes sexual consent legislature that was being instituted on California university campuses. Dalrock had written similar essays regarding this latest form of sexual consent aptly titled *The Sexual Revolution's Arab Spring* and *Making the World Safe for Promiscuous Women*. It may take you a while to review these posts, but please read these and skim the comments to get a gist of the conversations we had going on just three years ago.

One of these comments was the inimitable Deti:

At the end of the day, college women (**soon all women**) will be able to use the "lack of

consent” law/policy as a weapon against undesirable men to do the following:

1. Weed out and eliminate unattractive men by chilling their conduct
2. Making even the most innocuous sexual conduct (i.e. approaching, asking for dates) so dangerous that the only men who will engage in the SMP are attractive men with proven successful sexual track records who will never get reported for doing anything “untoward”; thus ensuring that only attractive men will approach them for dates and sex
3. Giving women more power over the SMP so even unattractive women can use and select men for alpha fuck; then have the sole ability to pursue and select men for beta fuck when they see fit.

Open hypergamy. It will be “we women are going to do this, and if you want sex, you’ll do it our way, and there’s not a damn thing you can do about it.”

Deti posted this comment on October 15th, 2014. The inter-blog debate then (at places like the now defunct *Hooking Up Smart*) was that Yes Means Yes was solely meant as a firm response to the supposed on-campus rape /sex assault panic that was being circulated in the mainstream media at the time. From the Red Pill perspective, we saw what potential this legislation represented to what would later become a societal scale institution.

Of course, they called us reactionaries, called us ‘rape apologists’ for simply pointing out all the ways this legislation would be expanded to a societal scale. They said we were exaggerating when we illustrated that, even for long-married couples, there would need to be a check list of approved acts of intimacy for each and every act performed, and men would need some form of hard evidence to prove that consent had indeed been granted.

The new California college/university sexual assault policy requires the following:

“An affirmative consent standard in the determination of whether consent was given by both parties to sexual activity. “Affirmative consent” means affirmative, conscious, and voluntary agreement to engage in sexual activity. It is the responsibility of each person involved in the sexual activity to ensure that he or she has the affirmative consent of the other or others to engage in the sexual activity. Lack of protest or resistance does not mean consent, nor does silence mean consent. Affirmative consent must be ongoing throughout a sexual activity and can be revoked at any time. The existence of a dating relationship between the persons involved, or the fact of past sexual relations between them, should never by itself be assumed to be an indicator of consent.”

There was sex, which is clearly “sexual activity.” The question then becomes whether there was “affirmative consent”. In order for there not be consent, the woman would have had to show affirmative conscious and voluntary agreement to engage in sex with the man. It is the man’s responsibility to make sure he had that consent. She had to manifest, verbally or nonverbally, consent to it.

Silence doesn’t mean consent. Her not resisting or saying “no, please stop” doesn’t constitute “affirmative consent”. So really, the only way to make sure that consent is present is for the man to continue asking her throughout the encounter: “Is this OK? Can I keep doing this? Is this thrust OK with you? Is THIS thrust OK? Can I thrust again? How about this one? Can I keep going? Do you want me to stop?”

If that did NOT happen, if the man did not get EXPRESS, VERBAL statements that he

could continue, then yes, there was sexual assault.

The way this plays out in situations like this is that verbal consent is REQUIRED. She cannot manifest “ongoing” “affirmative consent” any other way. That’s because of the way the law is written. Lack of protest is not consent. Lack of resistance is not consent. Silence is not consent. **Thus, a wife, just lying there, starfishing it, giving duty sex to her husband, is putting him in jeopardy, because she is not manifesting “ongoing” “affirmative consent”.**

All of that they said was ridiculous. Women would never be so petty as to make a man ask permission for, nor hold him accountable for, sex that she *wanted* to have with him. Furthermore, this ruling was only meant to curb campus assault; any extrapolating to a larger societal norm, we were told, was just us Red Pill men and their insecurities about the intentions of women and sex. If we’d *Just Get It* we’ll have no problems.

We were told it was limited to penis-in-vagina sex only. We were told it was just in cases of “drunken sex”. All of these proved false. This law was intended to govern, regulate and control every single sexual interaction between a man and a woman. This law is intended to require a man to get express consent at every single step of the process, from initial touch to banging. This law is intended to chill *all* male sexual conduct. This law by its very terms requires *express* consent for **every** sexual act, starting with kino.

The goal of feminism is to remove all constraints on female sexuality while maximally restricting male sexuality – Heartiste

A World of Fear

When I wrote *Yes Means Fear* (also 3 years ago) it was initially in response to an article by *Ezra Klein*, *Yes Means Yes is a terrible law, and I support it completely*. This reads through as bad as any gender related article on Vox, but *Klein’s* salient point was summed up in one sentence.

To work, “Yes Means Yes” needs to create a world where men are afraid.

I’m reasonably sure *Ezra* was aware of the larger scope – larger than just California college campuses – that his giddy Beta love of a world where men would be afraid to so much as approach a woman would lead to. But now we find ourselves here in his idealized sexual marketplace founded on men fearing to interact with women at the risk of losing everything. At the risk of being *Zeroed Out*. Today, just three years later, we’re experiencing the #metoo moral panic based exactly in the fear *Ezra* said would serve us so well. *Ezra* must be proud that the gold rush hysteria of sexual misconduct allegations any and every woman (who ‘might’ have ever felt an accidental hip brush 50 years ago) feels entitled to is the result of this cleansing fear he loved so much. Unless he’s defending allegations himself of course.

If you go before the college board and say that the woman accusing you of assault simply doesn’t remember that she said yes because she was so drunk, then you’ve already lost.

Gone is the college board now in favor of the popular court of social justice – the court that condemns a man for even the suspicion of an allegation of sexual misconduct. Gone too is part of women’s remembering the pretense of a sexual encounter. Whether a woman was drunk and doesn’t remember the details, or if she conveniently recalls them 40-50 years after the fact is immaterial. The

operative point is that we *always believe any and every allegation of rape or misconduct a woman brings forward*.

Articles of Belief

Shortly after I wrote *Yes Means Fear* I wrote *Hysteria*, an essay intended to address the disgraceful (now thoroughly proven) UVA fraternity rape hoax story written by *Sabrina Erdley* and published by a complicit *Rolling Stone Magazine*. Just daring to question the validity of so outrageous a rape account was heresy to women back then. Bear in mind this took place after the Yes Means Yes consent ruling in California. At this time, just to question the story of a woman's rape account was enough to earn you the title of 'rape apologist'. But moreover, we were popularly expected to repeat this mantra and always accept a woman's account as infallibly true:

"No matter what Jackie said, we should automatically believe rape claims." <http://t.co/3HF1XR7jme> True insanity pic.twitter.com/AFXIyn32FS

This was the sentiment (now deleted) tweeted by Zerlina Maxwell on December 6th, 2014. Since then this meme that anything a woman had to say about sexual assault *must* be believed by default has snowballed into a default belief that anything a woman alleges against a man *must* also be believed. Whereas a male college student might stand in front of his kangaroo court at a university, now men must stand in front of the kangaroo court of public opinion where a woman's word outweighs all pretense of due process. That college kid is now the average man who must prove his innocence because if a woman alleges it due process is reversed.

What we've witnessed in just 3 years is the systematic removal of a man's right to habeas corpus with regard to women's allegations.

And I expect that this removal will extend to much more than just women's believability in regard to sexual misconduct. Imagine a culture where it's expected that anything a woman accuses her ex of is to be believed in divorce proceedings.

We're now seeing exactly what myself, Deti, Dalrock and countless other Red Pill bloggers and commenters predicted would happen, but it's also so much more than what we could see coming. In just 3 years Yes Means Yes moved off the campus and into mainstream culture; a culture predicated on female social primacy. In a feminine-primary social order even "affirmative consent" isn't enough – "**enthusiastic consent**" must now be established and maintained. That "enthusiastic consent" is a new ambiguously defined terminology, and part of the larger narrative meant to further confuse and instill fear in men.

Last week Novaseeker, once again, had a terrific comment that illustrates what consent has come to today.

Yep, that's the newest goalpost move.

We went from No means No (which meant that if she doesn't say no, it's on ... which pretty much is the basic human mating script) to "affirmative consent" ("may I kiss you now" ... "may I lick your breast now?", etc., per the "rules" required before any physical contact *and* at "each stage of escalation"). Very few people actually follow affirmative consent, as we know, but it's the rule at most colleges and universities. It isn't the legal rule for rape, in terms of determining what was "consensual", currently, but the FI is working on that, believe me.

Now, we have the goalposts moving even further along, from “affirmative consent” to “enthusiastic consent” — which means that if her consent is even verbally expressed, but isn’t clearly enthusiastic, then it isn’t “reliable as consent” because it could be the result of “pressure”, and if the consent “was real, it would be expressed enthusiastically, because when people really are consenting to sex, they’re always enthusiastic about it”. So essentially the standard they are pushing now (and which is getting rolled out on campuses right now) is that if the girl isn’t jumping your bones and begging for your cock, it’s rape/assault. Of course, again, not the legal standard, but that doesn’t matter that much — as we can all see what is happening right now is that the legal standard is being marginalized, because people can be destroyed in our media saturated environment without any involvement of the legal system at all, and the standards that apply in that extra-legal environment are the ones that the FI wants to apply, whether the legal system applies them or not.

There are a few ways to look at this, but one obvious one is that this is a way for the FI to tighten the screws on betas. **Very little sex that betas have, if any, is “enthusiastic consent sex”. Everyone knows this. Under this standard, basically all sex with betas is rape. That’s the intention.**

And thus we come full circle to the latent purpose of legislating Hypergamy that I’ve continually repeated in many essays. It is Roissy’s maxim of feminism: The end goal of feminism is to remove all constraints on female sexuality while maximally restricting male sexuality.

Recently I found myself in a Twitter war on a story by CBS Los Angeles asking whether it was still OK for men to hug women. I used the cartoon I posted in *The Creep 2* to illustrate my bigger point:

What’s ironic is that women get this white hot rage for lesser men approaching them at all. It’s an insult to their need to optimize Hypergamy. That’s the depth of female solipsism, they are so certain of their entitlement to an Alpha that they see Beta men as an insult to them.

— Rollo Tomassi (@RationalMale) December 5, 2017

And of course the feminist tropes (from men and women) and the point & sputter ad hominem attacks flowed from there. However, this rage is precisely what I would expect from women who are now coming into a default expectation (entitlement) of all men to ‘*Just Get It*’.

Only in this instance it is Blue Pill, Beta men who should know better than to approach a woman below their (self-perceived) sexual market value. Those men, the lesser men that her social media overinflated sense of SMV has convinced her are beneath her attraction floor should ‘just get it’ that they shouldn’t be flirtatious or even too friendly with her or risk the punishment of an allegation that might be his zeroing out. The Beta man who doesn’t ‘get it’ is an insult to her self-worth and deserving of an optimized Hypergamy.

In the next post I’ll be exploring the ramifications of the “enthusiastic consent” concept and how even *consensual-but-unwanted sex* and “duty sex” will be the next chapter in marital rape. I’ll also be detailing the the “*Cat Persons*” story that’s been making the rounds this week.

Dangerous Times â◻◻ Part 2

January 3, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The fulfillment of your own sexuality is nothing less than your battle for existence. – Pook

If you've been wondering what I've been doing lately over the past week I took it upon myself to read through the 7,000 word short story "*Cat Person*" that's recently gone viral. The author, 36 year old *Kristen Roupenian*, was also offered a one million dollar book deal to expand the story even further. You too can read the whole thing if you have the stomach, but it reads every bit like the passive-aggressive indirection I'd expected it would coming from a less-than Hypergamously satisfied woman who's well past the *Wall*. Rather than craft a concrete article about her own inner conflict (and by association all women's conflict) of having 'inconvenient' casual sex, she thought she wanted, we get an overwritten fiction that sock-puppets herself as the main character.

If this book does publish, trust me, it won't be a new *50 Shades of Grey*. *Cat Person* resonates with

women today because we now live in the **#MeToo** era of moral panic inspired by the same *Future is Female* outrage brokers who brought us pink pussy knitted caps and the women's march in the wake of Hillary Clinton's defeat. I decided to split this series of essays into two parts because at this moment in history we are beginning to see the culmination of the predictions I alluded to in my essay, *The Political is Personal*. We are seeing, in real time, just how a feminine-primary social order and a growing female supremacism consolidates its power. But as I outlined in that essay, this power is always predicated on the hope of ensuring the largest pool of women are legally and socially entitled to the unquestioned, and unmerited, optimization of Hypergamy.

Any man with a *Red Pill Lens* reading through *Cat Person* will easily pick out the social conventions and rationalizations unique to women's 'hamstering' ("*Flirting with her customers was a habit she'd picked up back when she worked as a barista, and it helped with tips.*") that the manosphere has been picking apart for almost two decades now. And, like most women, the female readership find nothing inconsistent or conflicting about any of it. *Roupenian* breezes through the ins and outs of women's sexual pluralism and the differences between transactional (Beta) and validational (Alpha) sex without so much as an afterthought – and her readers eat it up with the same solipsism.

However, the overarching concern for women about this story is the issue of the newly coined term "enthusiastic consent". Our poor Margot (the main character and proxy for the author, and ultimately all women) is torn up by a casual sexual encounter that at first she thought she wanted, but later, even after giving the guy the green light to have sex with her, she loses enthusiasm to bang him. Yet, not to be rude or to create an uncomfortable scene, she goes through with the inconvenient, lack luster, sex because it was *easier to say yes than to say no*.

There are other names for this kind of sex: gray zone sex, in reference to that murky gray area of consent; begrudgingly consensual sex, because, you know, you don't really want to do it but it's probably easier to just get it over with; lukewarm sex, because you're kind of "meh" about it; and, of course, bad sex, where the "bad" refers not to the perceived pleasure of it, but to the way you feel in the aftermath.

Essentially, this shift from *Yes Means Yes* consent to *Enthusiastic Consent* ask the last questions in women's social consolidation of Hypergamy:

"Must I still have to have transactional sex with Betas if all my provisional needs are more or less met?"

"If I'm an 'empowered' woman, am I not entitled to the sex I want to have with Alpha men that validate both my hindbrain and my ego?"

"Can transactional sex with Betas be used as leverage to extort resources from them at any future date by redefining that undesired sex as 'rape'?"

Curb Your "Enthusiasm"

The reason I believe that *Roupenian*'s future book will fall flat is because the viral conversation her short story elicits is about a new terminology that the Feminine Imperative hopes to insert into the public sphere – that of '**enthusiastic consent**' being the only legitimate form of consent a woman can give a man. Anything less than genuine enthusiasm (however this is arbitrarily defined by women) is at best illegitimate consent and at worst rape – even if every indicator a woman gives a man prior to, *during* and after sex says 'yes' she still means 'no' and, as we'll see here, it will be incumbent on that man to be an adequate mindreader and sexual evaluator to determine her real degree of 'enthusiasm'

both in the moment and into the future.

There's a lot to unpack here, but I wanted to begin with a comment I received last week:

If you read feminist literature, the intent behind “enthusiastic consent” seems to have good intentions. Its based on the following purported beliefs:

- That there is a huge incidence of coerced sex and sexual contact, which is mostly inadvertent rather than malicious. The best way to correct this is to teach men the principles of EC.
- That the idea of a sharp Alpha/Beta divide in men's sexual attractiveness is a myth propagated by the misogynistic Right. Furthermore, girls and women have a realistic idea of their own SMV and will be attracted to their male equivalent.

Thus, feminists believe a free sexual market will see assortive mating with both men and women being able to get a similar amount of sex. This is why when men complain of the difficulty of getting sex, many women will retort that it must be because they are only chasing “supermodels”.

Look at Charlie Rose, is this a man with any Red Pill at all? Giving shoulder rubs to office girls, showing porn to a couple, this is all high school Beta stuff. But he had a TV show that lots of famous people wanted to get on. Clearly Beta-ized, but a situational Alpha. In my not so humble opinion most of the #MeToo girls are going after former situational Alphas because they turned out to be Blue Pill Beta after all...they feel cheated, and are just so sure that all the other girls got to ride a **real** Alpha pony on the carousel, so the fury comes out.

The ‘enthusiastic’ consent social push we are just on the cusp of today is the next progression in the larger goal of feminism – removing all constraints on female sexuality while maximally restricting male sexuality. ‘Enthusiastic consent’ will be the *raison d’etat* for the legislation leading to the outlawing of *any* form of male sexual expression.

From The Political is Personal:

The inherent insecurity that optimizing Hypergamy poses to women is so imperative, so all-consuming, to their psychological wellbeing that establishing complex social orders to facilitate that optimization were the first things women collectively constructed when they were (nominally) emancipated from men's provisioning around the time of the sexual revolution.

Ensuring the optimization of women's biologically prompted Hypergamy is literally the basis of our current social order. On a socio-political scale what we're experiencing is legislation and cultural mandates that better facilitate Alpha Fucks and Beta Bucks.

[...]As Open Hypergamy becomes more institutionalized and made a societal norm by the Feminine Imperative, and as more men become Red Pill aware (by effort or consequences) because of it, the more necessary it will become for a feminine-primary social order to legislate and mandate men comply with it.

As much as I'd like to believe that normalizing ‘enthusiastic consent’ may lead to women overplaying their hand, I have to consider how the specificity of defining consent will also redefine past sexual norms and intersexual dynamics; not just among single individuals having loosely defined

“consensual” sex, but also married couples and how sex (or lack thereof) defines their relationships. As if the men of today needed one more reason to be wary of marriage and how it will eventually affect their sex lives, now we can add the potential for ‘marital rape’ accusations based on EC (enthusiastic consent) to that list; and all in light of women’s less than enthusiastic response to any of her husband’s advances. God forbid a mewling Beta pouts his way into this *grey zone* ‘duty sex’ with his unenthusiastic wife.

What were witnessing here is the insertion of college campus consent laws into Marriage 2.0, and as designed its intent is to further disrupt marriage and family. Even in the old books presumptions about marriage a man could expect his commitment to a wife and family meant a plenary exchange of sexual access. But when enthusiastic consent is a prerequisite for legitimizing sexual encounters, anything resembling a woman’s putting out duty sex for her husband, even starfish lack luster obligatory sex is defined as rape.

I got the following comment from last week’s Red Pill Reddit forum repost:

The fundamental driver is removal of female responsibility for her actions, pushing all responsibility onto men. Whatever happens between a man and a woman, women universally agree that the man is to blame for any and all results, including her subsequent regret.

Responsibility used to be on women to say “no” if she wanted to claim rape. This responsibility has been removed. No longer does she have to verbalise lack of consent. No longer does she even have to verbalise actual consent. She can decide after the fact.... years after the fact.... whether her consent was in fact enthusiastic enough, and she can base that on her *future* feelings. “But did you enthusiastically scream yes?” her friends will ask, which is more than the police or the public will subsequently ask of her.

Women side with women. Whiteknights, weak Betas and naive Blue Pill fools side with women. Everyone agrees women are right and men are wrong.

And this is the intended result: women are not to be held responsible for their actions. They are not to be held responsible at any cost – including the destruction of male lives.

I presented this point in *Men and Suicide*, but just to recap, on a subconscious level women will always seek to absolve themselves of complicity in men’s personal destruction. This extends from destroying mens lives due to regrets over not optimizing Hypergamy, to any concern over men committing suicide. At present, women are attempting to reconcile ‘bad sex’ with ‘inconvenient sex’ they have in spite of themselves. However, the same absolution of any inherent complicity in this ‘transactional’ sex ends with blaming men for women’s lack of agency or self-moderation:

Bad sex isn’t even necessarily coercive. I’m talking about having a sexual encounter you don’t want to have because in the moment it seems easier to get it over with than it would be to extricate yourself.

Young women say yes to sex they don’t actually want to have all of the time. Why? Because we condition young women to feel guilty if they change their mind. After all, you’ve already made it back to his place, or you’re already on the bed, or you’ve already taken off your clothes, or you’ve already said yes. Do you really want to have an awkward conversation about why you want to stop? What if it hurts his feelings? What if it ruins the relationship? What if you seem like a bitch?

The problem in this rationale isn't about women changing their mind or feeling guilty – those are excuses for male-initiated victimhood for women and absolve women's complicity – rather, the focus should be on the fact that women going through with this type of sex presently have the option to ruin a man's life at any future date by defining it as 'unwanted sex'. Ella Dawson may not want to conflate transactional, Beta sex as rape, but that's where this conversation is leading us to.

Is it OK for Alpha Males?

I apologize for forgetting who it was that sent me this link, but the present day #MeToo moral panic combined with notions of “enthusiastic consent” and a resulting atmosphere of fear in intersexual dynamics was *predicted as far back as 2004, and by a woman no less*:

Sexual harassment is a crime committed by beta-males who think they can get away with alpha behavior. But that is a distinction too delicate for the blunt instrument of the law. How do you explain to a judge why one man's comedy is another man's bone-chilling lechery? And can we really expect the beta-males themselves to understand the difference?

I found this article very prescient about our present moral panic. In the last two posts I've made the case that what we're finally seeing on a social scale is the consolidation of women's entitlement to an almost socialistic guarantee of optimized Hypergamy. Through any number of direct and indirect institutions we've now virtually guaranteed women a right to Beta men's resources, protection and provisioning as well as a dominant social status above them both at home and in the workplace. Whether overtly or covertly, women dominate Beta men; the last piece of consolidating Hypergamy is then the (at least partial) control of Alpha Fucks.

https://www.reddit.com/r/TheRedPill/comments/7kpmwa/dangerous_times_part_1/drhirym/

As we move into 2018 – an era to be defined even more thoroughly by the Future is Female, #MeToo and Enthusiastic Consent – I believe we'll see a push for the following:

- Sexual harassment will indeed be a crime committed by Beta males who fail at a convincing 'Alpha' behavior. As such the push will be to get Beta men to self-police their behavior via fear. There will be a doubling down on the part of Blue Pill White Knights and 'Feminist Allies' in the wake of the social and legal options women will have to be believed of men's sexual misconduct allegations by default. Feminized men will “try harder” and rat out their rivals for any hint of misconduct in an Orwellian effort to be more appealing and identifying with women.
- Only confident Alpha men, or men well versed in Game, will be allowed to approach women from a perspective of social acceptability. However, even then it will be a woman's prerogative to later define that approach or subsequent interaction as harassment if that Alpha doesn't comply with a woman's long term security needs, provisioning and parental investment 'entitlements'. The latent purpose of a suspension of the statutes of limitation for sexual harassment will center on locking down (perceptually) Alpha men in a long term relationship.
- This new feminine-primary sexual paradigm will further limit Beta men's sexual access and increase reproduction stress in the few Beta men who don't pragmatically drop out of the sexual marketplace altogether. This will also reinforce boys/men's conditioning of loathing their own gender. They will be taught to accept this feminine-primary sexual strategy, as well as the legal restrictions on his power of choice and his life's direction as the societal norm.
- Legal mandates and societal mores will directly and indirectly ensure Beta men's compliance in

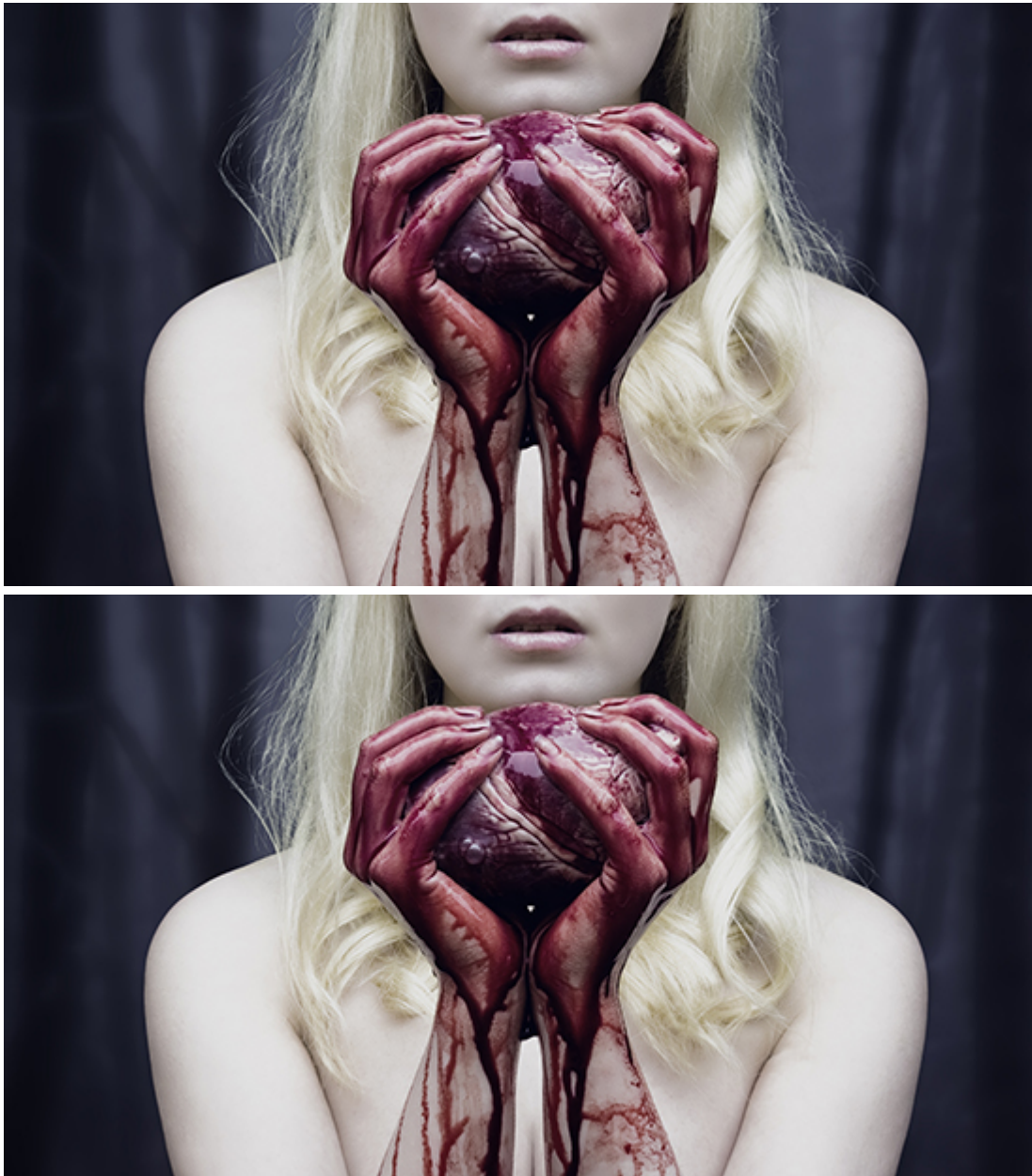
all aspects of parental investment in children he was not biologically responsible for, as well as women's long term security.

Now, more than ever it is imperative that men become Red Pill awakened and see the writing on the wall with a Red Pill Lens. All of this may seem horribly unavoidable, but let me emphasize, it's not for men who are aware of, and have internalized intersexual dynamics and can plan accordingly.

In the last installment of this series I'll be delving into some of the larger socio-sexual implications of where we find ourselves today and where I see present day intersexual relations leading us in a larger scale as well as what Red Pill men can do to win at what's becoming a very dangerous game.

Dangerous Times â◻◻ Part 3

January 11, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



In writing and editing this series for the last few weeks a lot has happened in the Future is Female movement. I'm not a big fan of awards shows for obvious reasons; they have all gone from being a celebration and acknowledgement of creativity and performance in entertainment to being little more than a stage upon which political and social protests are aired by pampered celebrities. However, the recent Golden Globes anti-male / anti-masculinity screed by Oprah Winfrey initiated the next step in what can only be described as socially accepted misandry. I have no doubt that the (now annual) Women's March planned for January 20th will see this anti-male, female supremacism go far beyond what it did in 2017 and echo Oprah's open hatred for men and an unapologetic call for the removal of men and the criminalization of any semblance of conventional masculinity.

The original intent of this series was to raise awareness of the dangerous inherent in our coming intersexual social relations. And in the time I've been considering this I had to finally take a birds eye view of where we've come from and where we're likely to end up with regard to the social direction I

see the sexes headed today. For the final installment of this series there are a couple of articles I'm going to reference that got me thinking recently. The first was an article on *Quillette* by *William Buckner* titled *Romanticizing the Hunter Gatherer*. I'm using this as a starting point today because I think this piece speaks to some common misperceptions of our evolutionary past as hunter gatherer, tribalist beings.

When it comes to evolutionary psychology (evo psych) and biology (evo bio) there is always a tendency to want to focus certain speculations on particular ideological bents. In fact, there is a current push to typify all science as being inspired by male-primary sexism and a motion to reform the sciences by requiring them to basically concur with what ever serves the Feminine Imperative's most flattering interests. Another popular idea amongst egalitarian equalists is the speculation (really romanticization) of our hunter gatherer ancestors being natural egalitarian equalists themselves. Equalists love to presume that human beings' natural state is one of collective cooperation and gender equality, but according to new studies there's no evidence to support these ideas (emphasis mine):

But what about egalitarianism? In a 2004 study, Michael Gurven marshals an impressive amount of cross-cultural data and notes that hunters tend to keep more of their kill for themselves and their families than they share with others.¹² While there is undeniably a great deal of sharing across hunter-gatherer societies, common notions of generalized equality are greatly overstated. Even in circumstances where hunters give away more of their meat than they end up receiving from others in return, good hunters tend to be accorded high status, and rewarded with more opportunities to reproduce everywhere the relationship has been studied.

[...] In the realm of reproductive success, hunter-gatherers are even more unequal than modern industrialized populations, exhibiting what is called "greater reproductive skew," with males having significantly larger variance in reproductive success than females.¹⁵ Among the Ache of Paraguay, males have over 4 times the variance in reproductive success that females do, which is one of the highest ratios recorded. **This means some males end up having lots of children with different women, while a significant number of males end up having none at all.** This is reflected in the fact that polygynous marriage is practiced in the majority of hunter-gatherer societies for which there are data. Across these societies, the average age at marriage for females is only 13.8, while the average age at marriage for males is 20.7.¹⁶ Rather than defending what would be considered child marriage in contemporary Western societies, anthropologists often omit mentioning this information entirely.

Much of this article confirms a majority of what the Red Pill has been observing and considering for a long time now. The *Pareto Principle* being the highlight in this last part here; 20% of men reproducing with 80% of women. I'll also draw your attention to the studies that suggest that only one man for every 17 women reproduced as little as 8,000 years ago (after the advent of agriculture). The Quillette article is a fascinating read, particularly from a Red Pill perspective, and I'd encourage you to read it. The operative point in this is that this research confirms that, despite the feel-good belief that human beings are naturally monogamous and naturally egalitarian, our hunter gatherer ancestors were largely polygamous.

The second article I'm going to reference is *The Link Between Polygamy and War* from the *Economist* last month. This is a very in-depth research that breaks down the connection between

modern polygamous social orders and their tendency for political unrest and unstable societies. The Economist is a paywalled site, but again it's well worth the read. This is a very thorough detailing of how men in these countries are systematically disqualified from reproduction in polygynous social and religious societies due to their lack of resources. Only wealthy men are permitted a wife (the only sanctioned way a man can have sex) and if a man can afford more it is a sign of his prestige that he can take as many as he has the resources for.

Men in South Sudan typically marry as often as their wealth — often measured in cattle — will allow. Perhaps 40 percent of marriages are polygamous. “In [our] culture, the more family you have, the more people respect you,” says William, a young IT specialist in search of his second wife. Few South Sudanese see the connection between these matrimonial customs and the country's horrific civil war. If you ask them the reason for the violence, locals will blame tribalism, greedy politicians, weak institutions and perhaps the oil wealth which gives warlords something to fight over. All true, but not the whole story.

Wherever it is widely practiced, polygamy (specifically polygyny, the taking of multiple wives) destabilizes society, largely because it is a form of inequality which creates an urgent distress in the hearts, and loins, of young men. If a rich man has a Lamborghini, that does not mean that a poor man has to walk, for the supply of cars is not fixed. By contrast, every time a rich man takes an extra wife, another poor man must remain single. If the richest and most powerful 10 percent of men have, say, four wives each, the bottom 30 percent of men cannot marry. Young men will take desperate measures to avoid this state.

The article goes on to link the unemployment of young men to their resorting to criminal (and often open war) means to take the wealth necessary for them to procure a wife. This then leads to violent and social unrest. When we look at militant Islamic organizations one of the first, and probably most convincing, rewards young fighters are offered is the guarantee of a wife – even if she is the spoils of war. Much of what prompted the Arab Spring uprisings has been attributed to the unemployment rates in these countries and the consequent result that those young men cannot ‘legitimately’ afford to marry or have a family. They literally have nothing to lose and a wife (sexual release) and a family to gain.

When one man can monopolize 20 wives and thereby force his rivals from the gene pool we have a similar condition to that of our hunter gatherer ancestors. Only in this instance polygamy (really polygyny) is a socially mandated, socially approved convention.

One persistent debate I read in the manosphere is the contention that human society, achievement, stability, etc. is the result of post-agrarian monogamy. Usually this debate crops up between the more traditionalist faction of the sphere and the more brutally pragmatic of Red Pill aware men. I understand the premise from the traditional perspective; there is every evidence that the conventional family structure has been the lynchpin of social progress. I agree with this assessment, but from an evolutionary perspective human beings are not innately monogamous. Our conventional monogamy and family structure, and the resulting progress is really in spite of ourselves. The evidence is there in our genomic records. Our success as a culture was due to controlling the feral aspects of both men and women's natural sexual strategies via social conventions, religion and personal conviction. And the result of this control is a social contract that is based on monogamy.

That said, there is no denying that monogamous societies make for the most stable societies – or at

least they have up to this point in history. Even the *Economist* article highlights this fact. Monogamy reduces reproductive stress on Beta men – or at least until recently. One reason we have Disney myths of soul mates so prevalent in the past generations is as social a social reinforcement for monogamy. The social convention of idealistic love being a mutually accepted concept between the sexes is also a social reinforcement for monogamy. These were conventions that held men in an idealized state of monogamy. Even the worst Beta still had a hope to reproduce if the mythology was such that “there’s someone for everyone.”

But again, all of this idealization of monogamy is really in spite of ourselves. Left to our own means and our unfettered sexual strategies men will be ruthlessly polygynous and women will resort to ruthless Hypergamy.

The New ~~Polygamy~~ Polyandry

You can probably see where I’m going with this now. Since the time of the Sexual Revolution (and unilaterally female-controlled hormonal birth control) we have seen a systematic degradation of this monogamous social order in favor of a female-primary social order. This social order is predicated on women’s complete control over the reproductive fate of society. Whereas before there were social checks and balances in conventional monogamy, these have been replaced with the unrestrained, unquestioned imperatives of women’s sexual strategy – Hypergamy. In just 5 short decades men have ceded any claim to not only our own sexual strategy and interests, but to any right to paternity.

When we look at how social trends have shifted with regard to women’s sexual selection process we can see the end game more clearly. We’ve gone from ‘No Means No’ to ‘Yes Means Yes’, to itemized permission documentation of every sex act, and now to “enthusiastic consent”. Women’s end game is not unlike our original state of polygamy in that only the most desirable Alpha men will be allowed breeding rights to women – with the social contract being all women are entitled to Alpha Fucks. Enthusiastic consent is a ‘thing’ because on some level of consciousness women loathe the idea of transactional sex with Beta men. And as women’s provisioning and security needs are already met by the state and men’s own direct or indirect resource transfer, there is no longer any desire for “sex they’re really not that into.”

If not for ubiquitous, free online porn and soft prostitution (Sugaring, Tinder, Seeking Arrangements) western culture might find itself in a similar situation to the polygamous countries described by the *Economist*.

I think it’s important for Red Pill aware men to consider that as women consolidate more and more power via social conventions that only apply to men (MeToo, Times Up, etc.) the end game is one of polyandry for women. This cartoon was a funny one because it accurately describes women’s sexual selection process, but it’s unfunny because it also belies women’s idealized state – one in which men are either draft animals or breeding stock.

I had quite a few men ask me where I think we’re headed with regards to intersexual social dynamics and I would say that what I’m ultimately seeing is an erasure of conventional monogamy replaced with a Hypergamous polygamy in which women will have uncontested control over reproduction. I see a lot of similarities occurring with men who drop out of life, and either neglect or refuse to build their lives around supporting a family or entertaining a wife. The guys I talk to very much want to get married and have kids, but the downsides are so unimaginably dangerous for men it seems hopeless to them. The old monogamous social contracts no longer exist, but men are still being held responsible for not putting themselves on the line to take risks that only apply to them.

So, not unlike the young unemployed men in the Arab Spring, today's drop out guy has very little hope for a monogamous future with a woman. But this hopeless circumstance is being instituted by western women, not a religious dogma. Unrestrained Hypergamy leads us back to our feral, tribalist polygamy, simply because women have no use for Beta men. Sex with Betas is (or soon will be) considered rape and without porn or some other sexual sedation Betas would likely resort to violence to solve that problem.

What to Do

Anonymous Reader hit me with this comment:

Distilled to it's essence this is how women in uncontested control of men and masculinity will view men: according to their basest Hypergamous needs and in the context of complete solipsistic self-interests.

Something more like an ant colony or beehive than a civilization of humans. A society of women owners, a handful of males allowed to breed and a whole lot of neutered workers.

I've used the *Sadie Hawkins' World* analogy for some time now, but this is what the new order of Fempowerment has created for men and women going forward. As much as it goes against every evolved instinct for women, it will be women who must pursue and make the effort to initiate sex and intimacy with men. There will likely be some pushback from more traditional/conventional women who truly desire men to pursue them – nothing is more flattering for a woman's ego – but the social environment will be such that the risk of personal destruction will become so high, and the juice not being worth the *risk* of the squeeze will be so low, that even the top tier men in the SMP will be incentivized to allow women to make the first move.

Essentially what *MeToo*, *Enthusiastic Consent* and *Fempowerment* is establishing is an even higher standard of what constitutes an ideal Alpha. It is a tightening of the market of sorts. Women are reluctant (and then resentful) to settle for a less-than the best Hypergamy with a suboptimal male as it is now, but add to this the condition that only the most ideal of Alphas represents the only legitimate sexual experience

Some Solutions:

1. Play the Game better: Learn Game so thoroughly that you can use the corrupted system to your best advantage. The bar is set so low for men today that even marginal self-improvement, Red Pill awareness and Game savvy can set a man apart from the overwhelming majority of Beta, feminized symps. In essence men can make themselves into commodities women will compete for. There is a danger in this though; women who want to consolidate on the Alpha who wont commit open themselves up to false accusations in reprisal.
2. MGTOW: As there are varying degrees of MGTOW I can't say that the most isolationist of MGTOWs response is really a solution. Distilled down, MGTOW is an abdication of meta-Frame to women. However, not all MGTOWs are cut from the same cloth. Many will explain that MGTOW is just men not using women as a benchmark for their ego validation, and my response is, great, I think any Red Pill aware man ought to do the same. Taking womankind off the pedestal and replacing them with your own *Mental Point of Origin* is key in any man's unplugging. That said, *isolation* may not be the best approach to dealing with the Future is Female crowd.
3. Transactional sex: Reducing intersexual relations to Tinder hook ups, Sugar Baby/Daddy

contractual agreements, or 'Seeking Arrangements' will preclude a transactional understanding and imply specific positive consent. This still has its dangerous though. Even a Tinder hook up can go bad for a guy if a woman still has regrets at a later date. However, at least from a social standpoint a woman seeking a sexual encounter can be thought of as being proceptive about the experience and not a victim of coercion.

I'd encourage more solutions in the comments. I'm sure a lot of this series seems overly reactionary or disheartening for men who are looking for a return to that stabilizing monogamy. There is an element in the manosphere today who are looking for their Red Pill Trad-Con woman who will police the worst of herself in order to return to the golden era of monogamy. I have my reservations about the real motives of the few women who subscribe to this story, but the issues isn't about what they *will* do, but rather what they *can* do in a feminine-primary social order that allows them to renege on their convictions without consequence.

Hypergamy â◻◻ The Misconceptions

January 16, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





At the end of September last year I gave two talks at the 10th annual 21 Convention in Orlando, Florida. This probably isn't news to any of my regular readers as it was the only in-person appearance I did last year. My first talk was a familiar one – Hypergamy; Micro to Macro – and was an updated version of the talk I delivered at the Man in Demand Conference in 2015. I'm happy to announce that the video of this dissertation is almost ready to go live on the 21 University site. I should also mention that this video marks the first time I've put my real face out in the wild so be gentle.

Before this video is made public I wanted to address some of the more common (and often deliberate) misconceptions about Hypergamy I read floating around Twitter, more than a few Red Pill forums and the blogs of Purple Pill 'life coaches' who need to dismiss Hypergamy as a 'thing' in order to keep their clientele mired in Blue Pill Disney dreams coming true. Some of these are honest mistakes, and some are just the opinions of guys who only see one side of the Hypergamous equation. A lot of critics think Hypergamy is all there is to Red Pill awareness, and while it's true that women's sexual strategies extrapolate a great deal into our social order, there's a lot more to understanding intersexual dynamics than just wrapping your head around Hypergamy.

I've written about Hypergamy for as long as this blog's existed (I own the google search term) and as

new readers become initiated in the Red Pill I can't expect them to have read every essay describing the ins and outs of Hypergamy. So in the interests of clearing the air and consolidating all of these misunderstandings for everyone benefit – and to refute the disingenuous – I'm going to run down the most common Hypergamous hate I see here.

Hypergamy is a Straightjacket

This is easily the most common misperception I read. Hypergamy is an evolved social dynamic. That is to say it is the behavioral extension of biological factors; most notably Ovulatory Shift. I'll delve into this in the 21 Convention talk, and I've covered this in *Your Friend Menstruation*, but Hypergamy is a sexual strategy exclusive to women. It is the behavioral manifestation complementary to women's hormonal and biological realities. Hypergamy at its root level is about the most efficacious, pragmatic, means of women becoming fertile with the best genetic breeding opportunities, and simultaneously pairing in the long term provisioning opportunities available to a woman.

To a strictly deductive, analytical mindset Hypergamy seems a lot like a straightjacket. If you measure up, you're golden. If you don't, you're fucked. This reflex is a binary either / or extreme and as such it paints Hypergamy as something insurmountable and very deterministic. I will admit, I've read some Red Pill guys either triumphantly or defeatedly cop to this idea about Hypergamy. What both fail to consider is women's individual capacity to optimize Hypergamy in relative contrast to their own SMV. I've seen low SMV Pickup Artists pull off what to this mindset should be impossible. There is so much more to Hypergamy than just what a man's looks presents. There are factors and circumstances that can circumvent Hypergamy, and there is nothing deterministic about it. Yes, Hypergamy is often ruthless, but resigning oneself to binary extremes about it gets men nowhere.

Hypergamy is only defined as “marrying upward”

This is a pedantic dismissal of a phenomenon based on semantics. Yes, the original term was developed to describe women's “tendency to marry upwardly into higher socioeconomic strata” by sociologists, but the term deserves a much broader definition in light of the biological and psychological realities we observe in women today. We could create some new term that would describe the phenomenon, but Hypergamy would describe it in the abstract just as well. Critics resorting to this dismissal only seek to discredit the one proposing an idea based on terminology.

Some women are more Hypergamous than others

This is usually trotted out by the ‘*not all women are like that*’ critics, and a lot of these are, of course, women. But there are also the ‘*Quality Woman*’ seekers who want to believe that their unicorn woman wouldn't be *as* Hypergamous as most slutty skanks on a constant lookout for the bigger and better deal. Hypergamy in this case takes on an aspect of social conditioning and becomes a part of women's personality.

While it is true that acculturation and learned social practices can be a buffer against Hypergamous excesses in women, it doesn't lessen or dissolve Hypergamy's influence in women. Just as men's sexuality is learned to be reigned in, so too can Hypergamy be learned to be controlled. Needless to say in our post-sexual revolution era *Fempowerment* has effectively unfettered that buffer for women. Learning Hypergamous restraint is viewed as some male chauvinistic repression of women's sexuality, but the truth is we are expecting women to self-police their own Hypergamy (with no real instruction). We hope that women will effectively select against their Hypergamous best interest in

exercising that control, and today men pay the price for that foolishness.

All women are Hypergamous. Some have learned to curb its excesses, some live in a cultural environment that moderates it for them, but all women are Hypergamous to the same biologically inspired degree. All that changes is the context in which Hypergamy is expressed in women.

Both men *and* women are Hypergamous

I covered this fallacy in *False Equivalencies*, but to recap it briefly, Hypergamy is a sexual strategy unique to women. Women have attraction floors for men with whom they will breed and/or settle into pair bonding with. Women only consider an equal to, or better than, arrangement with regard to sexual market value of a man in contrast to (what they perceive as) their own. Men will date and have sex with women who are sometimes 2 to 3 steps below their own SMV. Hypergamy never seeks its own level; women seek an advantage in the mating game, men simply want to reproduce. This is what defines each sex's imperatives.

Men and women are different in various facets. It is the equalist mindset that presupposes we are the same (or more alike than different) and because of this the False Equivalency argument is always the go-to response to Hypergamy in women. The equalist believes that if women are Hypergamous then men, being equals, must also be as well. Really, this is a retort intended to refocus an unflattering truth about women onto men to even the scales and make men's pointing out Hypergamy an equal shame. This false equivalency is also used for many other unflattering truths unique to women, so don't be fooled.

Hypergamy is overemphasized in the manosphere

I see this more and more because as women openly embrace Hypergamy in a public sphere this leads to men becoming more sensitive to their (often ugly) roles in that strategy. There's a real want to mitigate the importance Hypergamy plays in men's lives because most men don't like the idea of being controlled. Which then goes back to the straightjacket notion. Men accept Hypergamy, but they refuse to see it's larger influence on social and political dynamics. I wrote about this in *The Political is Personal*. It's almost impossible not to be accused of being conspiratorial, but in a feminine-primary, gynocentric social order it is women's interests that define what is 'correct' discourse.

We read all the time about how western (millennial) society has become overly PC (politically correct), but I would argue that we are overly female correct. When women are afforded unchecked power their first imperative is controlling men to accommodate the Feminine Imperative. Women's Hypergamous interests influence and dictate legislation and political discourse. It may not be something most men want to consider. Most guys in the sphere are only focusing on women they know personally, but there is a larger social narrative that is inspired by women optimizing Hypergamy.

Hypergamy only applies to men with the best social / provisioning status

I've seen this one-sided perspective promoted by Dr. Jordan Peterson. The idea is that, in women's *natural beneficence*, they will only be attracted to the man with the best capacity to provide for her long term security and parental investment. This idea myopically ignores the Alpha Fucks side of the Hypergamous equation. This concept is very complimentary to women and usually guys who limit their definition of Hypergamy to the inherent goodness of women also tend to think of Alpha in terms of men being pro-social, leaders of business and community. This is false on many levels, but it's very virtue-satisfying for men who believe that they'll eventually be rewarded by women (quality women of course) who will after time think "nothing's sexier". I should also say that this fallacy is

very popular for *Betas in Waiting*.

It's men who are responsible for Hypergamy

This is a reversal of the origins of Hypergamy, but from a socially constructed perspective. I see a lot of well meaning Red Pill moralist men trot this out as a complement to (again) their hope that women might ever find their virtuousness at all attractive. This fallacy presupposes that men are the real power distributors and the nebulous Patriarchy women complain of is something a majority of men are in some way in control of. It also reverses the origins of male dominance hierarchies. It presumes those hierarchies exist separate from the women who actually perpetuate them with their own Hypergamy and upward sexual selection.

This appeals to men who've bought into the 'Man Up for the Red Pill' ideology. Women are only as Hypergamous as men allow them to be. While there's some truth in that in certain cultural contexts, it is women who are deciding for themselves how Hypergamous they wish to be today, and they've got the full force of the law and social norms to enforce their choices. While I'm all for men establishing a dominant frame that women naturally want from men, I think it's unnecessarily self-defeating to believe that women don't understand how their own sexual strategy works and are responsible for it.

Hypergamy means only 20% of men will ever get laid

Newsflash: Beta men can and do get laid. This is one concern that a lot of critics think is promoting self-defeat in men newly exposed to Red Pill awareness. The concern is that, again, men will become despondent because they'll classify themselves as one of the 80% of guys who don't get laid or women would rather not sleep with, because Hypergamy. This theme is actually carried over to a lot of these misconceptions; PUAs and Purple Pill 'coaches' alike are concerned that their clients will just give up and go MGTOW because that Rollo guy showed them the ugliest side of Hypergamy and they're hopeless.

First off, nothing could be further from the truth. Second, this fallacy stupidly (binarily) ignores the individual circumstances of women at the various stages of life. Not all women can get with that guy in the 20th percentile for any number of reasons. Thirdly, the primary edict of this blog and the Red Pill in general is using this information to better a man's life on a by-man basis. If anything, being exposed to Red Pill truths like Hypergamy should embolden men to become more than they are in a new paradigm based on Red Pill truth rather than Blue Pill false hope – hope that, unfortunately, a lot of Purple Pill coaches are selling.

Hypergamy requires trust on the part of women

No, it really doesn't. What this premise ignores is the dual nature of Hypergamy, and trust has nothing to do with the sexual urgency a woman feels for a guy who represents a 2-3 level bump in SMV compared to her own while she's in the proliferative phase of her menstrual cycle. Trust, rapport and comfort are post-orgasm feelings. These are reserved for the Beta Provisioning side of Hypergamy and ones women usually associate with their luteal phase of menstruation. This is why the Betas women trust are the first guys they call to cry to about the guy they fucked who had no trust prerequisite. *This fallacy is just stupid*, but it does illustrate the Hypergamous process from both sides.

Men should stay ignorant of Hypergamy for their own good

This again goes back to the idea that men (usually Blue Pill Beta men) who know too much about the visceral aspects of Hypergamy will naturally become despondent and go MGTOW or worse, kill themselves in the thinking that they'll never measure up. If you're at all familiar with my writing

you'll know that I think the only good is knowledge and the only evil is ignorance. As I've said many times, the truth will set you free, but it doesn't make it pretty. It also doesn't absolve a man of the responsibility that comes along with that truth. I get that guys are hopeful that they can find a magic formula that'll get them their *dream girls* without much effort. Telling them that's not gonna work for them makes them hopeless because they still cling to Blue Pill ideals being resolved with Red Pill truths.

This is where guys get the notion of '*leagues*' and that they don't qualify for certain women because they're out of their league. As I stated earlier a lot of the "keep the guys in the dark" notion is really a misguided way of supposedly helping a guy become something more by keeping him ignorant.

Hypergamy give women an "out" for bad, evil treatment of men

This is a play on the personal responsibility trope. I covered this in *Our Sisters' Keeper*. It really comes down to the capacity men believe women have or don't have with regard to their personal agency. This returns us to the question of women's *Hypoagency*:

Hypoagency – **the idea that certain individuals (e.g. women) lack agency in their own actions.** *They lack control. They are not actors ... rather, they are acted upon. The corollary to that argument being that they are not responsible for their own actions.* Yet the cultural narrative of the omni-empowered, Strong Independent Woman® is completely at odds with exactly women's hypoagency with regard to rape. They are powerful and purposeful when it serves and entirely unaccountable and blameless when it's not convenient.

There was a time when the book *The Selfish Gene* was being bandied around the manosphere and the concern was men might use the premises of the selfish gene to absolve them of cheating on their girlfriends or used as an excuse to pursue one woman after the other. They couldn't help it, it was written into their DNA. The same argument is now used by (mainly moralist) men who promote the reverse of the idea that men are responsible for Hypergamy. Thus, women being acted upon by a Hypergamy that's written into their DNA can use it as an excuse for the worst behavior and ugliest results imaginable to men. The logic then follows that women are either active agents and have moral agency or they lack that agency and need men to provide the self-control women are incapable of.

Personally, I believe its a combination of the two; women do have agency for which they should be responsible and accountable for, but also, men need to provide a confident dominant frame under which women want to submit and be associated with. It is not men's fault that women are Hypergamous, but if there is to be a healthy control of it for the best interests of both men and women, men must understand it and master it. I would say the same of men's own sexuality and sexual expression – however, we are already overwhelmingly held accountable for not mastering it.

Women aren't slaves to Hypergamy

This is one more question of women's agency. Just as hypoagency and the biological element of Hypergamy can be used to socially absolve women of the responsibilities of it, so too can women's awareness of their own Hypergamy be another way to excuse bad behavior. Again, it's about personal responsibility. I've never stated that women are "slaves" to Hypergamy. I have explored women's conscious awareness of their behaviors being influenced by their innate Hypergamy. Most women don't realize they are giving a guy a shit test, it's part of their limbic subroutines. Most women don't consciously plan their girls' night out around the proliferative phase of their menstrual cycle. They largely do, but they don't realize the coordination. Women aren't slaves to Hypergamy, but they aren't immune to its subconscious influence, and this applies to your "good girl", your trad-

con “Red Pill” woman and your “Quality Woman”.

Women are Hypergamous, men are hypogamous

Here we have another attempt to confirm a false equivalency in the hopes that some egalitarian balance might be found between men and women. I’ve heard Purple Pill men trot this one out occasionally: Hypogamy is the idea that men *must* marry down, or the increasing tendency for women to marry down in the face of men’s socioeconomic status being less than that of women’s. The salient point is that there is no biological element in men that would suggest anything about men opting for hypogamy. This is simply another effort to balance Hypergamy for an egalitarian mindset. I’m not suggesting hypogamy isn’t a thing, just that it’s a sociological phenomenon. Men’s biological imperative is unlimited access to unlimited sexuality, and this we can see manifested in their own behavior. Men don’t seek out hypogamous circumstances as a point of their imperative. Sometimes that may be the result, but again this is an extrinsic circumstance not an evolved drive.

Hypergamy should end after marriage

Oh man, wouldn’t that be nice? Actually no, it would put men and women into a state of personal stagnation. While I try never to deal in “*should be*” I do recognize that there are still guys who still believe that all the anxiety they felt in their dating years should fade to unconditional comfort after they get married. This is false for many reasons, but then there is the extreme reversal of this; “Aww man if I’m not the highest apex Alpha in my wife’s world she’ll cheat on me with him as soon as her proliferative phase comes around.”

Some critics like to overplay this stupid binary to prove that “women are people too” and Hypergamy isn’t even a thing for them once they’ve settled in with a great guy like you. Hypergamy is always in effect for women by order of degree; marriage is no insulation from the sexual market place, you fool yourself in ever getting comfortable (or vulnerable). Guys who buy into this fallacy are usually equalists who believe their Burden of Performance ended when they said “I do”.

Now, that said, it’s not all gloom and doom. If you’ve established a strong dominant frame prior to marriage Hypergamy actually works in your favor. The same studies that showed women in unsatisfying LTRs or marriages sought out extra-pair sex with more masculine men also showed that women in satisfying relationships were more sexually proceptive (horny) for the men they were paired with when in their prime ovulatory phase.

Hypergamy is only about Alpha Fucks

Another type of critic likes to overplay the importance of looks and Alpha dominance in the Hypergamous equation. I’m of the opinion that looks and confident dominance (bordering on cocky arrogance) stimulates tingles in the most natural visceral way, but that’s not the entirety of the Hypergamous equation. As most PUAs will belabor, looks without congruence in behavior can actually be anti-seductive. Looks will cover a multitude of Game sins, but Game and generating an emotional impact in a woman is always the keystone. There are two sides to Hypergamy, Alpha Fucks and Beta Bucks. In today’s world women’s primary focus is on the Alpha Fucks side of the equation, but it doesn’t mean the Beta Bucks provisioning side has been erased.

Hypergamy isn’t so important, you’re overstating things

I get this from Purple Pill guys, PUAs and women – guys who obsess over Hypergamy are reactionary losers. And to them I’ll once again point out the story of Daniella Greene, the FBI translator who left her military husband to marry the very ISIS fighter she’d been tasked to investigate. Watch the video [*at this link*](#) and then think about how many Red Pill truths this story

confirms. Think about the far greater scope and importance an understanding of Red Pill intersexual dynamics and how Hypergamy factors into what was an international incident that threatened national security. Are we just going to say “well, bitches be crazy, she must be damaged” or do we see the mechanics behind her actions with a Red Pill Lens? This is only one example of the scope of the importance a developed Red Pill awareness should mean to men.

Look at the significance to which Hypergamy influences everything from divorce laws to child custody to even abortion. Hypergamy is a much larger dynamic than most men really want to digest. It's not being reactionary to see the forest for the trees here.

You pronounce Hyper-gamee wrong, thus you are uneducated and your information is flawed.
Ok, you got me, disregard everything on this blog then.

Thoughts on Aziz Ansari

January 24, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I'm going to make a confession here; until a week ago I had no idea who Aziz Ansari was. I get he was some low limit comedian, and in today's social environment that means he lectures an audience about social justice issues for an hour while trying to insert some humor into his act. I've pretty much given up on most comedians these days, and I'm a guy who used to love standup. However, my unfamiliarity with Aziz was actually a benefit in assessing his recent pillory in the mainstream. Had I known about him before all this, and his ~~comedy~~ activism, I likely would've just dismissed his case as the next guy to be put into the MeToo deadpool of celebrity men – and I'm being generous about the "celebrity" part.

I had actually resigned myself to blowing off his whole story until I started digging into the particulars of the 'date' he had with the anonymous "Grace". On first pass this whole incident is easy to dismiss even for Red Pill aware men with better things to do than bother themselves with another Hollywood chump to go down to the open power grab that MeToo and TimesUp have become. There is, however, a lot to unpack in the whole thing though. If you want the whole story you can [read about it here on Babe.net](#), the blog for "Girls who don't give a fuck", which is interesting because apparently they give a lot of fucks according to the story.

Just to break down some of the particulars here:

- She (Grace) approaches Aziz in the beginning. Flirts with him and then goes back to her date she was with that evening. They would catch each other glancing at the other during the night (IOIs). They 'ran into each other' later and he number closes.
- Aziz Beta texts her almost immediately and tries to text Game/flirt with her before he asks her out

- Before meeting Ansari, she tells friends and **coworkers** about the date and consulted her go-to group chat about what she should wear to fit the “cocktail chic” dress-code he gave her. She settled on “a tank-top dress and jeans.” She showed me a picture, it was a good outfit.
- After the white wine she didn’t like, they end up back at his place. She complimented his marble countertops. Ansari turned the compliment into an invitation. “He said something along the lines of, ‘How about you hop up and take a seat?’” Within moments, he was kissing her. “In a second, his hand was on my breast.” Then he was undressing her, then he undressed himself.
- Ansari tells her he was going to get a condom within minutes of their first kiss, Grace voiced her hesitation explicitly. “I said something like, ‘Whoa, let’s relax for a sec, let’s chill.’” She says he then resumed kissing her, briefly performed oral sex on her, and asked her to do the same thing to him. She did, but not for long. “It was really quick. Everything was pretty much touched and done within ten minutes of hooking up, except for actual sex.”
- Ansari repeatedly attempts ‘The Claw’ on her “The move he kept doing was taking his two fingers in a V-shape and putting them in my mouth, in my throat to wet his fingers, because the moment he’d stick his fingers in my throat he’d go straight for my vagina and try to finger me.” “It was 30 minutes of me getting up and moving and him following and sticking his fingers down my throat again. It was really repetitive. It felt like a fucking game.”
- Ansari physically pulled her hand towards his penis multiple times throughout the night, from the time he first kissed her on the countertop onward. “He probably moved my hand to his dick five to seven times,” she said. “He *really* kept doing it after I moved it away.”
- Ansari presses her for sex. He asks repeatedly, “Where do you want me to fuck you?” while she was on the countertop. She says she didn’t want to fuck him at all. He keeps asking, so she says, ‘Next time.’ Aziz says, ‘Oh, you mean second date?’ and she says, ‘Oh, yeah, sure,’ and he goes, ‘Well, if I poured you another glass of wine now, would it count as our second date?’
- She later says she doesn’t want it to seem forced and this wakes Ansari up from his sexual stupor. “He said, ‘Oh, of course, it’s only fun if we’re both having fun. Let’s just chill over here on the couch.’” Ansari instructed her to turn around. “He sat back and pointed to his penis and motioned for me to go down on him. **And I did.** I think I just felt really pressured. It was literally the most unexpected thing I thought would happen at that moment because I told him I was uncomfortable.”
- Halfway into the encounter, he led her from the couch to a different part of his apartment. He said he had to show her something. Then he brought her to a large mirror, bent her over and asked her again, “Where do you want me to fuck you? Do you want me to fuck you right here?” He rammed his penis against her ass while he said it, pantomiming intercourse.
- They got dressed, sat side by side on the couch they’d already “chilled” on, and he turned on an episode of Seinfeld. While the TV played in the background, he kissed her again, stuck his fingers down her throat again, and moved to undo her pants. She turned away. “I remember saying, ‘You guys are all the same, you guys are all the fucking same.’” Ansari asked her what she meant. When she turned to answer, she says he met her with “gross, forceful kisses.” After that last kiss, Grace stood up from the couch, moved back to the kitchen island where she left her phone, and said she would call herself a car. He hugged her and kissed her goodbye, another “aggressive” kiss. When she pulled away, Ansari finally relented and insisted he’d call her the car.

All of this detail is important to consider because Ansari’s actions here are classic Beta Game

desperation tactics. It is literally one Beta move after another. Many of the reviewers of this incident like to point out that it was really a misunderstood date gone wrong, or else they use it as proof-positive of a sexual assault, but I'm going to argue something different here – Ansari is simply a Beta chump with very little Game savvy who, if he'd had even a hint of Game awareness could've had a good sexual experience both for himself and her.

As I've mentioned before, I'm not a proponent of men attempting to push past *last minute resistance*. For as much as "enthusiastic consent" will be used as a tool of fear to dissuade Beta men from even attempting to approach, I can't say that I wouldn't want a woman to have a genuine desire to fuck me in any sexual episode. I can remember in my 'rock star 20s' doing exactly this. If a woman wasn't into having sex with me or she had some reservations or some hoops she expected me to jump through in order to get her to "come around" to fucking me I would simply excuse myself from the situation. I was at a point in my life where I had many other (proven) options, and if a new prospect wasn't an absolutely 'enthusiastic' "*Hell Yes!*" girl I had at least six other women who were eager to come over and fuck me. This was just a subconscious awareness I took for granted at the time, but it was an attitude that stemmed from abundance.

That was essentially my Game back then. It was the natural reflex of an Alpha man and women responded to it. The behaviors and attitudes I exhibited just flowed from my unrehearsed subconscious. It was *who* I was. Dread is much more effective for a man when a woman sees that he's oblivious to his causing dread.

Most men never really experience this kind of sexual abundance and as such it colors their outlook and how they expect sex to work for them. One big problem inherent to men's Blue Pill conditioning is the idea that sex *must* be negotiated for a woman to feel comfortable enough to fuck a guy, but more importantly in this era, to avoid any misunderstandings that would lead to his getting a sexual misconduct allegation. The Blue Pill teaches men to respect women by default, for no other reason than she has a vagina, but also that open communication, full disclosure and negotiation are necessary elements of sex. We can see this played out in the ludicrous expectation that every sex action a man involves himself in requires vocal enthusiastic consent. This is the acculturation; men are expected to negotiate every sexual detail of a sexual experience.

Needless to say this is patently ridiculous, but it's also the surest way to kill the actual enthusiasm a woman might actually have for a guy. One thing that will separate Alpha men from Betas in the future will be that man's honed capacity to remove himself from any sexual situation that is negotiated. Women want to play the Game, they don't want the Game explained to them. They want a man who *Just Gets It* and the men who don't get it will be the ones whose dutiful Blue Pill conditioning prompts them to start any and every approach at intimacy by negotiating the terms for a woman's desire.

You cannot negotiate genuine desire, but this negotiation is exactly what modern feminism simultaneously fosters and struggles against. The idea of 'enthusiastic consent' is really a want on the part of women to have the sex they genuinely have a desire to experience with a man. This is all women want to write about now and the Ansari incident is a textbook example of the kind of negotiated sex women don't want to have, but sometimes go through with for transactional reasons. Remember, sex with Alpha men is validation for women – lackluster 'meh' sex with Beta men is transactional sex. If you only read what women are writing about sex today you'd think that transactional sex is all they've ever been having – and sexist men see women as 'soft' prostitutes. Now it's suddenly some revolutionary act for women to have the sex Alpha sex enjoyment they've

always “deserved” but have been repressed by transactional sex with Betas.

That said, I can’t disagree entirely with the want for an enthusiastic sex partner who genuinely *wants* to fuck me 12 ways to Tuesday. And this is women’s rationale today, “Don’t you want to fuck a woman who really wants to fuck you?” It’s hard to argue against the “Hell Yes” girl, until you realize that the sex they are describing is only reserved for the guy they really want to bang and mistakenly believe their overinflated self-value warrants.

Now, I’ve read the debate from PUAs who make the point that it is entirely possible to make a ‘No’ girl into a ‘Hell Yes’ girl. I’ve seen the infield videos so I’ll spare you the linking. My question then is, after deftly applying Game and calibrating all the minutiae to do so, how does this compare to a woman who has a genuine desire for you from the start? I think one huge hurdle for guys unplugging from their Blue Pill conditioning have to face is the presupposition that sex is only the result of a process of negotiation. That negotiation is what the Blue Pill teaches boys and men from a very early age.

Aziz! Light!

The Ansari incident has a lot of Red Pill lessons to teach. First and foremost is the fact that Ansari is a consummate Beta. Looking at the guy he resembles any number of Indian computer programmers frustrated by a want for the secret formula to make a gorgeous American blonde with big tits fall in love with him. Don’t get me wrong, I counsel these men personally, but he fits that schema. Next, Ansari is a vocal and outspoken White Knight for feminism and regularly proves his male self-loathing as part of his standup act. I mean, the guy wears a Time’s Up pin. But like most male feminists, he gets hung by his own Beta Game bullshit – this is the fate of all male feminists.

Lastly, Ansari is a Beta who made good. I’ve talked about the Blue Pill White Knights and self-righteous AFCs in many a post, but I’m not sure I’ve emphasized how dangerous this mindset can be for a Beta who has a combination of affluence, celebrity and social proof. There comes a self-validation in that Blue Pill mindset when women want to be associated with him. He develops a belief that it’s his Blue Pill conditioning, and his adherence to it, that is the reason for his relative success with women. This insulates these guys from ever disconnecting from that conditioning, but it also lessens an incentive to see women in any other perspective. The result of this is exactly what Ansari experienced in this incident. He was too comfortable in presuming his pro-woman, female identifying, Beta Game would make his sexual expression ‘Okay’ with any woman who gave him positive sexual interest.

Another big indicator of this, and really much of Beta Game, was his repeated pawing of Grace and repeated sexual expressions with her. It wasn’t working as he believed it should, so what was his solution? Continue with the negotiation and hope for a positive sign of reinforcement from her. Every act that Ansari attempted with Grace was a form of negotiation. I can’t get sex? How about a blow job? No? Okay how about if I go down on you? She feels forced? Woah, default to female identification persona. Presume the sale, **“How do you want me to fuck you?”**

This is all one big negotiation – there is no genuine desire and no enthusiasm of the part of Grace – but since Ansari has never had the incentive to learn Game he keep going back to what he thinks *should* work on her.

To wrap all of this up, I should mention that the reason this whole affair went viral is should really be no surprise. It’s one more example of everything MeToo has been harping on for almost 5 months now, yes, but it’s also an illustration of exactly this new sentiment of the “grey area” sex I brought to

light in *Dangerous Times – Part 2*. It's sex women have out of courtesy (Aziz got a courtesy hummer) or convenience or just as something to do. It is exactly the obligated sex I've been talking about since *The Desire Dynamic*. This incident is exactly the story this 'grey sex' sentiment had needed, but in the larger picture it highlights the difference between transactional sex and validational sex.

As *Open Hypergamy* becomes yet more normalized it's now time that the Feminine Imperative acknowledges the type of sex women desire and enjoy, and the type of sex they feel obligated to perform as part of a negotiation or transaction. And naturally the need to define what women's Hypergamy dictates becomes a new form of shame for men. Evil Patriarchal men are to blame for women having to openly acknowledge that they only want to fuck Alpha men with any real enthusiasm. Men are to blame for validational and transactional sex, and now absolved, women can take the next steps in consolidating on Hypergamy.

No, there's no current legislation that makes 'unenthusiastic sex' a sex crime (yet), but remember that the sexual arms race is always fought in the court of public opinion before anything is written in ink.

21 Convention â◻◻ The Talks

January 26, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

The first of my 21 Convention talks from 2017 is now live on 21 University. The video linked above is the preview for my talk, *'Hypergamy – Micro to Macro'*. Last September's convention was an amazing experience for me and my fellow speakers and I'm planning on speaking at the 2018 convention.

This was easily one of the most memorable experiences I've had since I began my writing in what would become the manosphere. Although I gave two 1-hour talks at this event the real value for me and the men attending I feel was the one-on-one talks I had with various groups of guys throughout the event. Most of these were just impromptu gatherings of men with questions, but the planned social gatherings were very focused and really informative. And not just by me, this event was really a first of its kind with many speakers making themselves available to their respective readers. I think all the attendees would agree that it was four days of education, self-improvement and camaraderie.

As I mentioned when I first agreed to do this event I had my reservations about the focus of prior conventions. It's no secret that I turned down the initial invitation because I felt that the message coming from prior speakers was very Purple Pill and very sales pitchy for self-help gurus still wrapped up in their Blue Pill, feminine-primary idealisms. However, Anthony Johnson (the event organizer) made a very risky move to shift this to a much more Red Pill, nuts & bolts approach with the speakers this year – most of whom I personally recommended. This convention really marked a hard turning point for Anthony in both his personal and professional life, and as a result this event became something I felt I could endorse.

That said, there were a few speakers with whom I would say are still clinging to some of their Blue Pill misgivings, but these talks really served as a contrast to the majority of speakers who I think are truly unplugged. But hey, it's not the Rollo Tomassi convention and I think there'll always be a need for that contrast.

All the videos of all speakers at this convention are being made available through 21 University. To view them will require a membership to 21 University. 21 University is its own video platform, like a small Netflix for all of its own content. I probably don't need to point out the increasing censorship issues with platforms like YouTube these days. There's a need for the security of members browsing the content without the worry of it being deleted.

The first month is free for all new members, and after that it's \$19.99/month or \$199/year . For that you'll get access to the entire 21 Studios archive instantly, plus my 1st talk and Jack Donovan's talk. 21 University releases new speeches regularly, so it's best if you subscribe. But if you don't want to pay, you can watch the YouTube previews plus the eventual full speech release there over time – assuming the YouTube censors at Google don't ban it. In the interests of full disclosure, yes, I do make a percentage of the fee when you subscribe via my blog link.

There were a lot of good blog friends of mine speaking at this event. Upcoming talks will be from the likes of Christian McQueen, Goldmund Unleashed, Jack Donovan, Tanner Guzzy from Masculine Style, Alan Roger Currie, Hunter Drew (The Family Alpha), Ivan Throne, Rian Stone (mRP) and many others. There's a lot of value to the membership, but you can always cancel at any time.

All that said, I do have plans to attend the 2018 convention this year and I'll also be helping Anthony

out with this year's lineup too. If there's anyone you think might be a good addition, please let me know in the comments. 21 University also offers special sales and promos to members throughout the year for the 2018 convention.

So, if you weren't able to get to the 2017 convention this is your chance to see all the speakers. If you're in, please [click through to my affiliate link here](#) (that way I'll know you came through my blog). Also, if you do decide to sign up, please feel free to comment on this thread and let me know what you think of the talks and if there's anything, good or bad, you would do to make this an annual Red Pill Summit going forward.



Appearance Notice: I have just been confirmed as an interview guest on Stefan Molyneux's *Freedomain Radio* podcast on Saturday, February 3rd, 2018 – 1pm Eastern, 10am Pacific. I'm fairly certain most of my readers are familiar with Stefan's show, but if not you can find his YouTube channel [here](#).

Let me know what you think in the comments too. Any topics I should cover with him?

The Marriage Game

February 2, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



As a few of my readers know my daughter is presently a sophomore at college. Every time she reaches a new milestone in her life I have a tendency to mentally go back in time in my own life and consider how utterly different her experiences are in comparison to my own. At 19 the thought of being as organized and honestly well off as she is in life now would never have occurred to me. For a very brief moment in my life back then I'd kept a journal of what it was I was doing and thinking at the time. My first 'real' girlfriend had given me this blank journal (she was one of those girls who wrote diaries) to write my thoughts in and being the Beta I was then most of it was filled with my Blue Pill frustration with girls. She'd gifted me this journal, I found out later, as an effort to absolve her of all the guilt she knew was coming her way for having cheated on me and deciding that, at 18 herself, she wanted to move on into her Party Years without the baggage of a dutiful Beta who thought he was going to marry her.

This was 1988 and the then 19 year old Rollo Tomassi was very much a typical Blue Pill Beta. I sometimes read back through the dozen or so pages I actually took the time to write back then to remind myself how I thought back then. I was very much and idealistic Beta back then, but I had several other friends who subscribed to the same Blue Pill delusions; and now with hindsight I realize this phase in a Beta's life is one that was around long before and long after I went through it. This was the 'Break Phase' I outline in Preventive Medicine.

As it turned out, the girl who I predictably developed ONEitis for, the first girl to spread her legs for

me ('enthusiastically'), the girl I thought had to be "quality" if she appreciated a guy like me, was every bit the 'play the field' skank I would've never called her because it was what a "typical male" would say about her. At one point I had thought I'd want to marry her. My Blue Pill conditioning had taught me it would be the right, "supportive" thing to do; marry her and support her ambitions and goals (it's what good Blue Pill boys ought to do) at the sacrifice of my own. And as directionless as I was then, that was an easy decision to make.

My daughter recently informed me that her boyfriend's best friend just proposed to his girlfriend at 19. Both this guy and his girlfriend are also sophomores at the same school and this is what triggered the reminiscing for me. At 49, and having lived the life I have and the experiences I use on this blog today, I'm very glad my first girlfriend dumped me. That's hard to say sometimes, particularly when I think back on the pit of misery years I spent with the BPD girlfriend I'd gotten involved with later, but I'm thankful for those bad experiences as much as the good ones. So, it's really difficult for me to tell my daughter's friend "oh, congratulations".

It's very difficult for me to endorse anyone getting married at so early an age these days or when I was 19. Modern marriage is a menagerie of horrors for today's men. People say, "Rollo you're married, how come you're so hard on marriage?" It's either that or they presume my marriage is a shit show and I'm venting like a petulant boy. When I'm critical of marriage it's in spite of my own (very happy for 21 years) marriage. But I cannot condone it for men today – not in its present state. Hardline MGTOWs and PUAs agree on one thing, if you ever consider marriage you're Blue Pill. I've written in many prior posts that I don't necessarily agree with that assessment, but I do understand it. The risks today far outweigh the rewards, but still there are men who, even with Red Pill awareness, will still take it on.

There's a running debate I have going on with Hunter Drew (*The Family Alpha*) and Tanner Guzy (*Masculine Style*) about how marriage is a lifestyle decision, and depending on how informed a man is about the risks he assumes and when he decides to get married, this decision is literally a question of life or death for that guy. Both these guys married early in life, both have kids, and both will have far different experiences than myself in this respect. Both of them and myself have assumed the risks and sacrifices this entails. I'm fully aware that my wife can detonate the marriage at any time. I'm sure both Hunter and Tanner are well aware that their wives also have the right to have them removed from their home and take their children away from them for any reason. But we're all married, and as I wrote in *Surrender*, we have all willingly put ourselves in the most vulnerable position a man can be in; we've bet our lives, livelihoods and the future health and happiness of our kids and families on what today is the ultimate suckers bet for a man. And what's worse, we cannot ever expect women or our wives to ever relate with just how dangerous a position we willingly put ourselves in.

So I'm thinking about all of this after my daughter tells me about this 19 year old kid proposing to his girlfriend. Statistically his marriage will end before he's 28. I would also bet that, like myself at 19, he's making a decision that will affect him and his fiancé's based on Blue Pill idealism – an idealism that's informed by the Feminine Imperative and delusions of egalitarian equalism. Naturally I can't possibly think this is a good idea. If I were this boy's father I'd strongly advise against it, but there are others in the manosphere who would encourage this.

"Grown" Men

There's an old saying that goes "marriage is our last, best chance for growing up". I also disagree with this from the perspective of today's version of marriage, but I understand how homey platitudes

like this are appealing to a social order of men who it seems don't want to grow up. It's becoming a new way of AMOGing (particularly in religious circles); if you've got your shit together enough to see the wisdom in being married and starting a family you're a "better man" than the 'boys' who they believe want to extend their adolescence. It's really nothing new.

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

This is one half of strategic pluralism theory for men. Men who invest themselves in the long term aspect will always look for ways to validate their inability or unwillingness to pursue multiple partners. It's easy to think that these men make their necessity a virtue, and that may or may not be the case, but what's undeniable is that investing themselves in a one-mate strategy necessarily selects them out of experiences with women that would otherwise aid them in vetting a woman as a good long term prospect. The Blue Pill has always subjugated men to be predisposed to the one-mate investment strategy while simultaneously encouraging women to adopt a multiple mate strategy. That may seem counterintuitive, but when we look at the *Sheryl Sandberg plan for Hypergamy* we can see that what they believe is prudence is having a large selection of potential husbands from which to choose.

In Trad-Con manosphere thinking it seems like conventional wisdom to encourage men and women to marry younger. Look at where we're at today; women forestall marriage – ostensibly to further a career, but really to falsely extend their Hypergamous decision making years – until their Epiphany Phase (29-31) or even beyond by freezing their eggs. Men take much more time to mature into their peak SMV potential, but what's the common complaint? These men aren't "being men" by preparing themselves for a life of family and marriage. They aren't catering their lives' decisions to fulfill women's sexual strategy, and really what incentive do they have to when women are following the Sandbergian path of Hypergamy? Men and women marry later and later – if at all. Women unmarried by the time they're 34-35 are likely to never marry in their lives.

Marrying Early

So it seems like wisdom to tell this kid, "good on you", in spite of all the odds staked against him and despite the Blue Pill idealistic delusions that are prompting him to propose. Trad-Cons love the idea of a return to something resembling "traditional values" in order to save western culture from itself, but it's important to remember that those old books values are really just leverage in a new books world.

Marrying early, as I said, is usually the result of Blue Pill naiveté. Both young men and women are still ignorant of who they are or who they have a potential to become. I see a lot of early-marrieds originating in religious circles because this is their only means to "legitimate" sex, but there are the guys who see marrying early a better way to ensure 'permanent' sex for themselves. In some respects it's almost a blessing that women at this age are so anti-marriage – most young men on the investment side of strategic pluralism are far too willing to kill their own dreams to accommodate their investment.

Marriages that begin between 20-24 are almost 39% more likely to end in divorce. A lot of this, I speculate, is due to women feeling like they need to make up for missing out. The idealism of young Blue Pill men marrying early has one big obstacle and that's the influence of Hypergamy on their wives. In Preventive Medicine I made the case that no matter the woman's choices she makes or has made for her in life, it will not negate Hypergamy's influence on her. Yes, that influence can be mitigated culturally (laughable in western societies) or personally, but it doesn't remove the evolved influence. By the time that 20 year old mother and wife is 30, she's had ten years to develop the resentment of her choice by living vicariously through her single girlfriends' experiences. The context may change, but Hypergamy doesn't.

Early marriage limits a man's potential. Trad-Cons will fight me on this one, but the responsibilities of marriage and parenting will necessarily limit a man from opportunities he would otherwise have were he single. Aristotle said, "The Ideal age for marriage in men is 35. The Ideal age for marriage in women is 18", not unlike my sexual market value graph, but the reason for this is because it takes much longer for a man to establish himself as a man. The simple truth is that part of the sacrifice of being married means a man will not be able to capitalize on opportunities he would have were he single. Some opportunities may never even be made available to him because of him being married. This isn't something most early-marrying men consider.

Men who marry early and stick it out through their peak SMV years often feel the mid-life crisis (epiphany) years much more acutely. This is kind of the man's making up for missing out resentment a wife may feel as she becomes more and more aware that she can't compete in the SMP for a better Hypergamous prospect. I don't believe men have a "crisis" per se around this time, but what they do experience is a sense of introspection that's colored by their now better capacity to understand the game they've been a part of with regards to women. When a man's married well this is less of an issue, but there is a definite remorse over the "life he could've lived" if only he'd known better. This is an assessment of the sacrifices he's made, how they paid off (if at all) and a sort of survey of his life up to that point.

The biggest 'con' to early marriage is that it's always going to be a learn as you go prospect while trying to establish a world that a his wife of the future will want to defer herself to. This worked far better in a culture and time when women would be compelled to defer to a man's mastery due to religion, social norms and respect. We do not live in those day anymore and women have actionable 'outs' of any commitment that doesn't suit them, while men have more responsibilities to qualify themselves to suit women.

Advantages?

Early marriage has a few advantages, but all of these depend on the personal nature of the woman a man marries. That sounds kind of obvious, but if you go into a marriage with a solid Frame and a woman who expects to defer to your dominance, I think young marrieds might have a better shot at long term success. If a woman is a virgin, yes, this can be a real source of attachment for her if her husband imprints on her as solidly dominant Alpha. I always advise men not to get involved with a virgin girl if his only plan is to spin her as a plate. There is far too significant and imprinting with virgin women and sex with an Alpha man, or even a guy who seemed Alpha. This is the recipe for an Alpha Widow, but in a marriage it can make for a strong bond.

As has been mentioned countless times, the most stable and healthy way to raise children is in a committed marriage. This might be the only advantage marriage may have for a man today. In an

early marriage I would think that a woman being at her sexual market value peak, combined with following her true biological clock (her prime fertility window 22-26) the odds of having happy healthy children are improved. I have a cousin who spent more than half his life building himself into a millionaire architect, but at my age (49) his children are 5 and 7. I can't imagine living this life now. I suppose money might make it easier, but evolutionarily speaking he and I should effectively be grandfathers by now. I married at 28 and there are advantages and disadvantages to this as well, but I cannot imagine having young children at my age.

Finally, for the “well, duh” moment, it goes without saying that a young wife/mother should necessarily be playing on your team. The only possible successful prospect for a younger marriage to have any stability is if that woman understands what it is she's sacrificing. Women likewise sacrifice their own personal potentials and later this becomes their source of resentment. The stakes are high for men, particularly if they aren't Red Pill aware, but women too must understand her own sacrifices; I think this is the most difficult thing. Women's solipsism, Hypergamous nature and a social order that ‘fempowers’ them to believe not only can they “have it all” but are entitled to it all makes this the bridge too far for young marriage.

In the Trad-Con sphere today there is a constant droning for personal responsibility on the part of men. There is little to none about the responsibilities of women. We're constantly told that women are only the way they are because men have allowed it. I've written before that this is a cop out and an absolving of women's complicity that mirrors what the Feminine Imperative has put forth. Women are taught not to do anything “for a man” and anything a woman does that might be expressly for a man is conflated with subservience. Consequently we get generations of women who only indulge their natural solipsism and expect men's sacrifices as part of the utilities. This is one of the primary reasons all marriages fail; there is no complementarity. Marriage becomes nothing but a naked exchange of resources on the part of the man and anything a woman might do ‘for’ him is frowned upon. And don't think this is just limited to those blue haired feminists, you can find it at your church.

Women can only willingly want to please a man whose Frame is the dominant one. You've got to have that world established that she wants to enter and become a complementary, supportive (of you) and willing participant in. This world-building takes time. Women evolved to seek competency in men. Hypergamy cannot afford to bet all of a woman's genetic legacy on a guy who has “potential” – they want the proven commodity. This is one reason women look for men older and taller than they are. More importantly, you need a woman who is playing on your team, not against you. And sadly this is the state of marriage promoted by the Feminine Imperative today. Egalitarianism doesn't promote complementary cooperation, it promotes an adversarial state of competition between husband and wife.

No Prescriptions

February 12, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

On Saturday I had a great discussion with Anthony Johnson, Rian Stone (Married Red Pill Reddit) and “Carl” from Black Label Logic. The topic was a critique of the impact Dr. Jordan Peterson is having on a society of ‘lost’ (mostly) young men and how his message is affecting this generally rudderless generation of men. It’s a little over two hours long, but from the overwhelming response on YouTube, Facebook, Reddit and other forums it’s definitely struck a nerve. As an aside here, I’m considering making this meet up video format something I may do semi-regularly (like every other week) with some of the men I consider peers in the manosphere.

You can watch this talk at your leisure, but it has taught me a few things. As I mentioned in the chat it’s next to impossible to have any disagreement or critique of people whom other’s believe are your betters. As Rollo Tomassi it’s impossible for me to be critical of any high profile guy in the sphere without the accusations of professional jealousy or sour grapes being the first reflexive response from haters. I got that, but I’ve learned the conversation is more important than trying to convince anyone of it being genuine. In fact, I think it belies a bigger problem when they are above critique.

That aside, I think it was good to finally parse where Red Pill awareness and what Peterson is advocating have some overlap and where we differ. Peterson is a fountain of hope for the ‘lost’ boys, so anything critical of his message is going to sound like it’s endorsing an “enjoy the decline” mentality. I can’t expect everyone to have read up on my own opinion about that, but the short version is that I’ve never been convinced of some inevitable decline and fall of western civilization. In other words, I think it is possible to turn the ship around; where I may differ is in how that might be done.

For the record here I want to say that I have a great respect for Dr. Peterson. I think he’s what the sphere has needed for a while and I think he fits the role of ‘champion’ that a generation of young men have wanted to place on someone. Ideologically I agree with about 85-90% of what he advocates and there’s no doubt that he’s got definite skin in the game. In fact I really hate it when people use that as some catch phrase to disqualify men today. As a man we *all* have skin in the game now. How much and to what degree may be debatable, but we all live in a feminine-primary social order and as such we all have a lot to risk whether we acknowledge this or not.

Where I differ with Peterson is in his very Trad-Con solutions to turning the ship around. I wasn’t shocked to see him endorsed in videos for *Prager University*. In some ways what he proposes resonates with young men looking for a direction because their fathers and generations of Blue Pill men haven’t been able to deliver a way out of Hell for them. I go into this in more detail in our talk here, but here are some of my issues with Peterson’s take on things:

- Life is suffering and sacrifice: In every video I’ve watched Dr. Peterson’s founding (zen-like) premise is that life is suffering and the best men can do is to find ways to minimize that suffering. Men (and I’ve yet to see a video addressing women) must sacrifice parts or all of themselves in order to qualify for “genuine” manhood. The degree of that self-sacrifice is relative to how high a status that man can achieve.

I fundamentally disagree with this premise though I do understand why it’s so appealing to a ‘lost generation’ of young men. From my own perspective, life is based on a *perpetual discontent*, but how

a man deals with that discontent – creatively or destructively – is the measure of him. Furthermore, I would argue that women fundamentally lack the capacity to appreciate the sacrifices men make in order to facilitate their reality.

- Blue Pill conditioning seems to define his perspective of women: Essentially the archetype he has for women was formed for him as a 7 year old boy when he first developed a soul-mate ONEitis for his wife. His reluctance to acknowledge the Alpha Fucks side of women's Hypergamy in any video (beyond his repeated use of 50 Shades of Grey as a humorous example) leads me to the impression that he defaults to women as innately 'good' and above too much criticism. As such he focuses almost entirely on the good provider / parental investment / Beta need side of Hypergamy. This is unsurprising as it follows the same Trad-Con interpretations of women being "closer to God than men" and men must qualify themselves, and sacrifice themselves for women's (wives) intimate approval. Dalrock has covered this dynamic among male "complementarian" Christian leaders quite extensively.

- Sacrifice of men is a parallel to men's disposability: Men will blow themselves up for pussy. From what I gather from his talks Peterson endorses male disposability as a form of Honor. He seems to play on the 'Man Up / Shut Up' dynamic I talked about in The Honor System. **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.** I'm not suggesting Peterson is accusing men of Patriarchy or Misogyny, rather, like most Trad-Cons, it's a question of living up to one's duty as a man in his disposability and his usefulness in that sacrifice.

- "Get your shit together" is also a plea for sacrifice: If a man is less valuable his sacrifice is less meaningful. No one cares about mediocre / average men's sacrifices, but if a man accepts that he is to improve himself it is so that his sacrifice is more appreciated and important. Thus, the comparisons to Christ's sacrifice as being the ultimate expression of sacrifice and meaning which Peterson uses in his dissertations on manhood and the Bible. My issue here is that women and a feminine-primary social order lack a capacity to appreciate the sacrifices men make because these are taken-for-granted expectations of what a man just "ought to do".

- Peterson is egalitarian to a fault: The mantra may be for men to sack up and make something of themselves, but this is couched in an egalitarian equalism that's prevalent today. If I had one question to ask Jordan it would be this; is there a dominance hierarchy in a healthy LTR or marriage? I don't know for certain. My guess is he would say it passes back and forth between a husband and wife which is to say he falls back on an egalitarian ideal. However, outside the family structure he acknowledges that men and women in a state of egalitarianism choose to adopt traditional gender roles (I think he gave the same example as was covered here).

- Dr. Peterson regularly resorts to shaming language with men, rarely does he do the same with women: This may be a simple question of his delivery, but Peterson is always harder on men than he is with women. In so doing he adopts the AMOGing of only men techniques that a pastor like Mark Driscoll uses from the pulpit. Inso doing he pedestallizes women and absolves them of any consequences of their Hypergamous choices by imploring men to "man up and marry those sluts". In essence the sacrificial nature of men becomes one that is necessary for the continuance of 'family' and western culture in spite of women. I also see how this plays into the idea of women lacking any moral agency, personal responsibility and wiping the bad behavior of women off on the men who have *allowed* this to happen. Once again it comes back to the hypoagency of women.

- Peterson believes that desire can be negotiated: This is my biggest problem with Peterson's approach to women. This undoubtedly comes from his being a clinical psychologist, but like most therapists he defaults to the idea that genuine desire can be motivated by a process of negotiation. If there is one example of his lack of experience with women it is this belief. In several of his interviews and podcasts he makes reference to appealing to women's reason and negotiating terms for acceptable behavior (always a man's behavior) in exchange for intimacy and/or a stress-free marriage. This is the egalitarian, Oprah Approved, male-sublimated means to achieving transactional intimacy.

As you might guess, I strongly disagree with negotiating intimacy. You cannot negotiate genuine desire. You can obligate a woman to fuck you (now called rape) via negotiation, but you cannot organically inspire genuine desire in a woman. This has always been my main point of contention with the marriage counseling trade for a long time.

What is the Red Pill version of “man-up”?

I had a commenter ask me this in the last comment thread. I think there's two sides to this question. First, I think there's a need to keep the Red Pill (in the intersexual sense) as close to an objectivist purpose as possible. That means Red Pill awareness is the result of a continuing praxeology.

I've locked horns with a few Red Pill guys recently who seem to think that 'Red Pill' is an *ideology* and it's just the counter revolt to feminism; basically it is feminism for men. I think that does a huge disservice to everything and everyone that's brought us to where we are today in Red Pill awareness and all of the work and personal risk that was put on the line to explore what we know as Red Pill awareness now. Not only that it casually devalues the effort and work that's continuing right now.

Critics and feminists alike want to draw parallels in the manosphere to whatever (fictitious) wave of feminism they think applies to whatever the Men's Rights Movement is calling Red Pill at the moment. Believing that Red Pill is an ideology is one more casualty of how the term / brand has been bastardized by other ideologies who've never had any business referring to themselves as “red pill”.

Presuming Red Pill is just an ideology is juvenile, and unsurprisingly it's an opinion of some underexperienced men in the manosphere who want for simplistic answers. They don't want to think about what Red Pill awareness implies on a larger social scale. They want a flag to wave and an easy to understand ideology so they can stick it to their feminist enemies. I get it. They want Red Pill (however they define it) to be that ideology, but to me, I think, and I've always said it, the Red Pill needs to remain fundamentally apolitical, areligious and amoral to ensure that it stays true to understanding truth. It needs to remain true to being an aggregate of men's collected experiences with intersexual dynamics.

What these guys want is a meaning to that truth, but that's not the Red Pill. Meaning is what men will apply to that truth according to their individual needs, situations and circumstances. This is why Peterson and probably some more personalities to follow him will be popular in the future; they prioritize meaning above truth. If you listen to the first podcast of Sam Harris and Jordan Peterson they spend the entire time trying to come to an agreed measure of truth between the two of them so they can move on (in the second podcast) to what is meaning.

You want to know why I don't do prescriptions on The Rational Male? Because we disempower ourselves when we follow someone else's path and not our own.

There is a deep need in almost all people to improve or 'fix' ourselves in some way. I've written essays about it; discontent is the human condition. That in no way means that life is suffering as

per the Peterson (Zen) doctrine, but it is man's condition to never be satisfied with even the greatest of accomplishments. That is what put us at the top of the species contest on this planet. You can be constructively or destructively discontent, but when you tell me that life is suffering and the only way to lessen that suffering (never to solve it of course) is to sacrifice my way to a better life all that says to me is that you're out of ideas for a creative solution and you're all-in on the destructive methods. Either that or you'll continue naval gazing.

Fuck that.

So, the Red Pill needs to remain a praxeology and it ought to always resist being force-fit into an ideology because it's always some ideological hack who wants to claim the truth it reveals as proof of his own purpose. The Red Pill has to remain an open source aggregate of men's experiences. That's why we're still here today in spite of the Rooshs who said it would die out 3 years ago – it's open source and decentralized information.

Now, to the second point, what does '*Man up*' mean in the Red Pill context? I think this is really for the individual to decide, but I'd say that it would involve a man utilizing and internalizing the awareness the Red Pill represents to him and improving his life with it. In the *Safety Net* post's comment thread there are hundreds of examples of how men saved their own lives, often literally. How the Red Pill truth reached them and then manifested in their lives is highly individual. I mentioned the need for a dissociation with ideology because that usually means aligning oneself with the expectations of someone else's version of truth, not the objective (or as objective as we can make it) truth of the Red Pill.

When I hear 'man-up', I identify the context only as derogatory... is there any other definition which is not?

It should, because in almost all contexts imploring a guy to "Man Up" is following someone else's path, not your own. This is what I mean when I say that I'm not in the business of creating better men, I'm in the business of men making themselves better men. And in today's world of men seeking direction there is no shortage of personalities who'd like nothing more than to profit from selling men on their paths.

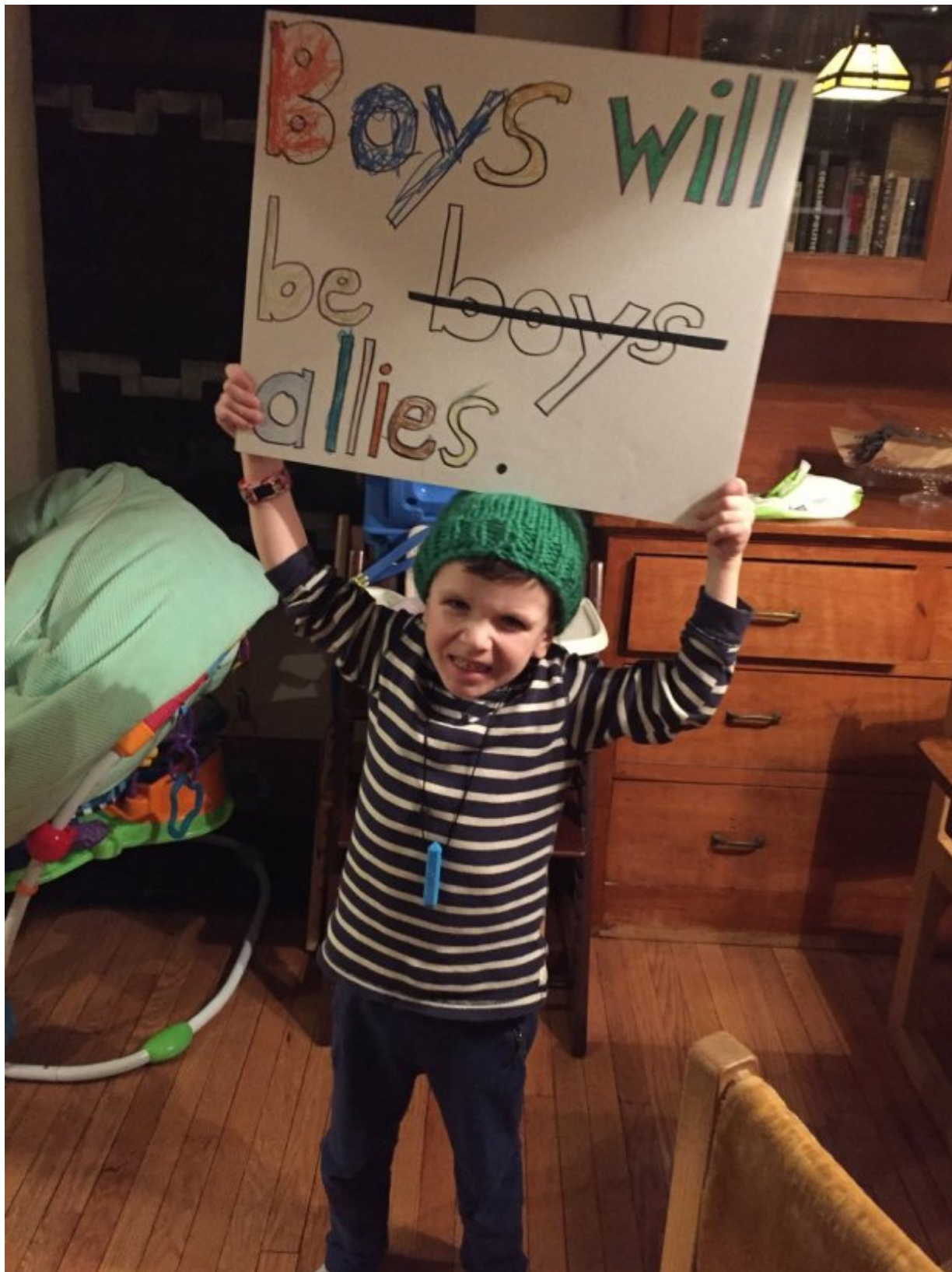
If there is a definition of 'manning up' in a Red Pill sense it is living a better way than your previous life that was informed by the falsehoods of your Blue Pill conditioning. Manning up Red Pill is killing off that old Blue Pill-created persona and killing off the false idealisms it taught you. It's understanding and internalizing that those lies made you a less authentic person because the Blue Pill **is** firmly an ideology, but one that wears the mask of freedom or choice or individualism. If self-improvement in a Red Pill sense entail some basic tenets, one is that a man cuts himself away from that old Blue Pill paradigm and rebuilds a better life for himself based on a real understanding of intersexual truth on the personal, social and political scales.

Manning up Red Pill begins with rejecting the lies of egalitarian equalism and a commitment to real objective understanding of intersexual dynamics.

Good Humans

February 20, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As was expected this week, there's been an extensive and eager effort on the part of our feminine-primary social order to once again further shifting the narrative of "toxic" masculinity to 'masculinity *is* toxic. I addressed this in *Male Control*. Directly after the Las Vegas mass shooting we began to see articles from the femosphere decrying the evils of masculinity as being the cause of the violence.

It is no longer enough to foster the falsehood of varieties of masculinity as being "toxic" or "hyper"—now, *any* masculinity is a disease to society. The Feminine Imperative is all too ready to conflate any semblance of conventional masculinity with mass murder, rape, violence, harassment and any other

social malaise that might viably be wiped off on men ‘being’ men. And in the wake of every new tragic act of violence this narrative shift will be more adamantly promoted by misandrist authors.

I covered a lot of this in *Positive Masculinity* and the *Red Pill Parent* series of essays, but even when I wrote these the cultural narrative was still promoting a distinction between what was acceptable masculinity and what was ‘toxic’ masculinity. This is what the *Village* has been instilling in our boys for some time now. Before the loss of Hillary Clinton and the Future is Female militancy took root there was some concession as to what might be considered an acceptable form of masculinity.

Naturally that ‘good’ masculinity was always defined as something uniquely benefitting the feminine. Before this cultural shift the Feminine Imperative still recognized the need it had for a masculinity that could be exploited for its purposes. There was still a need for men to *Man Up and Shut Up*. To be sure, boys were (and are) still taught by the *Village* as if they were defective girls. Boys had to be conditioned to hate their own gender in order to grow up into compliant and feminine-identifying men, but there was still a utility in masculinity that the *Village* recognized. Thus, there was a need to foster some kind of hopeful appreciation in men ‘being of service’ to women’s needs. There still needed to be a carrot for the mule to follow if men were to accept the old books social contract and that was the hope that their usefulness might ever be appreciated and rewarded.

The ‘Broken Boys’

Selling men on the old social contract while playing by the new set of rules worked for the Feminine Imperative throughout the late 80s, 90s and the early 2000s. However, what this narrative shift represents is a turning point in women acknowledging men as no longer (as) useful to their imperative. By 2012 it was the beginning of the *End of Men*, and there was little doubt, even back then, that we’d have the *First Female President* in office right after Obama’s exit. In the wake of that obsolescence the idea that masculinity was in any way beneficial to the Feminine Imperative, and maintaining the facade that masculinity in men *might* have some redeeming aspects, is no longer necessary. The feminine *meta-frame* has no reason to prompt men into believing their gender has anything ‘good’ to contribute to society. And thus we see the shift from qualified forms of ‘bad’ masculinity – toxic, hyper, Patriarchy, “culture of ____” – to the intended, non-qualified form of **all** masculinity being bad.

For the moment gynocentrism must content itself to capitalize on human tragedies to emphasize its new masculinity = bad narrative. The Las Vegas shooting was the first paradigm shift in this respect. Once the obligatory, and now entirely boring, gun control sermons are published as a reason for the carnage, then the demonization of masculinity can be served up.

However, in the case of the most recent Nikolas Cruz shooting the Feminine Imperative gets a double bonus. The message is not only are men and masculinity the reason for all violence ever, but our boys are being taught to be these violent psychopaths because some outdated (and entirely mythical now) macho masculinity is making them so. Our boys, they say, are “broken”.

“Comedian” Michael Ian Black had a rash of post-shooting tweets that sum this narrative up:

Deeper even than the gun problem is this: boys are broken.

— Michael Ian Black (@michaelianblack) February 15, 2018

If you want to hurt a man, the first thing you do is attack his masculinity. Men don’t have the language to understand masculinity as anything other than some version of a caveman

because no language exists.

— Michael Ian Black (@michaelianblack) February 15, 2018

Black is a perfect example of a Blue Pill conditioned ‘ally’ of the Feminine Imperative, but his sentiments here sum up exactly the tact that the femosphere has been using for a while now. There will always be a utility in appealing to the old male social contract as a horrible, chauvinistic, misogynistic, insensitive facade of what masculinity *should* be. It serves the imperative well if the *Village* can convince the larger populace that boys are still being taught by horrible masculine men and a *society* that hasn’t existed for 50 years which bully them into being potential Nikolas Cruzs.

They say boys are broken because it’s the only easy explanation that vaguely sounds right in the face of the *Village* systematically feminizing boys for the past four generation. Boys are “broken” because of an “outdated masculinity” that was replaced with a feminine-primary educational system decades ago. They’ll blame men for perpetuating that lie, and in the next breath blame men for not being “men” enough to engage with these young men so as to deter them from tragedies like this. The Village has been so effective in blurring conventional masculinity that its adherents themselves have no idea what masculinity entails.

When the 2018 Women’s March took place I, and a lot of other men in the sphere, noticed a common theme in the protest placards that mothers were creating for their sons. The message for girls was the standard “girls can do anything” pablum, but for boys the message was **all** the same:

“BOYS WILL BE BOYS GOOD HUMANS”





The message of today's *Village* is that Boys are never to be boys, never to be male, never to be masculine in any positive aspect,...boys are born as not 'good humans'. At least, boys are not good human beings until they acquiesce to the *Village* that is teaching them and to the authority of *The Future is Female* paradigm. In order to create the genderless, masculine-less, gelded men of the future they must get to boys earlier and earlier in their development.

In the interests of full disclosure I've had a handful of women defending this ubiquitous messaging tell me that it's meant to teach boys not to blame their "shitty behavior on just their being male" – boys will be boys – but what even its defenders don't recognize is the deeper message that boys of this age register; and particularly in an acculturation process that considers them defective girls.

But this is where we're at in the intersexual environment today. To the imperative men are no longer men today, they are "allies". This is the next logical step in *Removing the Man* from our social context. Boys are no longer 'boys', and they can only ever be 'good humans' so long as they continue their Blue Pill conditioning to become 'allies' later.

*The following is a reblog of Josh Ishiro Finney's **A Letter to Boys & Young Men of America**. Josh had this post and his blog attacked in the wake of the school shooting in Florida this week and I felt it was impactful enough to warrant a reblog here. Having written many a post on the war on conventional masculinity – and really the better part of my book *Positive Masculinity* – I wanted to extend my support for his commentary.*

A response to mass shooting in Florida.

The bodies aren't even cold yet and already you are being blamed.



Yes you.

All of you.

The boys and young men who will grow up to become one half of America's future.

Once again, due to society's failure to raise you, to teach you, to properly guide you on your path to manhood, your mere existence is being held responsible for seventeen more deaths—this time in Florida, and once again, at a school. The headlines of the last few days say it all:

"Guns don't kill people; men and boys kill people, experts say"

-USA TODAY

"Michael Ian Black reacts to Florida shooting: Boys are broken"

-New York Daily News

"How Gun Violence And Toxic Masculinity Are Linked, In 8 Tweets"

-The Huffington Post

"Toxic white masculinity: The killer that haunts American life"

-Salon

"Toxic Masculinity Is Killing Us"

-The Boston Globe

"Toxic Masculinity Is Killing Us"

-Harpers Bazaar

"Don't Blame Mental Illness for Mass Shootings; Blame Men"

-Politico

In the handful of decades I've been alive, I've seen America shift from a culture of responsibility to one of blame. We don't solve problems anymore. We cry, we pray for, we seek to find closure, and then finally, slaughter a sacrificial lamb for our sins. When I was young and Columbine happened, that lamb was *Marilyn Manson* and video games. Before that, it was *D&D* and *Twisted Sister*. These days, though, as body counts continue to rise and excuses continue to vanish, the lamb America has chosen to sacrifice is you. Rather than take responsibility for the seeds we've sown, the culture we built, and the disaster you've been left to inherit, we as a nation have chosen to lie to ourselves. To listen and believe those who claim that the answer is simple: "Boys are simply born bad."

As an aging Gen Xer watching this tragedy unfold, I can't help but look back at my youth and realize we were the dry run for this "crisis of masculinity" as the media likes to call it.

In my time I've watched as fathers were pushed out of the home, separated from their children, and their role in society debased and devalued. Like you, I was taught male behavior was bad behavior. That I was broken and needed to be fixed. Drugs, therapy, mass socialization were required to save me from my most innate instincts—



—the need compete.

—the drive to create.

—the urge to protect.

—the desire for female affection.

Like you, I was told these instincts were not only wrong, but dangerous. That due to my Original Sin

of being born a boy, I was destined to mature into a lustful monster and an oppressor of women. All this was burned into me before I even reached college, where campus policy actually assumed all men to be rapists waiting to happen.

It isn't hard to see how we got here, to an age when America is more than willing to sacrifice its boys. To quote *Fight Club*, "We're a generation of men raised by women." And the women who raised my generation had a saying: *All men are pigs*. But there's another saying those same women were enamored with and that is: *The hand that rocks the cradle rules the world*.



So here we are, coming close to fifty years of single mothers raising their boys as if they were animals. Two generations of young men raised to believe they're broken, immoral, and dangerous. That their natural state, if left unchecked and unmedicated, is a sexual ticking time bomb of rape and abuse. Half a century of academia peddling a grim version of history that holds your gender personally responsible for all the wrongs ever to have happened in the world. And a press, that at this very moment, is blaming YOU for every school shooting to have ever occurred.

After all this, how could there *not* be a crisis of masculinity?

So to the boys and young men of America, believe me when I say it isn't you who should be apologizing for the state of our world today. This mess was set in motion long before you were born.

You are not bad.

You are not broken.

You are not inherently evil or a sexual abuser in waiting.

You are boys who were robbed of your right to be men.

All your life you've been told to act, think, and behave like women. To suppress your passions, your pride, your need to compete and drive to achieve.

Now society is crumbling around us.

Feminizing boys didn't make better men. It's resulted in broken homes and shattered families and record suicide rates. It's destroying any notion of a healthy partnership between men and women, and is pushing us ever closer to total collapse of gender relations.

Boys, we don't need you to be like women, the world has plenty of women, already.

What the world needs now more than ever is for you to be men.

For you to grow-up, to grow strong, and do what men do.





For it is men's strength and determination that tamed the wilderness, built civilization, and has kept the world fed despite all predictions we'd all die starving before the year 2000. It's men's curiosity that lead us to explore the oceans, to conquer space, and peer into the tiniest of microcosms of the human body. It was men who built the cities we inhabit, the luxuries we enjoy, the medicines that keep us alive. Men built the road, the plumbing, the electrical grid, the phone in your hand, the internet it's connected to.

Men have always been innovators, explores, defenders, and leaders.

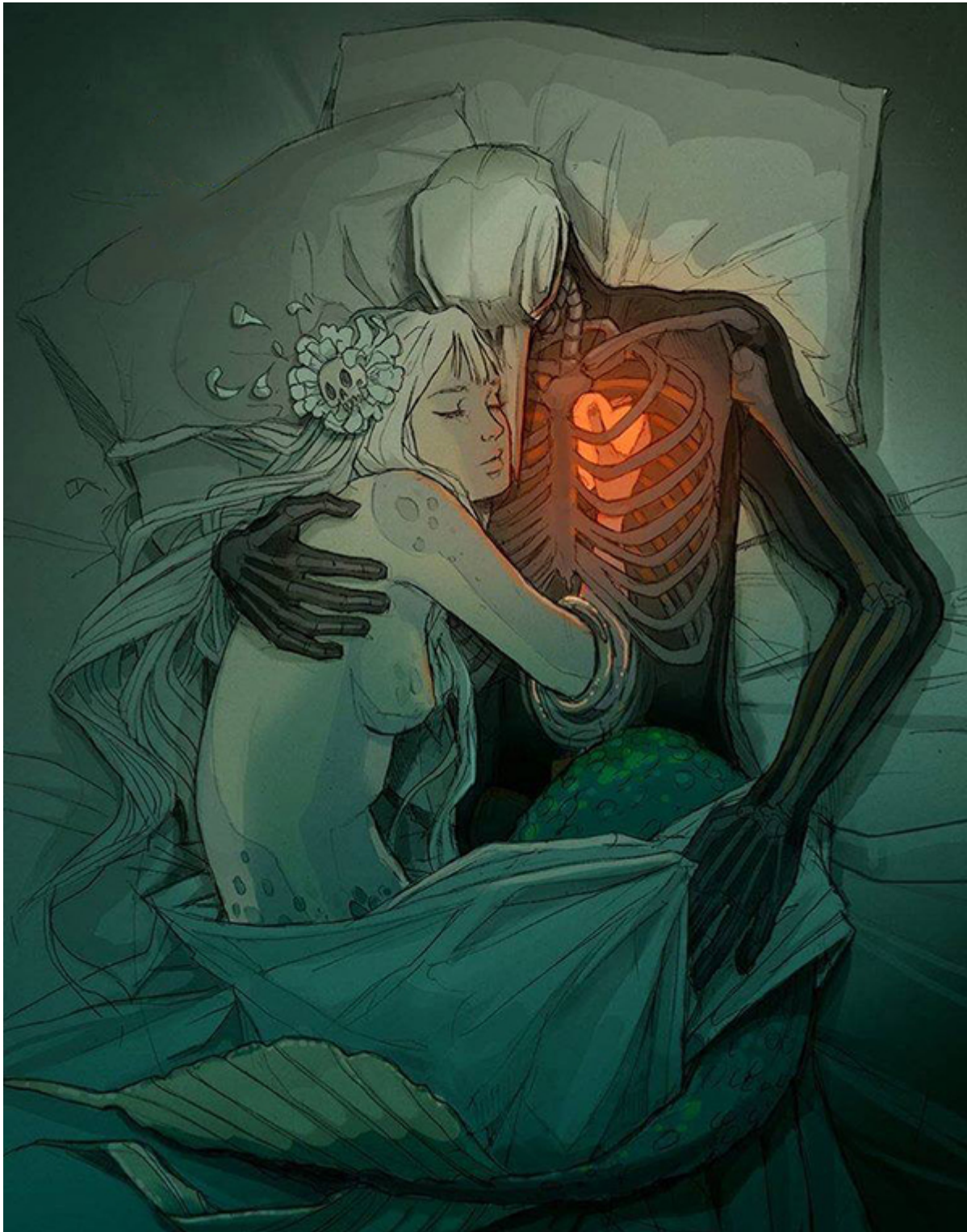
But most importantly, men have always been fathers.

So to the boys and young men of America, please read this and take every word to heart.

The world needs you.

What Makes a Man?

February 27, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





When I was compiling the material I was going to use for my second book, *Preventive Medicine*, I chose to use the essay *Vulnerability* in the hopes that I might be able to dispel one of the more egregious fantasies about masculinity – that vulnerability is in some way a strength for men. At the time I was rebutting the *Mark Manson* claim that men’s vulnerability was a necessity in whatever it was he used to consider Game, or the idea that a lot of *Purple Pill* hacks like to cling to about men’s vulnerability being some foundation upon which a “healthy” relationship ought to be built on. This trope is pulled straight from the Oprah / Dr. Phill handbook and really the belief that a man’s vulnerability is in some way a strength is part of a Blue Pill conditioned belief set that young boys are taught from a very early age.

Go to any woman’s dating advice for men blog today and you’ll likely read some variation of it. It’s

actually part of our pop-psychology social consciousness – transvaluation is a very common theme; reversing weakness with strength has been the order for feminizing men and masculinizing women since the Sexual Revolution. I can remember hearing this ‘advice’ since the late 80s on any number of daytime talk shows. Reading this pabulum coming from ‘dating coaches’ with any association to the Red Pill was enough for me to want to dispel the notion. That, and the need for men to get in touch with their Jungian feminine sides as a means to better identifying with women and thus eventually getting laid by all the women who supposedly swooned for vulnerable, sensitive and emotionally available men (also known as ‘Beta Orbiters’).

However, as I was editing that essay for inclusion in the book I realized that what I was considering wasn’t so much the transvaluation of vulnerability and strength, but the model upon which the Feminine Imperative would like to convince men is appropriate and best suited for women’s needs in a relationship. The provable fact that women’s Hypergamy predisposes them to being aroused by men who display the most opposite aspects to this vulnerability (Dark Triad traits for example) doesn’t seem to matter; vulnerability is only beneficial to women seeking comfort and security in a long term partner.

In that essay I outlined a few things about what masculinity has become in a post-Sexual Revolution female-primary social order:

For the greater part of men’s upbringing and socialization they are taught that a conventional masculine identity *is* in fact a fundamentally male weakness that only women have a unique ‘cure’ for. It’s a widely accepted manosphere fact that over the past 60 or so years, conventional masculinity has become a point of ridicule, an anachronism, and every media form from then to now has made a concerted effort to parody and disqualify that masculinity. Men are portrayed as buffoons for attempting to accomplish female-specific roles, but also as “ridiculous *men*” for playing the conventional ‘macho’ role of masculinity. In both instances, the problems their inadequate maleness creates are only solved by the application of uniquely female talents and intuition.

Perhaps more damaging though is the effort the Feminine Imperative has made in convincing generations of men that masculinity and its expressions (of any kind) is an act, a front, not the *real* man behind the mask of masculinity that’s already been predetermined by his feminine-primary upbringing.

Women who lack any living experience of the male condition have the calculated temerity to define for men what they *should* consider manhood – from a feminine-primary context. This is why men’s preconception of vulnerability being a sign of strength is fundamentally flawed. Their concept of vulnerability stems from a feminine pretext.

Masculinity and vulnerability are defined by a female-correct concept of what should best serve the Feminine Imperative. That feminine defined masculinity (tough-guy ridiculousness) feeds the need for defining vulnerability as a strength – roll over, show your belly and capitulate to that feminine definition of masculinity – and the cycle perpetuates itself.

I returned to this essay today because I think that over the past six months we’re seeing a strengthening push from the Feminine Imperative to clamp down on what we’re to believe *should* be an acceptable expression of masculinity. In essence the imperative (or the Village if you like) has been using every mass shooting tragedy to reiterate what masculinity *should* mean to men. And,

failing this, the hope is still that men will be confused as to what conventional expressions they can subjectively define it in, in a more female-correct way.

The Feminine-Correct Paradigm

Since the most recent school shooting in Florida, the focus on what constitutes masculinity has come to the forefront of our social consciousness. What exactly is masculinity they keep asking, and then provide definitions that only have meaning to a social order that's founded on female social dominance. They are definitions that most men heard repeated constantly as boys from their overwhelmingly female-taught and feminine-primary educations. Since the beginning of the Sexual Revolution and the rise of *Fempowerment* boys and men are expected to grow up into a female-defined masculinity. Boys are acculturated in contexts that feminize them, yet we are meant to believe that all the horrors of Patriarchal masculinity are still being taught to them today:

Two decades ago, the psychologist William Pollack wrote that boys start out sensitive but through a “shame-hardening process” — told to stop crying, to be a man — they learn to hide what they really feel. And if they don't know or understand their own feelings, how can they care about anyone else's?

This has become something of a cliché. And the truth is, there's no single culture of boys, but many. In my memories of adolescence, beneath the constant ribbing and occasional pyromania, we had tremendous affection for one another. And we longed to connect with women with an intensity that was difficult to contemplate.

This was a quote from *Real Men Get Rejected Too*. It's a good illustration of the paradox masculinity presents to parents and educators. The idea that boys are these sensitive delicate souls who, through the evils of their Patriarchal (typically male) upbringing, are conditioned to become 'macho' violent men is a popular trope. After Nikolas Cruz killed 17 kids at school it was the go-to rationale. “Boys are brought up to be violent gun-loving beasts thanks to a perpetuated misogynistic culture of men” or some variation of this is common. It's an easy, digestible, info-bite that sounds right because we've heard it for so long. If only boys we're taught more like girls to get in touch with their emotions and were vulnerable in expressing them we could avoid these male-created tragedies.

That's the pretense we're supposed to believe – and it's important that a larger society does believe in the inherent evilness of masculinity if the Feminine Imperative is to maintain social dominance. But the truth is boys have been systematically feminized for the past 3-4 generations. Boys are taught like defective girls. Since the 1970s it is increasingly women who have dominated academia from kindergarten to doctorate degrees. The entire western education system is founded on a feminine-primary, feminine-defined teaching methodology. In the process of advantaging girls to the utmost efficiency in school (to fempower adult women) the educational atmosphere had to be defined by what best served girls. School and teaching became ‘for girls’ and the educational landscape shifted to teaching styles that girls were most benefited in.

In that shift the idea that boys might be disadvantaged had little bearing, but overtime the conditions of teaching ‘to girls’ defined the teaching style as the correct style. In fact, teaching in a way that girls learn best, and disciplining boys for not learning this way, is no longer a style – it is just the way children are taught. Boys and men today are the product of female teachers who actively advantage girls at the expense of boys. So normalized is this teaching that boys disrupting the advantaging of girls in class is something we've decided needs to be medicinally curbed. Boys being boys is diagnosed as an illness and drugs are prescribed so as to sedate them long enough for the girls to

learn.

This focus on empowering girls isn't limited to the classroom. In every form of early childhood through adolescent media, music, social networks and social exchanges this theme is continued; girls have the future in their reach, boys are potential rapists and criminals if they don't fall in line with female-correct way of how things just are. I get asked a lot about what I think defines Blue Pill conditioning and I'd say this ambient social theme of *fempowerment* is a strong basis for it. Boys are not taught this old-school, much-feared Patriarchal masculinity, they are bombarded with themes of how masculinity is incorrect, laughable, and a shameful 'act' that boys have to put on to cover the 'real' female-correct versions of their sensitive selves. Boys are taught from the earliest age that being a boy is an incorrect mask, while being a girl, learning like a girl, emoting and relating like a girl is 'real' and the correct way of developing a personality.

Who would ever want to be a boy when so much is rewarded and praised about being a girl? There's so much more advantage to be had if you're a girl. As early as five years old boys are deliberately taught to loathe their own gender, but they are also being taught a redefinition of what a female-correct form of masculinity *should* be for them. The best they could do would be to become female to the best of their ability. They learn they must agree and support girls' empowerment, identify with the feminine and above all, despise the parody of masculinity they are shown is 'illegitimate' and inauthentic.

Boys are systematically taught to make women and womankind their *Mental Point of Origin*. This is why it is so difficult for men to unplug and abandon their old Blue Pill selves; feminine-primacy was literally conditioned into them since they were kids.

Nikolas Cruz, like many other teenage shooters is the product of this feminine-primary education system, not a Patriarchal "teach boys not to cry" machismo school. He is a monster of their creation; one taught to cry on demand and emote like a girl. He's the result of a participation trophy mentality that demonize men and masculinity to the point that he never learns how to bounce back from defeat, rejection or simply life's adversities. No men and no masculinity is available to teach that kid how to harden up and be resilient, or how that masculine discipline is not bullying or hazing, but a necessary part of a boy's maturation into a masculine man.

But to throw society off the trail a false narrative of hyper-masculinity ruining our otherwise feminine-correct boys is perpetuated. When the next school shooting takes place the Village will again want the public to believe it's masculinity and men's fault for what is really his emotional outburst. The Village will attempt to place the responsibility on men, on fathers, while in the meantime perpetuating the idea that men/fathers are superfluous at best, a societal burden at worst. Men are useful catspaws in so many ways, and in perpetuating this narrative the Village reinforces the female-correct theme for grown men too.

Masculinity is what they say it is, or else

In the *Honor System* I proposed the following:

Man Up or Shut Up – The Male Catch 22

One of the primary way's Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it's convenient, while simultaneously expecting egalitarian gender parity when it's convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for

anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they're conditioned to believe that they're cursed with masculinity (Patriarchy) yet are still responsible to 'Man Up' when it suits a feminine imperative. So it's therefore unsurprising to see that half the men in western society believe women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it's convenient to meet the needs of a female imperative.

It's important to review this premise if we want to understand the real intent the Feminine Imperative has in redefining masculinity for men. Aspects of conventional masculinity are useful for women, and masculine duty (appeals to men's "honor") is a means to access it while avoiding the aspects that would in any way advantage men over women. Conventional masculinity is largely disparaged and parodied in order to disenfranchise men, but men are still needed to save women from natural disasters and protect them from physical harm (so long as they never expect sex for it). On some level of consciousness women understand the transactional and validational aspects of sex. They know that men's serviceableness comes with an implied transactional cost, so to circumvent this women had to be put in charge of defining what masculinity *should* mean to men.

Masculinity as defined by men is almost always illegitimate and inauthentic in a feminine-primary world order. The presumption is that "macho man" ridiculous masculinity is a mask that men wear. That mask is meant to cover their true feminine-correct selves; because men cannot be authentic in any other context than the taught, feminine-correct context. So, of course, men can only be fakes or insecure of their masculinity (the masculinity defined by the feminine) and can never 'really' be that strong, dominant male apart from the permission the Feminine Imperative gives him.

Because the Feminine Imperative controls the overall context for what *should* be correct for men this has the effect of making women the sole deciders of what is masculine. In effect, and in this Blue Pill context, women become the gatekeepers of manhood. If masculinity imbues men with manhood (literally being considered a man) a 'man' is only whom a woman will designate as such within her presumed, feminine-correct context. In other words, do the imperative's bidding and it dubs you a 'man'.

Breaking the Cycle

As you might've guessed, this social dynamic conflicts with women's Hypergamous imperatives. A Beta who thinks he's a 'man' and presumes entitlements because of that is a woman's worst fear. A Beta transgressing into a manhood that the imperative didn't give him is the making for a guy being considered a sexual predator. However, an Alpha man, a man of high sexual market value still needs to accept the feminine-correct social frame, but he must also know his role within that frame. I've made the comparison in the past that women only see men as either draft animals or breeding stock. In a feminine-correct paradigm the breeding stock must know that his conventionally masculine

aspects mean different things to a woman (Alpha Fucks sex) than the draft animal's masculine aspects (Beta Bucks service). As such, masculinity and a designation of being a man becomes a constant qualifier for a Beta male. Manhood becomes a carrot he follows to pull the feminine-correct cart.

In fact, Beta men hold their female-correct 'man' designation as an unwitting point of pride. Examples abound of self-righteous Betas AMOGing other men for not being 'real men' (according to the imperative) like themselves. What they're ignorant of is that this self-righteousness is defined by how well they conform to the masculinity that the imperative tells him is useful – and avoiding the 'toxic' masculinity it also defines for him – all according to his role in the scheme of a woman's sexual strategy.

Should a man awaken from this Blue Pill conditioning and coronate himself as a 'man' outside the approval of womankind, this is when he's ridiculed as an old school Patriarch and an anachronism of the old male-incorrect social paradigm. This is the control the imperative has against men stepping out side this female-controlled masculinity. The first response any female critic has for men who make themselves their mental point of origin is to remove that status of manhood.

Because they don't accept feminine-primacy this disqualifies them from 'real' manhood.

One of the most difficult aspects men face in unplugging and living in Red Pill awareness is the social stigma that follows when they remove womankind from the pedestal and make themselves their mental point of origin. He gets called an asshole, he gets called selfish, he gets called a misogynist, but he's also "less of a man" because he no longer conforms to the definition of masculinity that the Feminine Imperative has taught him from his earliest memories. Learning to redefine his mental image of what makes a man a man in his own Red Pill aware state is tough. Most of what he considered the very limited and controlled aspects of an ideal masculinity are a big part of the Blue Pill idealism he was raised on. This transition to conventional masculinity is also hampered by a deep learning of shame and gender loathing for finding anything positive in masculinity.

These are some important things to keep in mind if you are moving into a Red Pill awareness and learning to live in a new paradigm based around a conventional understanding of masculinity that isn't inherently evil. It's hard to do, but that old mental model of masculinity your teachers (all of them) convinced you was incorrect is something you *must* unlearn and cut yourself away from. Know that women don't just long for that dominant masculinity, they *need* it for the health of their own life experiences. They need the protection, the comfort, the security and the discipline that masculinity balances their lives with.

Women ask, "where have all the 'real' men gone?", but they exist outside the presumed, feminine-correct paradigm they mistakenly believe they have a secure control of. They don't want to let go of that, so they will fight you to maintain a control over masculinity (which by definition can be chaotic as well as comforting) that they never really had – even with all the social engineering.

Yes I know my enemy, they're the teachers who taught me to fight me.

Interviews and Video

March 4, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I wanted to make a brief announcement here that I have created a new page for all the interviews I've been doing recently. It was getting a bit cluttered to keep publishing a new post after every new podcast so I'm now collecting them all on a new page 'Interviews' you'll see at the top of the blog now.

Interviews

While I've always had interviews in my categories this just makes things easier. I also wanted to announce that I'm going to be doing a 'Red Pill All Stars' live stream with Anthony Johnson and some selected men I interact with in the manosphere every other week for the foreseeable future so this page will hold all of these shows too. We don't have a title for this venture just yet so if you have a good idea please leave it in the comments here. I have no plans for a formal YouTube channel as yet. I might reconsider this and start one in the future, but as it stands now I'm doing so many interviews and talks I may as well have a channel. I know there are some guys who make a habit of doing live Periscope streams from their cars to get their thoughts collected about various Red Pill topics – I hereby reserve the right to occasionally do this too.

Pat Campbell and AM1170

I'm also doing weekly live radio (actual terrestrial radio) with talk radio personality [Pat Campbell](#) now too. It's a really fun hour, but you'll have to check my Twitter feed for the days I'm on, since he can sometimes call me the night before to go on the next morning. It's fast becoming a really popular segment and there's a possibility his show might go national, so give us a listen. His station was kind enough to create a dedicated archive for my segments and I've put a dedicated link in the side bar now too. If you want to listen live while I'm on, on the days I do the segment we go for an hour and usually it starts at 9AM EST – 6AM PST. **You can listen to the live stream [here](#) when I'm on.**

While Pat is my main man, I'm also considering the possibility of doing more live radio (I'll be on with [Jesse Lee Peterson](#) this Wednesday) with other hosts in the future, as well as talking with some other e-celebrity personalities – stay tuned!

21 Convention Talks

I've had Anthony Johnson make my first 21 Convention talk available for free on 21 University now. You can watch the first talk above here or go to the YouTube channel, watch there and join in the comments there. Thus far it's been very well received and the views have been great. I should also mention that this is my first in-person video I've ever done so I want to also open up the comments here to get my regular readers opinions about my doing this. What can I do better, what do you like about it (besides it now being free)? I'm still encouraging men to sign up for a membership using my [link on the sidebar](#), but this video is now free for all to watch. My second talk was a roundtable format and covered a variety of topics regarding *Positive Masculinity*. This video will be available to members only, but I may also petition for a free version as well.

While I'm not in any way 'officially' partnered with the 'New and improved Red Pill version' of the 21 University organizers I do have some ideas I may run past them in the future (yes, I'll be doing the 2018 21 Convention this year too). If you have ideas or anything to say about this I'm all ears too. As all my readers know, from a Red Pill perspective I'm first and foremost a writer and this blog and my

books are always the primary way I organize and put forth my ideas. That said, I'm entertaining the idea of starting a small TRM forum this year, though I don't want it to become something that gets so unmanageable that it demands attention away from my writing. This is another idea I'm looking for input on.

Finally, I'm going to be 50 years old on April 2nd this year. I'll be publishing a kind of memoir / introspective essay when that event occurs, but for this post I wanted to say that this milestone in my life has prompted me to take assessment of what I'd like to do with my remaining years and how important this community has become in those plans. It should go without saying that I have every intention to keep doing what I do, but I'm deciding where I want to go with life and my 'day job' work and how I want to proceed from here. I'm factoring a lot of things into this evaluation that I've never really considered before and I'd like to ask you all for your input and assessments too.

Rollo Tomassi

Transactional vs. Validational Sex

March 8, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



You cannot negotiate genuine desire.

This is one of my best known quotes because it resonates with so many men. There was a time in the early 2000s when I was doing peer counseling for men – most of whom were at least a decade my senior – as part of my undergraduate study and one consistent theme I got from almost all of them was how their marriages (or LTRs) had been so much more sexually satisfying when they were dating their wives or before they’d committed to some kind of exclusivity. That’s always the crux of it for guys. They mistakenly believed that the hot monkey sex they were having with their women prior to “doing the right thing” and getting married or committed was something that would be

characteristic of their *quality woman* into a long term relationship with them.

Why was this the case for guys? I can remember coming up with this quote as part of the advice I was giving while working for one of these men. He, like many of the other guys, had gotten to the point that he would do almost anything to get back to that real desire that convinced him to commit to his wife in the first place. And, like many of these guys, he'd convinced his wife to go to marriage counseling in order to find out what exactly it was that he needed to do to "get her to come around" to wanting to bang him. Nothing was working for him. Even after his sessions he was still either sexless or his wife only begrudgingly would have lackluster 'starfish' sex with him. We called that a 'grudge fuck' back then.

As a student of behavioral psychology my interest was (still is) in what motivates or incentivizes behavior in people (sometimes animals). What was it that inspires genuine desire as opposed to behavior that still has a purpose, but was more motivated by future outcome. You can make a case that genuine desire is also motivated by a perceived outcome, but in this instance I'm making a distinction between a natural, unsolicited desire as opposed to an incentive based on a preconceived outcome – if all goes according to plan.

This guy broke down in tears with me on at least two occasions. He just couldn't understand why what was supposed to work (open communication, rational discourse and honest negotiation) wasn't getting her to "come around" to having sex with him. It was then I thought, *you cannot negotiate genuine desire*. Either a woman *wants* to fuck you or she doesn't. There are definitely ways to prompt that genuine desire – most of which are behavioral and conditional – but as has been stated many times in the 'sphere, attraction is not a choice. The key word there is *choice*. Few men would 'choose' to be attracted by an obese woman and in many ways this choice dynamic is why women promoting the 'body acceptance' narrative have a tough time of it. For all the nonsense about beauty being a social construct, arousal for men is very much rooted in evolved biology. Men can't choose to get an erection for a woman they're simply not aroused by.

The same holds true for women, but the conditions are different. Women can and do have sex for reasons other than genuine desire. Negotiated desire really isn't desire at all, but women have readily used sexual access to achieve those perceived outcomes I mentioned above here. Negotiated desire only ever leads to obligated compliance. A talented hooker or stripper may be very convincing in her act that she's really into having sex with a man, but the negotiation that takes place before the act can never make a woman *want* to have sex with her client. Attraction is not a choice, but really, arousal is not a choice either.

Hormonal

I am presently about half way through my read of Dr. Martie Haselton's new book *Hormonal*. I was really anticipating this book's release, and I had intended to do my first-ever book review of it here, but as I read through I've decided not to. I still highly recommend reading it. As you might guess it's chock full of stats and research confirmation of so much of what I write here that I want to put it at the top of the required *Rational Male* reading list. I've been referencing Dr. Haselton's (and her colleagues) work since I began this blog, but the delivery of the information was disappointing, and in a lot of instances, very immature and sophomoric. It's written almost as an apologetic to feminists for having to kill a *lot* of sacred feminist social convention cows. I feel as if she's writing 'down' to the women who she'll inevitably market this book to, but, if you can get past her constant attempts to legitimize her feminist credentials, the information is absolute gold.

One aspect of female sexual dynamics that Haselton and her team detail quite a bit is the idea of an *Estrus* state in human females. I'm not sure how well appreciated this research is in the manosphere, which is one reason I included it in *Positive Masculinity*, but this concept is really integral to how we define Hypergamy. As most of my readers know, Hypergamy – women's dualistic sexual strategy (and really life strategy) – is much more than a tendency of a woman to 'marry up'. In *Hormonal* the ideas of Alpha Fucks and Beta Bucks really solidify with the research.

However, as useful as it is as a catchy euphemism Alpha Fucks and Beta Bucks could better be described as Alpha Seed and Beta Need. In a woman's peak ovulatory phase of her menstrual cycle she enters an estrus state and becomes subject to behaviors that can only be defined as a pretext of seeking Alpha seed. In other words, nature and Hypergamy are very practical in maximizing the chances that a woman may get pregnant with the best available genetic specimen. Granted, the true outcome of all of that is subject to environment and a woman's personal conditions, but the practicality of it remains the same as it has for 100,000 years. It's also important to keep in mind that a woman's behaviors, strategies, rationales and her own interpretation of all of them in those various times and conditions are also a part of the overall latent purpose of a woman consolidating on the best Alpha Seed and Beta to supply her needs.

While women are subject to an estrus state they still require the second half of Hypergamy – the Beta need for security, provisioning, protection, comfort and at least the sharing of parental investment responsibilities for any offspring. Estrus in women is concealed, meaning it is (or used to be) nearly, but not totally undetectable in women. There are in fact various ways men evolved to intuitively determine whether a woman is in an estrus state of fertility; most of these today are socially shamed in men so as to further confuse them and advantage women, but that's a topic for another essay. A concealed estrus aids women in optimizing both Alpha Seed and Beta Need and it's likely that much of what accounts for women's sexual strategy is the result of this concealment.

Now, a lot has been written by myself and others about the impact of meeting a woman's Beta Need aspect of Hypergamy being served by the state and/or direct or indirect transfers of resources from men to women. Most of my readers are well aware of how this side of Hypergamy has been progressively accommodated for over the past fifty years. In spite of this it's important to remember that this accommodation of provisioning needs doesn't eliminate the deeper needs that this side of Hypergamy engenders in women. It may be true that women have never been better provided for in history as far as money and opportunities go, but women still look for emotional security, protection, dominance and comfort in men as part of their innate mental firmware.

As a result of Hypergamy and this concealed estrus state women have been put into a condition of evaluating sex in different aspects today.

Validational Sex

When women look for that Alpha Seed in their peak ovulatory (proliferative) phase, the sex they seek is a desired sex with a man who meets evolutionary criteria. He's the 'hawt' guy, or the man who leaves a woman with an perception of danger or excitement. A lot of men who don't meet this criteria have a tendency to over-exaggerate this type of man as the 'Alpha Chad' and make a ridiculous parody of him as an ego protection mechanism for themselves. Let me state for the record here that every aspect and adjective that this type of guy embodies is mitigated by conditions and contexts. It is just as likely that this conventionally masculine dominant guy is only so according to his most immediate social situation. So spare me the "Chad Thundercock" anxieties.

The sex that women give “enthusiastic consent” for is validational for them. The easy assessment here is that women have a genuine desire to mate with conventionally masculine men who look and act the part – yes, behavioral congruency is vital. If you follow the research women consciously and unconsciously will actively put themselves into environments where the likelihood of their meeting a dominant masculine man who most closely matched that masculine ideal when they are in estrus. They openly and discreetly look of arousal cue from men who best embody what can only be described as Alpha Seed.

I should also add that women in “satisfying relationships” (meaning LTRs where a woman is still very hot for her husband/boyfriend) report an increase in sexual desire (proceptivity) for that guy during this phase. A lot of guys mistakenly think ANY woman will want to seek out extra-pair mating (cheating) opportunities when they’re in estrus. This is only true if a woman isn’t into her current man.

I don’t want to get too lost in the descriptions here. Rather, I want to focus on the associative feelings women get in and after having sex with that Alpha man during estrus. I would argue that Alpha Widows are made in the estrus phase. This is the sex women *want* to have and are enthusiastic in both the hunt and the act itself. This is largely (presumably) the sex that men have with their wives-to-be before they marry. It’s this validational sex, the sex that women fantasize about, that men and women want to get back to once they are committed to each other monogamously but now have a dead bedroom. This sex validates a woman’s ego in that it proves to herself that a man of this SMV caliber would want to pin her to the bed and have marathon sex with her. Remember, the latent purpose of this sex, on this side of Hypergamy, is to access the sperm from men with high reproductive value as defined by what our evolved nature predisposes women to be aroused by. Validational sex is sex by choice and genuine desire, and is satisfying on both a psychological level and an evolutionary level.

Transactional Sex

One of the benefits of a concealed estrus is that it allows women a few luxuries. One of these was the ability to confuse men of their paternity. Today this confusion is little more difficult because we’ve got DNA figured out well enough to make accurate assessments, but in our evolutionary past it was important to trick cuckolded fathers into second guessing whether a child was his or not before he killed it and impregnated a woman on his own (this is also why men evolved mate guarding behaviors).

The other advantage of concealed estrus was essentially prostitution. Now, to pretty this up a bit, lets say that women who were sexual with men outside of their fertility window found that sex could be leveraged with non-Alpha men (men they didn’t want to have children with) to encourage them to help with a lot of the chores more Alpha men were less willing (but not entirely unwilling) to do. Enter *transactional* sex.

As mentioned, the most overt form of transactional sex is prostitution, but it’s impolite to call every woman a whore. In fact it’s impolite to even imply a woman may be having sex for other reasons than validational sex. Today women are contemplating whether or not transactional sex is itself rape since it technically meets the definition of rape (sex women don’t *want* to have). I discussed this “grey area sex” recently in another essay, but it’s interesting to see women wrestle with transactional sex in an era where the Future is Female and women ought to only have the (validational) sex they *want* to enthusiastically have.

For most men (i.e the 80% Beta men) transactional sex is where the rubber meets the road. In fact, I’d

argue that for most Beta men transactional sex is the *only* definition of sex they ever really know. That's kind of sad to think about, but most men never really experience the unfettered feral lust of a woman they've chosen to spend the rest of their lives with. I got into this in *Saving the Best* and *Hats Off to the Bull*, but I think it's important for the average man today to acknowledge that it's highly likely that their wives have shared parts of themselves with, and have lost all inhibitions with, men in their sexual pasts they may never know anything about. That's a cold bucket of reality a lot of men who unplug from all this have to confront.

Marriage today is almost entirely predicated on the transactional sex side of Hypergamy. I'm not saying it has to be, nor am I saying it always is, but I'm fairly comfortable in speculating that for most married women sex is reward she uses in the operant conditioning of her husband. And the very fact that this is effective with most husbands throws the power dynamic and Frame of the relationship firmly over to the wife. This has the effect of disqualifying that man from ever (or very rarely) being a candidate for validational sex within that marriage. And this too is another aspect of the transactional sex dynamic that modern feminists are contemplating today – if a woman doesn't *want* to have sex with her husband, but does anyway, is it rape? But again, NAMALT, not all marriages are like this or have to be like this. I would also argue that a confident man whom a woman admires, who she recognizes as being above her SMV even if slightly and who has internalized Red Pill awareness within that marriage needn't be doomed to transactional “duty” sex in his marriage.

Unnegotiated Desire

And so now we come full circle to the men I was counseling back in the day. Because all they'd ever known was transactional sex their deductive male brains attempted to solve their “sex problem” in the most logistical and pragmatic way – negotiate with her. If all sex ever is for a guy is a transaction – a quid pro quo – then it follows he'll try to find the best way to ‘pay’ for his wife's sexual access. Hunter Drew and I were recently discussing a man who Dean Abbot has been counseling and one thing we've all seen a lot of from young and old Blue Pill Beta men is this logical tendency for them to want to ‘sacrifice their way to happiness with their wives’. It's as if the more they sacrifice the more they pay for that intimacy they seek, but what they never get is that this only buries their sex lives that much more.


One amazing turn around a lot of married and single Red Pill guys experience when they unplug is the attention they receive from women when they switch from a transactional disposition to a validational disposition with regard to sex. When a man unplugs and cuts himself away from his Blue Pill conditioning one change he makes is a shift from viewing sex as transactional to validational. In the beginning, when men are first learning Game and becoming more Red Pill aware about the nature of women they really don't recognize this shift in attitude towards sex. When I say men need to make themselves the “prize” with regards to sex and their attention what happens is they go from the “how can I pay for sex to qualify for it with a woman” to “women will recognize that I represent and opportunity for validational sex”.

The Blue Pill conditions men to base their understanding of sex on a transactional paradigm. It's all scarcity, and luck or providence that a woman might want to fuck them. This is why women get aggravated by the presumption that men might feel they are ‘*owed sex*’ in exchange for what they do for them. And why wouldn't men feel that way? They've been conditioned for half a life to believe that they should follow the old social contract and become a man with a lot to offer a woman, a wife. This is the transactional paradigm; I build my life to better accommodate a woman and she reciprocates with sex. Women know this too, so all pretenses of indignation about are complete

bullshit. What upsets women is that a Beta man would feel entitled to her sexuality for having accommodated her. Alpha men *are* entitled to it, accommodations be damned, because he's the man they *want* to have sex with.




Old Lies


March 16, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



1 hr · 🌐




Being vulnerable does not affect your manliness.
It's time to teach men to be vulnerable. Our society raises young boys to "toughen up," which is okay, but not okay when "toughening up" also means suppressing feelings. We can be both tough and fragile. We can be both vulnerable and resilient.
"Toxic masculinity" is real. And while it reflects how men mistreat and misunderstand their sexuality and their treatment of women, it starts with their lack of vulnerability. We're ta... [See More](#)

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1 hr · 🌐

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Apparently no one has bothered to let this poor sap (I don't know who he is) know that the "Toxic" masculinity narrative has now been replaced with "[masculinity is toxic](#)". I find it interesting that when it comes to the mainstream societal understandings of what masculinity once was and what it is now – or what the mainstream believes it should be now – much of these interpretations are based on fanciful, anachronistic, ideas of what contributed to our understanding of masculinity now. I've gone into my own definitions of what constitutes *'conventional' masculinity* for men many times before so I won't belabor it now, however, as the popular narrative changes I've noticed some very common presumptions that masculinity critics like to use and are repeated over and over.

The first of these, and the most common, is the deliberate misconception that a boy's learning to be

masculine never left the 1950-60s. In the wake of the Nikolas Cruz shooting this rationale surfaced quite a bit. It still is. The idea is that boys are born as these tender, delicate souls, all naturally ready to emote and *sensate* like precious little girls – that is until the nebulous evil ‘patriarchy’ gets ahold of them and batters them into “being tough”, not crying and told to stop being such pussies. This is the old anachronism that presupposes western society never left the ‘macho tough guy’ preconditioning of boys to raise them to be these future murderers, wife beaters and misogynists.

This is, of course, the “boys are broken” narrative I addressed in *Good Humans*. It’s kind of ironic when you think that this narrative would have us believe boys naturally wanting to *be boys* is a net social negative and it takes some strong intervention in their upbringing to turn them into *good humans*. So what is it? Are boys being their natural selves by wanting to be rambunctious, risk taking, shit-giving, masculine boys, or are they naturally these tender little emo-beings coming fresh out of the womb only to have their ‘*genuine*’ sensitive emotional souls crushed by “hyper-masculine” fathers, male teachers and school coaches. This is one of the more stupid, but deliberate, paradoxes the *Village* and the *Feminine Imperative* conveniently switch between as circumstances require yet one more anti-masculine response.

Lies for Boys

You can see this confusion in the above Tweet.

| Our society teaches boys to “toughen up”.

Actually no, the feminine-primary social order that has been systematically feminizing boys into feminine-identifying men for the past 50 years does nothing of the kind. Since the mid-seventies the cultural narrative took a hard turn to the feminine-correct in raising boys into pacified ‘harmless’ men. We’re going on five generations of telling boys it is incumbent upon them to get in touch with their mythical feminine sides if they want to *evolve* beyond ‘traditional masculinity’. There is no ‘toughening’ being taught to boys in a female primary education system that teaches boys in a manner that presumes they are defective girls.

| ...which is okay, but not okay when “toughening up” also means suppressing feelings.

Feelings are perhaps the **only** thing boys are being taught to prioritize in their feminine-primary educations today. This fact deserves a bit of explanation here. Male and female humans process emotions differently. Women in particular *process negative emotions in a much different way than men*. Men tend to prioritize information through a filter of rational discernment first and then sort out how they *feel* about that information in an emotional context. Women are much the opposite; girls process information through an emotional filter first and then sort out what the information actually means to them (and after that, how it might affect others). If this sounds like the essays I’ve written about how men’s and women’s communications methods differ you’re not too far off. Men prioritize the content (information) of a conversation while women prioritize the context (the feels she gets) from a conversation. This is how our brains work, and when one method isn’t socially favored above the other both methods *can* be complementary to the other.

But in a feminine-primary social order this is not how things work. As I mentioned, for the past 50+ years our educational system has shifted to favor the learning methodologies of girls at the expense of boys. This ‘girls style’ teaching has been the standard for so long now that we largely take it for granted that it is the *only* correct style of teaching. Today, men account for less than 25% of all teachers in the United States. In the UK it’s 25% and in Canada only 17% of elementary school

teachers are male. Teaching is a female dominated profession and especially for younger kids. According to the Bureau of Labor Statistics only 2% of pre-K and kindergarten teachers, and 18% of elementary and middle-school teachers, are men. How do you think stats like these affect the learning methodologies applied to boys and girls?

Yet still this lie that boys are the victims of some overwhelming toxic masculinity in their upbringing is the first reflexive explanation we hear from women and feminized men when a kid commits a criminal act. Why?

Lies for Equalism

Because it sounds right. It sounds like it *should* be right. The presumption is that boys are, in fact, girls; or at least they should be a functional equivalent of girls when it comes to educations. Over the past 50 years the baseless presumptions of blank-slate egalitarian equalism has not only inserted its lies into our social consciousness, but also into our presumptions about educating kids. I'll repeat, men and women are biologically and psychologically different and boys and girls are equally different. The ways they learn are distinct to their sex. Yet for the past 4 generations egalitarian equalism has convinced (mostly female) educators that boys and girls are functional equals and gender differences are learned rather than innate.

While equalism informs (mostly female) teachers that boys and girls are the same, the teaching methodology that works best for girls and women is the predominant one today and for the recent past generations. The only way to justify this method as the universal one is to presume that boys are the same as girls – just 'defective' girls that must be taught to quash their innate maleness. If boys and girls are presumed to be blank-slate equals then it must follow that boys are just as emotion-prioritizing and sensitive as any girl, and it is through a process of an imagined patreo-misogyny social conditioning that boys psychologically cover over their "*true*" natures – that of precious little (defective) girls. In essence the equalist belief is that all babies are born as little equal blank-slates, but the ideal template for those blank-slates is a female nature irrespective of the sex of the child.

When a boy's real, masculine, inborn nature expresses itself the first thing it meets in this equalist-but-feminine-primary education is derision and shame. For as much as boys would be boys they are taught that they aren't *good* for being so. They're encouraged to self-repress, self-deprecate their gender and self-police their brothers. They're taught that the correct way to think is to emote like girls because that's *correct* for the template of a "good human". Despite the female-centric teaching boys innate nature still find ways for boys to *be* boys and when this happens an egalitarian (feminine-primary) social order presume the 'bad behavior' must be the result of the influence of an evil patriarchy that truly hasn't existed in the way they believe it does for 50 some odd years.



Allie Beth Stuckey ✓

@conservmillen

If masculinity were truly toxic, then kids growing up without dads would presumably be better off than those who have them. But, they're not: they tend to be more depressed, aggressive & criminal. Truth is: we need more masculinity in society, not less.-->

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As I've detailed in past essays, society only sees fathers as tolerable and superfluous when it comes to raising boys. Single mothers are celebrated as super-human and in the equalist lie that would have us believe that women can not only 'have it all' but they can 'do it all' we rarely question the necessity of a masculine influence in a child's life. We give it lip service and parrot back the need for a man to "step up and take responsibility as a parent". The message to dads is always "do better",

because the pretense for fathers is that they are inherently irresponsible and ‘broken’ just like all boys are.

The Village might even concede that a father is some advantage to a child, but ultimately he’s superfluous – that is until that kid is involved in some kind of criminality. Then the questions become “Where was this kid’s father? Why wasn’t he around to teach this kid some discipline and respect for human life?” The children of single mothers are overwhelmingly more likely to be come involved in criminality, but we don’t look at her half-measure parenting as a possible cause. Remember, she’s a super-hero and blameless, so any blame for this kid’s acts fall on the shoulders of a weak or absent father. *Then* fathers are necessary. Then the kid needed to ‘toughen up’ and dad should’ve taught it to him. And all of this comes full circle and feeds into the idea of father’s inherent incompetence again.

Lies for ‘Defective Girls’

The next lie is that boys can be,...

...both tough and fragile, vulnerable and resilient. Being vulnerable doesn’t affect your manliness.

I’ve written a lot about the lie of transvaluation and *Vulnerability* in the past, but this was really in terms of how women perceive men and require strength and dominance. Another aspect of masculinity that is encoded into women’s mental firmware is to seek out men with *superior competency*. A woman just is, a man must *become* is the first maxim of a man accepting his *Burden of Performance*. Part of this masculine competency involves strength, know-how and determination; all things that have been replaced with feminine-primary emotionalism and naval gazing for boys.

Men are expected to know how to do everything and what they do not know, what they are not competent in is one criteria of how they are judged by women. A lot of guys might think, “So the fuck what? I don’t base my self-worth on the opinions of women.” As well you shouldn’t, but it doesn’t change the truth that if you don’t know how to change a tire when you get flat, or you need another man who does know how to do it to change it for you, a woman sees you as less competent – and by extension less capable of providing her with the security she needs from a masculine ideal. Women evolved to see men as a Jack of all trades, master of *some*.

A man’s vulnerability (taught to him as a child by his female-primary teachers) most definitely affects his manliness. Vulnerability is, by definition, a weakness. It is a flaw in the design, a chink in the armor and vulnerabilities *will* be exploited by enemies and rivals to ensure that man fails while a stronger one succeeds in all things. This is Darwinism so simple that to question it seems illogical, but in our equalist utopia toughness and fragility find no contradiction; vulnerability and resilience are bed partners. Again, we must consider that this illogical balance can only exist in the female ‘good human’ template and the idea that everything is learned and nothing is innate about male and female humans. Promoting the idea that ‘vulnerability doesn’t affect manliness’ presumes that the person declaring it is in some way an authority on a manliness that has been already demonized and conditioned out of our boys today.

They hate the very idea that a boy might act in accordance with an inborn masculine proclivity. They hate the idea that a boy might learn to be tough and resilient at the expense of a vulnerability (weakness) because it contradicts the equalist belief set. They hate the idea that boys and girls have innately, biologically, different ways of dealing with emotions that don’t align with their belief in a blank-slate. To force them to accept this would be to force them to abandon deeply ego-invested

beliefs that they themselves had conditioned into them by the same feminine-primary education.

Boys don't naturally emote like girls, but when they refuse to align with the female-correct way of emoting we say that some patriarchal macho man, somewhere, in some movie, in some song, in some household taught that kid not to feel. He somehow learned that allowing his emotions to rule over him, to be vulnerable, to prioritize his feelings above his sense of rational self is what it actually is – a weakness that in our evolutionary past was far likelier to get him killed than to earn the praise of his equalist teachers.

Boys are simply not as emotional as girls – our brains did not evolve that way – but because we value the feminine above the masculine today we say this kid is doing it wrong. We say he learned to be an asshole from his macho dad or he learned to love firearms because of the latest rap song or a toxically masculine society that doesn't exist. A kid like Nikolas Cruz was bound to happen in a world that teaches boys to prioritize feelings above rationality. He was taught like a defective girl. He never learned the masculine inspired discipline, determination and resiliency because all that conflicts with the lie that vulnerability is ever a strength. All that conflicts with his feminine-primary upbringing.

As such, these 'defective girls' are unequipped to handle the rejection of a girlfriend. The participation trophy generation, the one where everyone's a winner and no one ever has to deal with defeat, never teaches these 'defective girls' what to do when they finally do taste a bitter defeat. They never learned how to come back from it because that would mean admitting that vulnerability and emotionalism (the female-*correct* way to handle it) are in fact **weaknesses**. So, predictably, a 'defective girl' like Nikolas Cruz does what any petulant teenage girl would – he has an emotional outburst. Only his outburst consists of gunning down 17 kids with an assault rifle.

The answer to incidents like this doesn't lie in gun control or further feminization of boys. It lies in reimagining how we educate boys and how we see masculinity as a net positive that can deter exactly this kind of emotional outburst. If you truly want these shootings to stop it's time we embrace real men teaching real toughness and resilience in our boys. It's time we teach boys like they will become tough, strong, invulnerable young men we may need to provide future generations with a much needed security. And the time where we'll need them is coming faster than anyone today really thinks.

Dangers of the Blue Pill

March 20, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

heard a couple arguing so I whipped out my phone and this is what I got□
pic.twitter.com/29P2lTkfH2

— DΛM (@DrewBrands44) [March 17, 2018](#)

This clip arrived in my Twitter stream a couple of days ago and I was going to dismiss it until I read through some of the comments about this guy on the ensuing [Twitter thread](#). I'm going to give you my take on what I think is really going on here and then I'll contrast this with how other viewers interpreted this incident. I was about to pass on this until the conversation really made this an interesting social experiment.

I have seen things like this before. Remember, for the better part of my 'real job' career I've been around a lot of people who are socializing and drinking. I watch guys pick up women, I watch women pick up guys, and I've seen a *lot* of couples argue in public. One thing that these couples all have in common (or at least 90% of them) is the guy trying his damndest to get his girlfriend/wife to 'come around to him'. As you may guess, the majority of these men were Betas who '*just didn't get it*' and were appealing to their woman's reason in order to resolve whatever it is that was making her turn off to him.

Again, most of these guys were oblivious to the fact that their trying to reason with her was only emphasizing the fact that he just didn't get it, and that she was paired off with a guy who needed to be told how to get it.

The guy with the capacity to call a woman's bluff with a confidence that implies she is to be worthy of him rather than the other way around is the Man to be competed for. Essentially the 'chick speak', 'chick advice' phenomenon is a shit test writ large on a social scale. And even your own mother and sisters are in on it, expecting you to 'get it'; to get the message and see the challenge for what it really is, without overtly telling you.

She wants you to 'get it' on your own, without having to be told how. That initiative and the experience needed to have had developed it makes you a Man worth competing for. **Women despise a man who needs to be told to be dominant.** Overtly relating this to a guy entirely defeats his credibility as a genuinely dominant male. The guy she wants to fuck is dominant because that's 'the way he is' instead of who she had to tell him to be.

Observing the process will change it. This is the root function of every shit test ever devised by a woman. If masculinity has to be explained to a man, he's not the man for her.

I have been this guy before. I'm not happy to admit that, but in my 20s, during the time I was with the *BPD girl* she made a habit of airing out her insane jealousy, insecurities and general relationship disorders as publicly as possible. When this becomes a way of life for a guy it changes you and particularly when it's part of a woman's personal neurosis. At that point in my life I had fallen very Beta (almost Omega by Vox's standards) and I made all of the same mistakes I see guys in this predicament make when I'm working. I also know better than to try to correct these guys, because, like myself, they can get really hostile towards you or themselves when you point out the obvious to

them.

So, a couple of caveats here; I don't know for sure what's transpired before or after this incident, and I have no idea if the guy is *imbalanced* (I'm being polite). It could be him, it could be her, likely it's both, but I do know the patterns and I can see that the guy will resort to self-injury to make a point. This is a classic expression of Blue Pill Beta frustration with a girl.

The girl could be blameless and he's just a nerdy Blue Pill Beta reacting to his frustration in not understanding how to resolve whatever it is that set him off with her. I've watched a lot of guys in the 'Gamer' social set who fall into this type. They buy into the "open communication is the key to everything" ideal that the Blue Pill told them women want, so when that 'open communication' is actually the reason for his problems he gets frustrated. Women are supposed to be reasonable, co-equal egalitarian agents in a relationship and when his appeals to that reason are ineffective, what's left for the kid?

Again, this is me speculating. What we do know is his reaction. Imagine if this guy had actually broken the window and cut himself (and maybe a few bystanders) to ribbons. I mention this because it's the reaction I'd expect from the Blue Pill mind that makes a guy believe that killing or hurting himself will in some way emphasize the seriousness with which he wants to resolve the issue he believes is crucial to his happiness with a woman. This is one of the main reasons I've always said *kill the Beta before it kills you*. There's a very real danger that a Beta mindset will lead to you or someone else's injury or death.

This is what happens when men are conditioned to hate their own masculinity. Attempting to do physical harm to yourself out of self hate and frustration for your Beta ways, is alarming. Notice how she reacts after his action: cold and indifferent. Hypergamy doesn't care

— escapedthematrix (@RPpragmatic) March 18, 2018

I'm actually inclined to think that the incident was his own doing though. She seems indifferent to him even after the head bang, but likely that might be due to embarrassment. She's certainly frustrated with his attempts to get her to "listen to him".

I've mentioned this before, but as women have become more self-assured about their own personal safety they feel more secure in provoking physical altercations. I understand that women love to say that they feel threatened by men all the time, or they have to always think about their personal safety no matter where they are, but I really don't see this in real life – certainly not at my own promos. In fact it's quite the opposite. I have seen women on many occasions (both drunk and sober) deliberately instigate confrontations that never needed to be started. All of them did so from a feeling of invulnerability because they *know* that no man would dare to actually assault her while she could wail on him with impunity. I think this is a new social trend with women today. They understand that if the guy she was hitting actually hit back there would be half a dozen men in the room who would beat his ass for raising a fist, much less his voice, to her. Women know the power that an opportunity to defend a woman has over men; it's a confirmation of the old social contract that women still expect men to adhere to.

I've also seen women start altercations with other women in the same confidence that her man will fight the other woman's man if the two of them get into a fight. They do so by appealing to their man's Alphaness (or lack thereof) and having her back no matter what – even when she's being

stupid, catty or drunk. It's kind of a new play on the 'Lets you and him fight' social convention, but if cooler heads prevail and one or both men pull their women away from the other they just look like pussies or less than men. Again, this is one more way women can socially reserve their bestowing or confirming manhood on a man.

Is any of this happening here? Likely no, but it's important to remember these things in context with incidents like this. That's important, because a few of the female readers of this Twitter thread seemed to think that, rather than his kid being a potentially terminal Beta, he had the potential to be an abuser. In fact this was their first impression. I guess I can sort of see this from a woman's perspective, but I really think the Sisterhood Über Alles kicks in when women see something like this. Always take the woman's side first.

I think women see this through the girl's eyes. They understand what she's going through in having the guy try to 'logic' her into understanding. They understand the girl's frustration at just having to deal with this Beta.

<https://twitter.com/yourpacrat/status/975455414568587264>

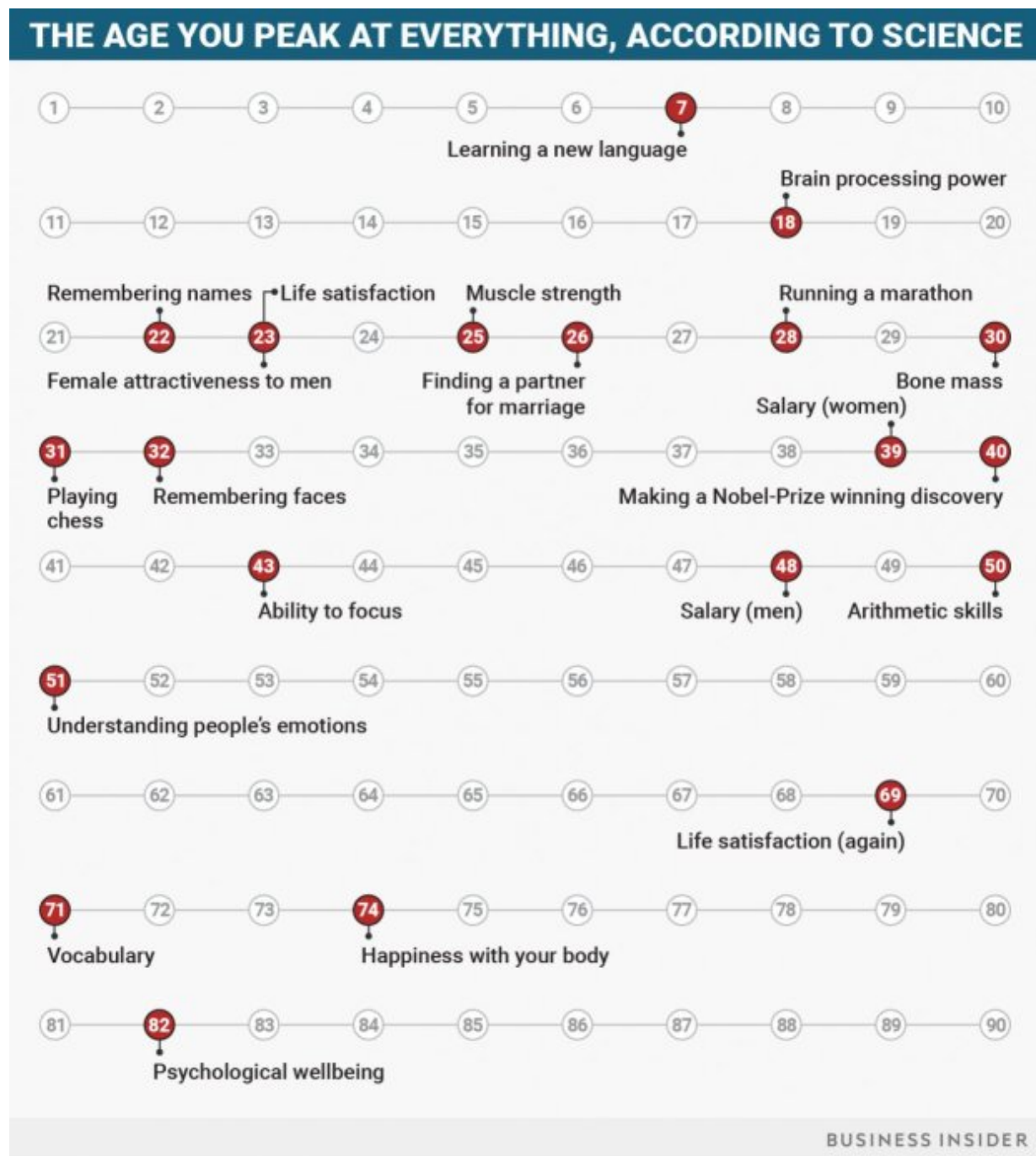
I've probably done a really bad job at this, but my intent here is not to beat this guy up over this whole thing. When I first watched this clip I thought, "Yep, been there, done that", and like this guy I was in my 20s when I did. It seems like this is something men must learn for themselves as part of their unplugging. I think one thing that makes unplugging more difficult today is that the stakes are so much higher when a guy just 'doesn't get it'. There are guys who never get past any of these Blue Pill trials because they make bad decisions that seemed logical or profound at the time and they have to live with the consequences for failing that Blue Pill trial.

I would bet that this guy is still with this girl today. Even with this going slightly viral I doubt he's learned anything from the experience and I'm sure he's still trying to figure out how to make this pudgy little HB 3 happy. His head bang against a window (which he had no idea was plexiglass) is really a manifestation of his own self-loathing. He wont hit her, he'll hurt himself to make his point. This is what guys like this have been taught, to express his emotions, but in this instance that emotion is angst and frustration.

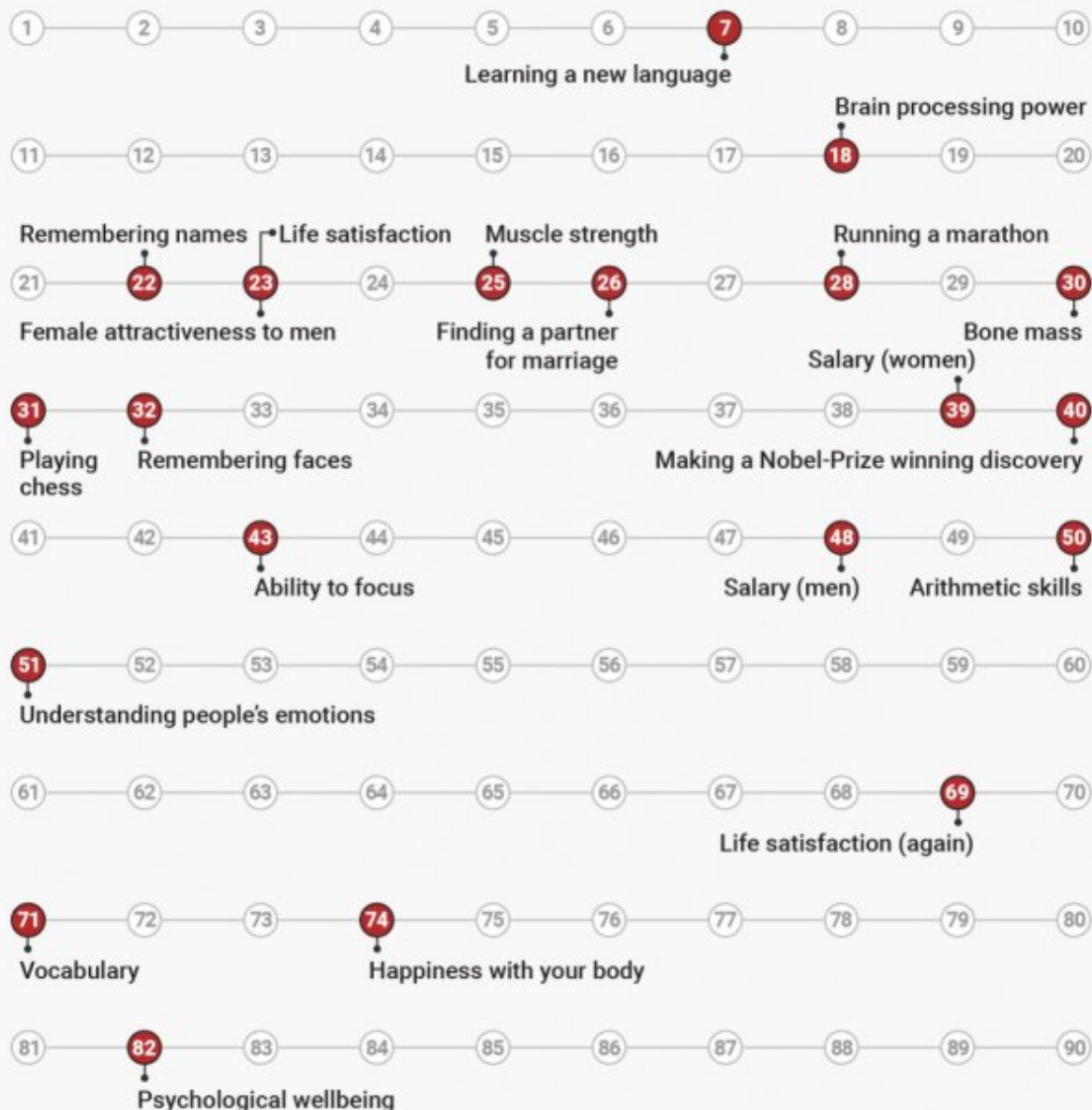
It's easy to think that guys like this are too far gone. It's easy for guys who've been Red Pill aware for a long time to dismiss Beta behaviors that they were also subject to, but have been so far removed from now that they think shit like this doesn't happen.

Life at 50

April 3, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



THE AGE YOU PEAK AT EVERYTHING, ACCORDING TO SCIENCE



BUSINESS INSIDER

So, I was arguing with myself as to whether I ought to post something here on my 50th birthday, which is today. I read through a few other notable guys in the manosphere and they all have something like *30 Lessons at 30* and *40 Rules for 40* or something like that. Not to take anything away from them, but for the most part lists like this are basic aphorisms that are certainly wisdom, but are things you can probably be 20 and think “Hmmm, yeah, okay...”

That said I had considered just enjoying my short break from the blog (two weeks is as long as I’ve gone in six and a half years) and relaxing today, but I’m fifty today and I’d be lying if I said I haven’t been doing some life assessment for the past 4 months or so. 50 lessons at 50 might get a little tedious to read so I’ll just let my readers in on what I’ve been considering lately and what I think have been a few or the more important lessons I’ve learned in the last 50 years. I’m not exactly a stream of consciousness style writer, but I’m going to be a little more loose and open with this. Don’t worry, I’ll get back to *meat & potatoes* posts next week.

In the six and a half years I’ve been blogging, and the 7 more I’ve been writing in the ‘sphere, I’ve

done my best not to inject my personal life into what I write about unless it's directly related to a topic and serves as a decent illustration for some purpose. There's a few I can think of, but like I said, they're usually to highlight a point. Hell, for the first five years of this blog and all of my time writing at SoSuave I did my best to stay anonymous and kept my nondescript face out of the public sphere. And it's anonymity where I'm going to start.

When I began writing on the SoSuave forums I had already learned the hard way how easy it is to have your livelihood taken away from you by vindictive and juvenile minds who simply want to have some power beyond the cubicles they live in. I was working for a liquor importer and I'd put together a fantastic co-branding arrangement with an X-sports organization and one of our proprietary brands. I'd worked on the promo work and all the creative for almost two years and all of it got flushed down the toilet by one email alleging that one guy from the organization had used a racial slur (during a charity event no less). The allegations were false, I went to great lengths to prove it false, but the damage was done. The C.O.O. who was entirely unfamiliar with the organization, the social circle or the event pulled the plug.

Two years work building the association was gone in the space of 2 hours and one anonymous email because it was simpler to pull the plug than it was to have to explain why it was all the vindictiveness of some kid on the internet who had a beef with some guy who rode a motorcycle. That taught me a lesson that I've used a lot in my writing – stay anonymous as possible, because all the years of hard work I've invested into this blog, my books, the audio books, my talks now and my public persona can be lost in the course of a day. I'm far more anti-fragile these days. My work is on my terms, which also took a very long time to establish to my liking, but even still I understand how truly fragile my own and so many other men's lives really are with respect to maintaining it.

I don't really like that term, "anti-fragile" is like a badge of honor self-made guys like to attach to that other term "entrepreneur". Not to take anything away from them, but everyone is fragile to some degree. If the social justice zeitgeist of this era can't destroy you financially, they'll happily destroy your marriage, your family, the things you love to do and the company you keep. We live in an era when the politics of personal destruction are easily enacted with a few emails and a viral tweet.

So I did my best to stay anonymous as Rollo Tomassi. Even when I became more anti-fragile I understood that if some hater couldn't get me fired they would come after my daughter, my wife, my dogs, my extended family, etc. without any fore or afterthought. That's kind of changing for me now. I've got three books under my belt (yes, there's a fourth I'm working on too) and after doing really only two in-person talks it became clear that I needed to be more accessible.

The Rational Male, *Preventive Medicine* and *Positive Masculinity* are my dents in the universe. At 50 now I can see that these books and my writing, my ideas and the dots I've connected, courtesy of the men who've offered their experiences to the whole, will be my legacy in this life. That legacy is dependent on Amazon publishing and printing my work, WordPress hosting my blog, Audible accepting my audio books and Twitter and YouTube providing their platforms from which I can spread those ideas. Everyone is fragile. My plans for the future and ensuring these ideas live involves making them less dependent on this fragility.

I make the least amount of royalties on my printed books, but they are what I hope men will buy the most because it's the least fragile way of spreading and discussing the 'dangerous thought' that is the Red Pill in intersexual dynamics. It's a very strange and humbling thought to think that my grand and great-grandchildren might read my words in the future. It's also really humbling to know that I've

helped other men change and improve their lives; sometimes saved their lives. I have trouble describing what it feels like to have a guy you just met pour his heart out to you like he's known you for years and tells you if it wasn't for what you wrote, if it hadn't been for me reaching him with these ideas he'd be dead. It kind of give you that weird chill you get when you see someone else get hurt and you can't do anything to help.

But I did help. I can actually say that my work has positively impacted the lives of other men (and women) and likely the course of their lives and their families' lives, and the whole causality thing kind of unravels from there. It's what I'd always hoped I could do. As most readers know, a lot of what prompted my writing was the suicide of my brother-in-law and another good friend back in 2003. I'd been writing in what would become the 'sphere since 2001, but these deaths were what moved me to try to help other men more directly.

I've done really well for myself. That's a statement of fact, though it sounds like I'm glossing myself. I still see a lot of guys I used to know who, back in the day, I was almost certain we're going to go places and do big things. With the exception of maybe two, every one of them has fallen short of what I used to think they'd accomplish. A lot of them were the inspirations for posts about changing the direction of your life to better facilitate a woman's plans for her own life. People hate it when other people compare lives. The standard line is "well if they're happy who are you to judge?" or else it's "we all find happiness in our own ways" or something suitably ambiguous. It's one of those things we say so as not to appear judgmental. But everyone of us makes comparisons about a great many thing. There's not a woman on planet earth who doesn't compare herself, her quality of life and the man she's married with her sister's.

I could give a shit about what these guys have done with their lives up to age fifty, but I do think we need to take assessments of how our lives have turned out. It's natural for us to want to measure our achievements, but at my age all that does now is make me realize how stupid I was when I thought so much more of other people and not enough of myself then. We shouldn't compare ourselves with anyone else, I got that, but we should compare ourselves with what we believe is our personal potential. I've still got a **lot** to do before they put me in the ground, but I think I've done okay up to now with respect to my potential. If anything I don't think I gave my potential enough credit when I was younger. Maybe we all do that?

I'm kind of scared of the future in a way. My Dad died from Alzheimers/Dementia just shy of his 73rd birthday in 2010. He had early onset too, so he started forgetting things at about 64. At least thats when it became apparent to everyone. That's my worst fear today, but it's also whats driving me now. In the autobiography of Steve Jobs it was obvious to everyone that once he acknowledged he was going to die early he started pushing the limits of what he wanted to get done before he went out. Consequently we got all of these great innovations in a relatively short time. Look at Apple's "innovations" today. *I've only ever used Macs, even when they weren't cool.

I've done far better for myself than my father ever did. Again, that's not a 'slay-the-father' sentiment it's just fact. My dad didn't have the same potential though. And I still have more potential to fulfill. This has become more pressing for me recently and not just because of the fear of dying early – and yes, I do fear death, but mostly because I see it as a cessation of potential to do more. I genuinely have a mental list of things I need to do that I've only really become aware of since I started this blog and became an author and matured into the 40-50 year old Rollo Tomassi. Don't think of that as a bucket list of some experiences to be had before death, rather, think of it as a 'to do' list that I need to

accomplish before I go out. And that 'to do' list only became apparent to me in the last 7 years.

I know what I need to do now. It kind of sucks that a purpose to life might be something you only realize later in life. I'm sure it happens sooner for some guys, but for me it was necessary to live through the experiences that made me before I could know it. I'm still an artist in my essence, and I get edgy if I'm unable to create something new every day. Seriously, I've been like this since I was a child. I have a need to create, even if it's just something simple, every day. That need has carried over into every aspect of my life and career. And really, the books are products of that need, but there's a lot more, a purpose to the works themselves and that's what my life has been about since I began the blog and the books and my persona.

I am Rollo Tomassi now. Don't worry, I'm not legally changing my name. At first it was a clever online handle for me, and my real name is so white-bread generic it almost serves as a form of anonymity. Now it **is** me, and I'm okay with that.

Having said all of that, I'm considering a kind of semi-retirement from my primary career in the liquor and gaming promo business and applying myself more to writing and speaking. I'm already kind of doing this now since reaching a state of being financially anti-fragile. I'll never fully retire from my brands so long as I have ownership percentages and creative decisions will need to be made. I'm not sure how this is going to look, but I find myself wanting to apply more of myself to writing, speaking, maybe doing some kind of podcast or terrestrial radio show. I feel like I need to do this now with my 50s ahead of me and more potential to do good in the world with what I have and the time I hope I have left.

In the comments today I was hoping to see what my peers thought of all this. I hope it's not to navel gazy.

Instinct, Emotion and Reason

April 12, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Before I dig in here today I want to give credit where it's due. I was inspired to consider what I'm about to go into here by a quick-hit Tweet from *Illimitable Man*. I didn't bookmark it so I apologize for not linking it here today, but the general gist of it was about the mental processes humans go through when we're presented with environmental stimuli that demands interpretation and a behavioral response. I considered this process quite a bit while I was studying behavioral psychology – Instinct, Emotion and Reason (or rationality if you prefer) – and I'm almost embarrassed that I haven't covered this in terms of a Red Pill perspective in over 600 essays now.

The idea is fairly simple; when we are prompted by environmental (and sometimes internal) stimuli human beings process this information using three psychological mechanisms – our primal instincts, our emotional interpretations and our rational (reason) facilities. I'm not sure these processes get their proper due in Red Pill theory today. I've detailed all of these processes individually for years on this blog, but generally they were outlined in the context of whatever topic I was focusing on. In this essay I'm going to elaborate on these aspects individually. Later, as part of this series, I'll explore how they act in concert for our overall cognitive process, and then how they influence intersexual and intersocial dynamics. I think this is a useful exercise because a lot of foundational Red Pill ideas stem from these processes as well as the social conventions and interpretive priorities the Feminine Imperative relies on today.

For sake of clarity I am going to use a few behavioral psych terms like *stimuli* in this essay. This isn't to throw \$10 words at you, it's just easier to elaborate on these processes with abstract terms. For example, when I use *stimuli* I mean any physical, environmental or cognitive prompt that our conscious or unconscious mind demands an interpretation, processing of and response to. That can be a wide variety of things so, *stimuli* serves as a general term.

Lastly, the following here is **my** interpretation of these processes. While a lot of this will align pretty well with established theories, this is my take on them and not some official, settled science of facts. If you think I'm full of shit please tell me why, this is still a work in progress for me.

Instinct

Instinct seems like the easiest of these processes to understand, but it's really the cognitive aspect that's most misunderstood, marginalized and often demonized. The reason for this is because our instincts reside in our subconscious (hindbrain) processing of stimuli. When I refer to men or women's *evolved mental firmware* in my essays it's our instinctual process that I'm referring to. These are the unlearned, inborn aspects of our human nature that influence the other processes and remain largely in our subconscious. Our instinctual processing is a direct result of our evolution. It evolved as a vitally necessary aspect of our cognitive processing in that it aided in our ability to survive in, and adapt to, a chaotic, primal environment when food was scarce, predators and rivals wanted us dead, and reproductive opportunities and raising a child to a survivable age were at a premium.

There are a lot of examples of our instinct level processing and each instinctual response triggers more complex processing up the cognitive chain through emotion and reason. If we were presented with a dangerous stimuli (a sabertooth tiger) our instinctual process triggers a fight or flight response physically in our bodies (adrenaline release). Needless to say this was an evolved adaptation that served our species well and was passed along genetically as part of our mental firmware. I'm going to use some simplistic examples here but, if you really want to dig into our preloaded mental firmware and how we developed it I would suggest looking into the earlier works of *Dr. Steven Pinker* and *The*

Red Queen by Matt Ridley (I'll post links in the comments).

Another example is human beings' innate fear (reservations at least) of snakes and spiders – poisonous animals that looked easy to kill, but could kill humans without warning. That's an example of relatively beneficial firmware, but the reason instinct gets a bad rep is due to the instincts that once were beneficial to us individually, but are less beneficial to us socially. Greed and gluttony were very practical, instinctually motivated behaviors that stemmed from a need to survive in a time when resources were scarce. Today greed is (mostly) seen as anti-social and a compulsion to overeat in a time when food is abundant is why we presently have an obesity epidemic.

Those are easily understood examples, but where things get more complex is in how our instinctual process influences the other processes (emotion and reason). Instinct gets demonized because in our '*enlightened*' era we like to believe that instinct is more trouble than it is beneficial. Most of that is due to a belief that our other processes are superior to (or at least should supersede) our instincts. Most of what we call sin or immoral behavior is motivated by the instinctual process. In fact, the only time our instinctual awareness and reactions are really credited with anything positive is when it gets us out of some life threatening situation or it leads to some prosocial outcome. For instance, the male instinct to protect women by putting ourselves between them and danger; that's an instinct and resultant behavior (seemingly altruistic male self-sacrifice) that gets a lot of praise in our feminine-primary social order. However, for the most part, we tend to judge 'baser instincts' as a net negative.

The truth about the instinctual process is that none of our other processes function at full efficiency without it. Today, as a result of our feminine-primary acculturation, we want to relegate instinct's influence to something "we've evolved beyond". The popular consensus is we've raised ourselves above base instincts by either acknowledging the importance of the emotional process or that rationality and the self-control based on it immunizes us from its influence. Not only are these belief foolish and hubristic, they're provably untrue. When it comes to concepts like the '*selfish gene*' and the physical differences in the evolved instinctual processes of men and women, it becomes necessary for a social order based on blank-slate equalism to demonize and marginalize the influence of, and behaviors attributed to, instinct.

The survival benefits and behaviors that make up the instinctual process were so necessary that they had to become part of our unconscious species firmware. Because the instinctual process is part of our animalistic hindbrain mental subroutines it's something we have little or no direct control over until its effect is brought (often forced) into our conscious awareness. As such, and because we prefer to think of ourselves as emotional and rational beings, we tend to think of the influence of instinct as something we either have or need to have mastery over, and to a large extent this mastery makes sense. The truth is that instinct is an aspect of ourselves that needs to be controlled as well as embraced depending on circumstances.

Emotion

From an evolutionary perspective, the emotional process of interpreting stimuli is a mechanism of how our brains and biochemistry interact to affect our moods, demeanor and 'emotionality' in response to both instinctual cues and the raw information of stimuli itself. Furthermore, the emotional process can also be influenced and/or modified by the rational process. I'm trying to be concise here, but our emotional response to information/stimuli is very much an evolved dynamic with latent purposes and practical functionalities. I'm making this distinction here because for millennia we've raised the effects of emotion to a mythical, metaphysical, importance.

While emotion often has immediate effects on us, emotion also has long term effect with regard to the stimuli it processes. There are dozens of definitions of emotions and there's no way I'm going to lay them all out for you here. However, popular psychology asserts that there are as many as ten and as few as six base emotions:

- Anger.
- Disgust.
- Fear.
- Happiness.
- Sadness.
- Surprise.

Sometimes *Contempt* is added to this list. If these seem overly simplistic they are, again, abstracts to build more complex emotions on (some paleo-researchers insist there are only four base emotions across our evolved ethno-histories). For our purposes these base emotions will serve to show the connections between the instinctual process which prompts them and the rational process that modifies and sometimes informs them.

Each of these emotional responses is prompted by how our senses, brain and then instinctual process interprets a stimuli. Again, using our sabertooth tiger example, the instinctual process determines imminent danger and triggers a synaptic and hormonal response to that danger. As a result of that instinctual process an emotional process and response is triggered – likely fear (flight in most cases), but sometimes anger (fight).

Another example: you see an arousing woman (stimuli) at a party who is displaying behavioral cues and environmental indicators of interest (IOIs). Your instinctual process determines a high potential for a reproductive opportunity. From there the emotional process kicks in: hormones and dopamine (and not a small testosterone spike) that your instinctual process triggered flushes your system and serves as the basis for your emotional process to form an emotional response to the same stimuli. If it all passes the smell test that response (hopefully) will be happiness (and a little surprise mixed in).

There is a visceral biochemical interrelation between emotion and the stimuli/instinct relation that prompts the reaction. Adrenaline is one easy example, another is oxytocin or the “love hormone”. This is a bit of a mischaracterization of the hormone. Oxytocin induces feelings of trust and comfort and is thought to be a significant factor in human's forming pair bonds and parental investments. There's a lot more to oxytocin's implications to our evolution than that, but for now let's look at how our biology influences the emotional process.

We proceed from stimuli to an instinctual response. If there is nothing mitigating that response (such as a rationally learned buffer to mitigate it) the next step in the chain is a biological reaction to that instinct – such as dumping adrenaline into our bloodstream or a post-orgasm flush of oxytocin after sex. From there the emotional process picks up the interpretation of this information as prompted by the cocktail of chemicals moving through our bloodstream and affecting our mental and physical interpretation of that stimuli. That biochemical factor prompts one, or a combination, of the base emotions listed above.

From there more complex emotions (*feelings*) and combinations thereof begin to form an emotional interpretation and response. This emotional response can be anything from a fast, reflexive one to a more nuanced and contemplative one. Furthermore, this emotional interpretation and response can

also be modified by our rational mental process as well as our gendered capacity to process emotions. One thing to bear in mind about our emotional process is that it can imprint its interpretations into our ‘hard memory’ – sometimes so significantly that the memory of that stimuli can re-trigger that physical and emotional response.

Gender-modified interpretation of our emotion process is an important aspect to consider in Red Pill praxeology and one I’ll be elaborating on in the next part of this series. Until recently the accepted ‘science’ about our emotional process has been based on a blank-slate equalist approach to emotion. In fact we still suffer from the outdated presumptions of academia that both men and women process emotion in the same manner, and, in theory, ought to be expected to have an equal capacity to interpret, respond and express emotion. In light of new technology and new research in a variety of interrelated disciplines we know this old presumption is patently untrue. Men and women have different mental hardware and are born with different mental firmware. Both sexes interpret and process emotion in gender-specific manners.

I’ll be getting into the personal and social implications that the legacy of this (deliberate) misunderstanding presents in the next essay. For now it’s important to consider that human beings have an innate predisposition to elevate the emotional process above instinct and reason. Likely this is due to the survival dependency we had on our feelings in our evolutionary past. In a time when we lacked the greater rational facilities and information we’ve developed in our more recent past, depending on and learning from emotion, and the latent purposes it serves, was a species-beneficial system. We depended on our emotions to guide our behaviors (long and short term) for us more in our prehistory when we lacked the more developed rational process we take for granted now. Emotions served latent evolutionary purposes for us in our prehistory and today are still overly emphasized – often to metaphysical attributes – as superior to reason. More on this soon.

Reason

The final piece of our interpretive process is reason, or rationality (I’ll use these interchangeably). Ironically, for all of the social preconceptions that our emotions have made us “more evolved” above instinct, it is our rational process that has evolved us above both instinct and emotion. From an evolutionary standpoint our rational process is a relatively recent development; pushing us past the limitations of instinct and emotion. The definition of *rationality* is the quality of being based on or in accordance with reason or logic. It is the quality of being able to think sensibly or logically and being endowed with the capacity to reason.

Biologically it’s postulated that our larger brains allowed us to develop a capacity for reason, but that doesn’t mean other animals lack the same facility, it’s just that the rational process is less developed (some would say less environmentally necessary) in those animals by order of degree. Dogs, for example, rely primarily on the instinctual process and the mental (*vestigial*) firmware they’re born with to solve most of their existential/environmental problems. That doesn’t mean that they lack the ability to learn and form novel (adaptive) behaviors using a rudimentary form of logic. Animals can be taught things, but their capacity to form novel ideas and behaviors is limited to their cognitive abilities. Humans, being the apex species on the planet, had the leisure to take the time necessary to evolve a capacity for logic and as such the rational process developed in us.

Of all our interpretive processes reason is the one that takes the longest to function. Our rational process forms our interpretation of stimuli based on information dissociated from the interpretations of instinct and emotion. Reason requires (accurate) knowledge derived from learning and experience,

but there is also an improvisational element to the process.

Before I get too far in the weeds here I need to make a distinction; what I'm outlining is the rational mental process we employ to interpret and interact with stimuli, **not** rationality, the concept of reason or rationalism. That's important because it's all too easy to get lost in philosophical implications of reason when we look at the process of how we come to it.

As mentioned above, the rational process modifies the instinctual and emotional processes. Example, in high school, in drivers ed class, we're taught to turn into a skid rather than turn with the skid. When we're driving and we find ourselves in a skid our instinctive impulse is to slam on the the breaks and/or, worse still, to turn with the skid. Our self-preservation instincts tells us to do this, but all it does is make a precarious situation worse. However, when we're taught, and we practice, not hitting the brakes and not turning into the skid, we make this our default reaction and we avoid disaster. This is the rational process interpreting a stimuli and forming a novel behavior that modifies the interpretation of the instinctual process.

The limitation of the rational process is in its necessity to take time to interpret information and develop a new apparatus. Where instinct and emotion are intimately linked with our biological hardware and psychological firmware, the rational process is dissociated from them in the same immediacy. Instinct and emotion are processes that evolved from a survival-need for fast interpretation and reaction. The rational process requires time, repetition and the right biological structures to be effective. Human beings are remarkably fast learners (even with complex challenges), but the learning that the rational process leads to is slow in comparison to instinct and emotion – which are essentially preloaded firmware in humans.

The rational process deals with the nuts and bolts of what we can understand of our reality. From there it can modify the other processes or it can serve to interpret stimuli on its own.

In the next part of this series I'll be exploring how these cognitive processes interact and cooperate and conflict with each other. I will also consider the gendered advantages and disadvantages these processes represent to our individual experiences as men and women and the influence they play in intersexual and intersocial dynamics.

The Instinctual Process

April 23, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I want to thank you if you've made it through the first part of this series and you stuck with it. In some respects I can see why it might be odd that I'm covering cognitive processes, however, these are really the foundational premises for so many other Red Pill intersexual dynamics, as well as interpersonal and even social dynamics between humans that they deserve some sort of fleshing out. Again, I want to stress that these cognitive processing models are ideas I'm coming to and not settled science. However, they are based on both classic interpretations combined with the benefit of what we know about the biological, evolutionary and anthropological aspects of the cognitive processes today.

If you made the connection to Freud's components of personality models – the Id, Ego and Super Ego – in the last post you at least grasp something of the initial theory I'm building on here. Useful as they are, Freud's models lacked anything like an understanding of how the human mind works or how it evolved to the degree we take for granted today. Freud made his best guess at these processes from an inner psyche perspective. He formed his theories from what he deduced was operating inside our heads. My belief is that his (and others') cognitive process models evolved and developed in response to interpreting our environment and the stimuli that our senses translated to them in our formative evolutionary past. Really, all of these interpretive processes, Instinct, Emotion and Reason, are the result of our experiential lives and the many benefits they provided us in surviving and reproducing.

All of that is not to discount the internal psyche and how these processes define who we are. Freud's model proposed the Id, Ego and Superego are components of personality, what I'm proposing is that these components are the result of evolved cognitive processes – Instinct, Emotion and Reason – that served to create these inner models which later became those components of personality. I should say

that I'm not entirely sold on these Freudian components, but I can see how cognitive processes would've led to developing them. I propose that these components of personality, Freud's or other's, are the products of these interpretive processes.

The Ego is a result of the Rational (Reason) process, while the Superego is a summation of the Emotional process. Since I don't want to veer off into the psychology lesson in all this I'll leave this proposition for another essay, but I do want to make a distinction here; What I'm proposing in this series is that our evolved interpretive processes are the means by which we interpret our reality, which in turn shapes who we are individually, socially and sexually.

Base Instincts

Stripped down, the Id is a result of the Instinctual process and largely resides in our unconscious or preconscious experience. Instinct is reflexive, and the behaviors it prompts are directly related to our basic survival and reproductive needs. Instinct operates outside our consciousness because of the inability of the human brain to focus on the endless sources of stimulus we experience in life. As good as we'd like to think we are with multi-tasking our interpretive cognition can only process so much; the rest is pushed into our subconscious periphery and hindbrain subroutines. This is the auto-pilot part of our instinctual cognition.

Since we largely see our Rational and Emotional processes (not to mention our social consciousness) as "higher order" processes, we tend to downplay the importance of Instinct. Our Instinctive process evolved to sustain our physical survival and reproductive imperatives in as pragmatic and practical a way as would be expedient. In most respects Instinctual interpretation and cognition is, by necessity, based on immediacy. By comparison, Emotion and Reason are slower forms of cognition, and, in the case of Reason, requires a period of learning, development and internalization. As such, there is no complication of conscience or morality, nor time for rational or emotional reflection when instinctual awareness and action is necessary. All the things we call sin or immoral, unethical or duplicitous, are manifested by our Instinctual process. But so too are ennobling aspects like self-sacrifice, violence-in-protection, mate guarding and parental investment. Hypergamy is also a behavioral and psychological dynamic that is deeply rooted in the Instinctual process.

Because of all that instinct often carries a negative preconception, at least by modern standards. And thus the Id becomes the part of the human psyche inseparably connected to the instinctual process. The desire for immediate gratification, the direct, unmitigated satisfaction of our most basic needs, and the hedonistic pursuit of pleasure; all of these we associate with the Id. However, all of these basic gratifications are directed towards elements of our evolved, instinctual needs for survival and insurances of thriving in the future. Much of what we think of as impulsivity is connected to the immediate aspect of instinct, but even this often serves some latent biological or survival purpose.

Gendered Differences

In psychology 101 we're taught to think of the Id as our 'childish' selves. How many times have we read in the manosphere about how men can better relate with women via *Amused Mastery* or relating to them like a bratty younger sister? This process, this PUA technique, is a subconscious appeal to women's Id via the Instinctual process. When I proposed that women want a man who *Just Gets It* a huge part of that dynamic relies on a man appealing to a woman's Instinctual cognition. This is exactly why demonstrating an intent serves so much better than explicating an intent. Actions speak louder than words because actions always speak clearly to our Instinctual processing. Yet one more reason I, and most of my Red Pill contemporaries, advocate for the *Medium being the Message* –

behavior almost always appeals to instinct.

One of the questions I'm always asked by guys is, how do I know when a woman is in whichever phase of her ovulation? Usually this is prompted by some reasoned want to be able to know when to turn up the Alpha around their girlfriend's proliferative phase and ease off when she's in her luteal (down cycle) phase. When you look at this in terms of cognitive processes, a man's Reasoning process wants to deductively solve a problem that is rooted in the Instinctual process. It certainly makes sense, like a lot of other problems, to use our smarts to solve that reproductive problem. The real problem is that the use of Reason is what defeats the Instinctual cognition. There are actually many subconscious, instinctual mechanisms men have evolved to determine a great deal of information about women reproductive states, but our Reason and what goes into influencing it, tends to make us *discount what our Instinctive process is telling us*.

Most guys get frustrated with Game at some stage of their learning (Reason) it. The most common complaint is "I can never hope to remember all of this shit perfectly all the time. I can't calibrate the way I need to, or, this is all an act, when can I let my hair down and just relax with a girl?" Another common question/presumption guys hit me with is how I manage to continually Game my wife. The answer I almost universally give is that I don't, in fact, consciously *Game* my wife. Rather, my success in our marriage and really all of my relationships with all the women in my life is the result of having internalized what I've learned from Red Pill awareness and made it *who I am*. I've taken what I've learned and internalized it to the point that Game became my instinctual response to women's instinctual process.

Game is not an act for me, it's an instinct. If you were to put a guitar in my hands today I could play it with a good degree of proficiency. I can play by ear and instinctually I anticipate where notes and chord progressions go if I'm trying to play a song I've never played before because I've been playing guitar for the better part of my life. However, there was a point in time where all of that was foreign to me. I could play by rote memorization, but playing music wasn't instinctual. Playing an instrument wasn't part of *who I was* at that point in time.

The same is true for internalizing Game. It is entirely possible for your Rational process to inform your Instinctual process as well as your Emotional processes. This interplay can work for all our cognitive processes, but as I'm focusing on instinct today I want to stress again that Rational and Emotional processes can alter the, largely subconscious, Instinctual process. I have pretty good pitch as a result of being a musician for so long. If you asked me to play a particular note or chord I would instinctively do so. What I wouldn't do is hunt around the fretboard counting frets and string to come to it. This is the best illustration I can give you with regards to internalizing other things.

Martial arts is another good example. There are certain innate, instinctual reactions we have when we're confronted with conflict or protecting ourselves. When something flies at our faces we flinch. When we hear a sudden loud noise we startle. These are inborn parts of our firmware that evolved in us for very good reasons. What martial arts training does is forces us to sublimate those natural instincts and replace them with more efficient instinctual responses. Again, this is the Rational process rewriting the instinctual process via internalization.

Art has always been something I've had an innate ability for. I have no doubt that many of our natural cognitive 'gifts' are in some way gene expressions. So when we see a 'natural' at something our rational/emotional minds tend to think of it as something almost supernatural. However, I had to learn to play music because I was determined to express myself creatively in that fashion as well, and

that took perseverance and internalization of skills. I think the same can be said for guys we think are 'naturals' with regard to Game and women. They may have an instinctual affinity for Game. They may be blessed with good genetics. But Game can be learned and internalized down to the Instinctual level.

All of that said, there are still fundamental parts of our mental firmware that are 'pre-loaded' into us at birth. Shit tests, Hypergamy, mate guarding behaviors, ovulatory shift behaviors, and many more are in-loaded in women and every bit as Instinctual as breathing or eating or self-preservation. Just as there are physical gender differences in our brains and bodies, so too are their differences in men and women's Instinctual processes. The easiest one for us to consider is in sexual imperatives. I've noted in many essays that only women are Hypergamous. Men and women's sexual strategies are reflective of their differing physical and mental make up, but those strategies are also different (and often contradicting) as a result of the Instinctual process unique to men and women as well.

One of the more powerful instincts men have is our sexual impulse and as a consequence it's one that we are taught to control the most. Hypergamy is also a product of women's Instinctual process, however, since about 60 years ago, prosocial control over Hypergamy has become something individual to a woman. Men's self-control over their sexual nature is something that's been part of our upbringing for millennia, women today are just now being expected to self-police their own sexual impulsivity.

These innate gender differences in instinct are a very difficult aspect of human nature for both egalitarian equalists and traditional moralists to accept. Equalists chomp at the bit with respect to their ego-investments in blank-slate idealism. Even the idea of a gendered difference in human nature, much less a human "nature" at all (a concept most deny) conflicts with the social constructivism that forms most of their ideology. Moralists tend to think that acknowledging (much less embracing) our instinctual selves is endorsing the worst of it, or it's some kind of license to shirk the personal responsibilities for it. And, for both equalist and moralist, accepting our instinctual natures seems deterministic in a way that conflicts with their sense of existential control.

Well, the good news for both is that understanding men and women's Instinctually processed natures is something our other two processes (for better or worse) have an influence over. There's a common refrain from equalists today that presumes we've "evolved beyond" our base instincts (if they acknowledge them at all). From moralists we've always been 'higher minded' and *above* our instincts, that is if we accept some ideological 'truth'. The root of both of these presumptions can be traced to the Emotional and Rational processes influencing our Instinctive process.

I'm of the opinion that very few of us are actually ruled by our instincts, but they are always the favorite scapegoat for ideologues. As a Red Pill aware man I think it's important to have an objective understanding of how the Instinctive process operates in ourselves and women. Denying or disqualifying the importance of instinct and why it evolved is usually one of the biggest blindspots for a Blue Pill conditioned mind.

In the next part of this series I'll explore the Emotional process and how it's become the preeminent social-defining experience for us.

The Emotional Process

May 1, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Of the three cognitive, interpretive processes it is the Emotional process that people are most familiar with, and yet it's also the most glorified when it comes to determining reality and truth. I'm probably going to ruffle some feathers with this essay – people invest a lot of themselves in their emotions. The reason for this is because for a very long time we've been taught to deify (sometimes literally) the importance of emotion to the human experience. We want to impart our emotions with a metaphysical quality to the point that understanding those feelings is something we expect our omniscient Gods to have a relation with. This is the mythic apex of the grandeur with which we regard emotion, but on a visceral level, the opposite end of that understanding, emotion is something very understandable and very 'knowable'.

We interpret stimuli via the Emotional process, but we also express our emotional state through art and personal means. And this is the dual nature of emotion; it's interpretive, but those interpretations are subjective to an individual. As such, these interpretations and expressions become part of our personality and identity. I've mentioned the concept of ego-investment in many prior essays. A person can invest themselves so much (ego) into personal beliefs that they become a component part

of *who* they are. Thus, an attack on the belief is literally an attack on the ego, but's important to point out that those investments are integrally linked to the Emotional process. Emotion is not just an important filter through which we interpret the world, but its effects often shape us as individuals. So because of this subjective, ego-investment dynamic it's hard not to step on a few toes or challenge the emotionally-inspired belief sets by considering emotion in an objective way.

As with most other aspects of Red Pill awareness. parsing out the nuts and bolts of how and why emotions work, how they evolved and the important survival functions they serve often has a way of dispelling the *magic* we apply to emotions. From a biological perspective we can prompt certain emotions (or buffer them) by creating the stimuli that evokes them. We can chemically induce an emotional response. We can alter moods with drugs and we can chemically compare the endorphins released into our bloodstream when we experience the 'emotional' effects of love, lust and infatuation. There are many studies comparing love to addiction, and the effects of a breakup being comparable to 'withdrawal' symptoms.

Emotion has prompted virtually all of mankind's greatest art, music, literature and so many more cultural effects it's hard to think that emotion doesn't define us as a species. Emotion has started wars, prompted self-sacrifice, moves us to mercy, ensures that our children are nurtured and sees that we care and cooperate with each other. Emotion is a blessing and a curse as environment and circumstance demand, but for all of that the Emotional process is a result of our evolved biology. Emotion is firmly rooted in our evolved capacity to experience and interpret our environment and circumstances. Emotion is rooted in the physical. And while it inspires us to acts that may seem divine or diabolic the fact remains that emotion is very much dependent on our evolved capacity to physically experience it.

I begin this essay stressing this point because the concept (not the process) of emotion has been elevated to such a mythic degree of importance in our present times that it supersedes almost all other considerations in life. We're largely taught and conditioned to prioritize the importance of our emotional states above both the Instinctual and Rational processes, so to reduce emotion to a physical dynamic runs counter to what we *feel* it should mean to us. Unless we're dealing with a clinical, physical depression we rarely consider that emotion is an interpretive process. We want to apply meaning to emotion rather than see it as the evolved tool it is to human beings.

Both Instinct and Reason influence and modify the Emotional process, and like both, Emotion is interpretive and functional. If we look at base emotions we can make inferences as to what their latent purposes might be. In the first post of this series I drew the lines between the effect of oxytocin inspiring feelings of trust and caring, and how the environmental prompts that trigger this hormone have a practical 'real world' function. We can speculate that the instinctual prompts that trigger the oxytocin then lead to the emotional processing of the feeling of trust/caring which then prompts physical behavior (nurturing a child, etc.) Hunger is another good example. Our physical state of hunger prompts feelings of anger or discontent which then compels us to action. In our evolutionary past this anger prompt would've been beneficial in that it motivated us to seek/kill food.

Those are just a couple of the many different basic prompts for the Emotional process, but emotion is much more complex and nuanced than this. The Emotional process is multi-layered, so when you combine various emotional interpretive processes with emotional responses you get various new iterations of emotion which then builds into more complex emotions. While instinct is the fastest of these processes, emotion can be more time intensive. Base emotions are relatively quick interpretations (though slower than instinct), but the more complex, compound emotions take time to

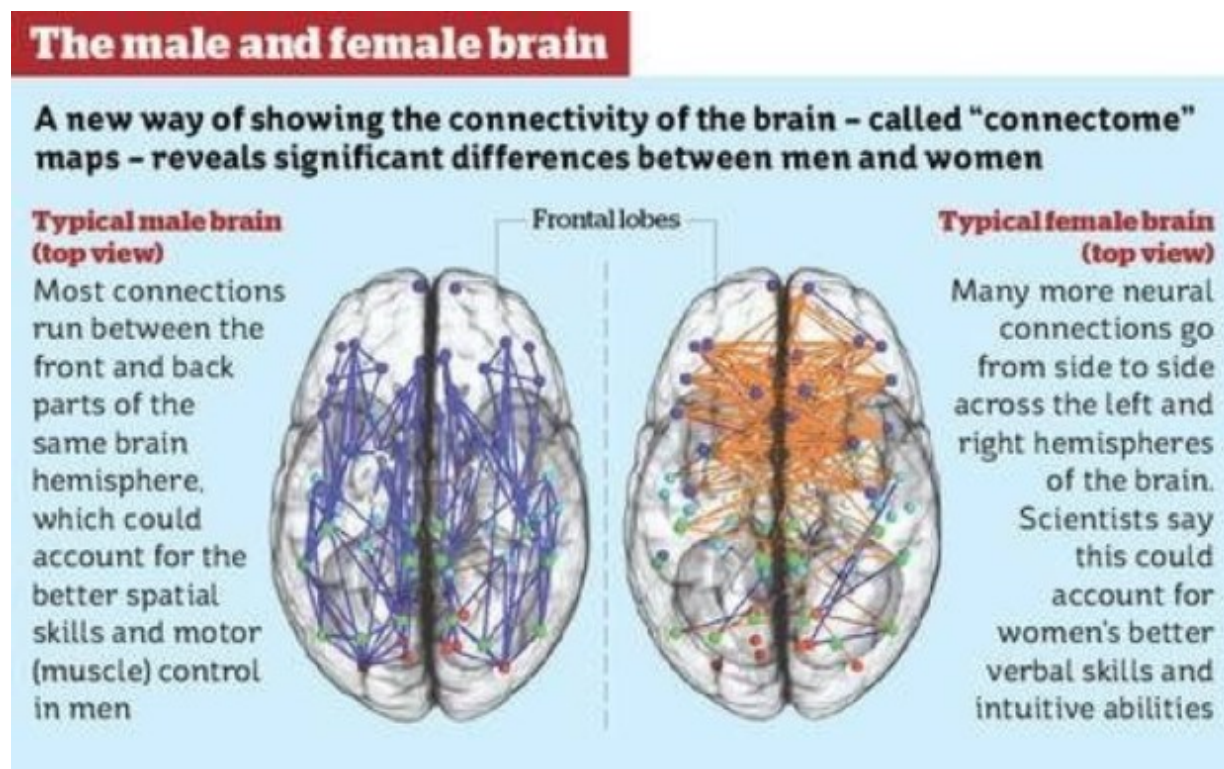
interpret, build and then reinterpret. Because of this compositing process humans have a tendency to fixate on the emotion itself as being of primary importance; often forgetting or dismissing entirely the stimuli that originally prompted it. Furthermore, we forget or dismiss the latent purpose of that initial emotional interpretation that caused that composite cascade of emotions.

An understanding of this emotion compositing is necessary to understand why we tend to imbue emotions with such importance and power. While base emotions are linked to the ‘fast-twitch’ Instinctual process, the more complex emotions – the ones we subconsciously craft over more time – tend to be the ones we build belief sets around. This is very important to Red Pill awareness because it explains the motivations for, and foundations of, feminine-primary belief sets of both men and women, as well as the feminine-primary social order that is a result of those belief sets.

Gender Differences

Despite all the protestations of egalitarian minds, men and women are fundamentally different. Biologically, neurologically, endocrinologically and psychologically our gender-specific differences are significant. This isn’t a revelation to my Red Pill aware readers, but it’s a radical statement for the past generations who are emotionally invested in the idea of a blank-slate parity between the sexes they’ve been conditioned to believe is true. As I mention above, an ego-investment is component part of the personality of the individual so invested. To attack the investment, the belief, the ideology, the educated-but-misinformed opinion, is to attack the person. That belief set, like the emotions that compounded to develop it, is subjective to the individual experiencing the emotions that led to it.

One presupposition that has been a part of the manosphere for as long as I’ve been a part of it is that women put “feels before realz”. In several essays I’ve made a case for women’s innate communication style being context based – women focus on how the communication makes them feel; the information conveyed is secondary. For men this is reversed; men prioritize the content (the information) of the communication and the context is secondary. I’ve written a lot about how each sex evolved into their communication priorities, but down to the biological level, per our sex, the answers can be found in how our brains differ.

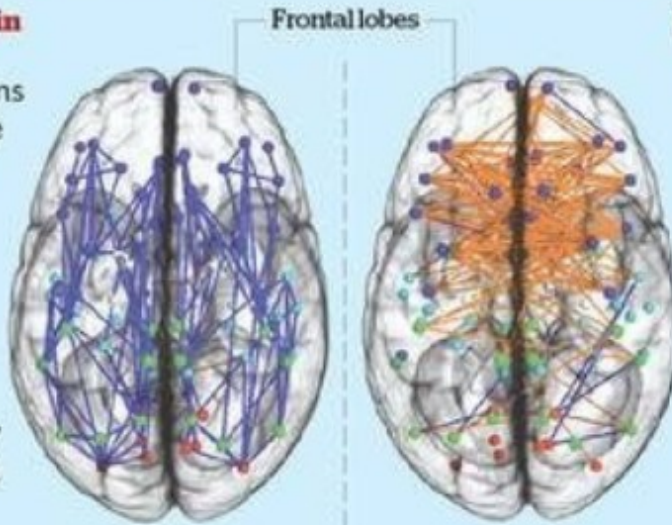


The male and female brain

A new way of showing the connectivity of the brain – called “connectome” maps – reveals significant differences between men and women

Typical male brain (top view)

Most connections run between the front and back parts of the same brain hemisphere, which could account for the better spatial skills and motor (muscle) control in men



Typical female brain (top view)

Many more neural connections go from side to side across the left and right hemispheres of the brain. Scientists say this could account for women's better verbal skills and intuitive abilities

There are many multivariate studies that reveal similar findings and brain imaging, and the uncanny *complementarity* between men and women's brains. For the most part studies indicate that women tend to prioritize the Emotional interpretive process above the Rational interpretive process and vice versa for men. That is *not* to say women are entirely incapable of reason, nor does it imply that men are emotionally stunted. What I'm suggesting is that our innate, biological predispositions prioritize our interpretive processes to emotion in women and rationality in men. Women can be taught to prioritize reason over emotion and, as I'll illustrate next, men most definitely can be taught conditioned to prioritize emotion above their innate reason.

There are also numerous studies on how these interpretive prioritization function as a result of neurological gendered differences in men and women. Women process negative emotions differently than men. Men largely lack the brain architecture (wiring) to process emotion in the same manner and with the same degree of prioritization as women do. This is simply how we're built, but before any woman pops off about their 'superior' emotional capacity, bear in mind, women's brains are not wired for the rational and spatial tasks men's brains are more suited to. Out of the womb, a boy is predisposed to throw an object with greater force and more accuracy than a girl. And that's just one easy illustration of the mental firmware men are born with.

None of this, however, is about one sex being superior to the other's innate predispositions. It's not a contest, it's just about which disposition is better suited to a task. But still, the first inclination today is to presume women's greater emotional capacity should be the normative in our present-day feminine-primary social order. For the past 60+ years we've lived in a social condition that has made every attempt to feminize men; to get them more in touch with their emotions – to condition men, despite their brain wiring, to prioritize the Emotional process above both instinct and reason.

To reiterate, women are not necessarily handicapped because the Rational process isn't their innate, predisposed preference, but neither are men handicapped for lacking the interpretive hardware to prioritize the Emotional process as women do. That said, for the past 4-5 generations we've lived in a social order that has presumed a blank-slate equalist perspective of men and women. We live in a time when men not emoting like women is a disorder to be treated and conditioned. We presume

today that boys are defective girls because they don't prioritize the Emotional in their communications or their interpretive process. Today the Emotional process that women innately prefer is the '*correct*' way for all, egalitarian, blank-slate equals to prioritize their interpretations of the world and each other with.

As most of my readers already know, I see the presumption of equalism as being little more than a cover story for feminine primacy. For several generations now, and especially since the Sexual Revolution, the pretense of gender equality has been the vehicle for female social primacy. At first it was subtle and inoffensive, but today this social engineering effort is out in the open. And with more and more empirical evidence mounting that proves the sexes are far less "equal" in nature than prior egalitarian doctrines would allow anyone to accept, we see an intensifying effort to retain the social narrative on the part of equalist. Only now it's focused on the innate 'wrongness' of masculinity by demonizing and pathologizing anything conventionally masculine. This new intensive effort is only able to find legitimacy because prior feminized generations base their belief sets on the the inherent 'correctness' of prioritizing the Emotional process – a process that is fundamentally, biologically linked to women's preferences in interpreting the world around them.

So today we look at men as if they're stunted and 'wrong' for communicating with other men in a way that prioritizes information before how it makes them feel. We still today implore men to get in touch with their feminine sides – the last vestige of Carl Jung's bastardized and now disproven animus theories – but pity men for lacking the hardware to emote 'correctly' like women. We don't teach boys emotional control because in our emotional-prioritizing social order anything that looks like control seems like masculine oppression of emotional expression. Instead we create new, more intense, ways of discouraging men of ever embracing or "getting in touch" with their masculine sides. We discard masculine discipline for emotional pretense. We teach boys at younger and younger ages to fear and despise their innate masculine selves. We create programs to cure masculinity as if it were a health crisis. This effort will only intensify as gender differences become more and more unignorable and the social engineering of the last 60 years becomes more obvious.

As a basis of that cure is the fundamental presumption that interpreting our world through the filter of Emotion should supersede or entirely disqualify the Rational interpretive process. As you might guess, men's innate predisposition is to interpret our world through Reason. Today we live in a world where feelings trump both instinct and reason. This is why the current generation makes the Emotional process and their feelings more important than any other consideration – they are the cumulative result of having prioritized women's emotional preferences above all else, while simultaneously engineering consecutive generations of feminized men to facilitate it for the last seven decades.

In the next and final installment in this series I'll be addressing the Rational interpretive process and how we might imagine better future generations based on seizing and instituting a social order founded on masculine reason.

Emotional Differences

May 8, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The following was from a reader's comment exchange I had back in March. I wanted to add this here before I move on to the Rational process, because it think it encapsulates a lot of the (often misguided) presumptions we have when it comes to the primary importance we apply to our Emotional process. As I mentioned last week, for millennia now we've elevated our Emotional process of interpreting our reality to mythical importance. So insaturated is this importance in our personal and cultural being that to even question it seems sacrilegious. We are literally born into a dependence on emotions for our own survival. That is part of our earliest development, but the conditioning that gives rise to the primacy of emotionalism is layered onto us for the rest of our lives. Emotionalism is the religion that we've fashioned from our Emotional interpretive process.

Women practice emotional manipulation and men practice emotional detachment. It's been

a game playing out for thousands of years. Somehow the roles got scrambled in the last century. Things will balance out one way or another in the coming future.

What's been popularized in our social consciousness as '*emotional detachment*' is not a manipulation tactic of men. Men's mental firmware processes emotion differently from women, but because we live in a feminine-primary social order we're conditioned to believe that the way women process emotion is the "correct" way for men to process them as well. I made the point a little while ago in another essay that what we think is men's *incorrect* way of communicating with other men is really men's natural way of communicating. I'd linked to an article in the *Boston Globe* about the problem of "lonely middle aged men" and how they don't do communication and friendship like women do. Men's natural, general, indifference to their emotional state isn't a bug, it's a feature of our mental firmware.

This isn't to say men don't get lonely or share the same emotional states as women, but it is to say that men do emotions differently than women. We are naturally predisposed to prioritize information above emotion; the Instinctual and Rational processes come before emotion in our interpretive process. I can remember early on in my marriage when I would talk to a buddy of mine on the phone and then abruptly just say "see ya" or hang up. He knew I'd call him back to relay whatever info we were discussing sooner or later, but my wife thought something was wrong. "Is everything OK with Ray?" she'd ask, and I said "Yeah, why wouldn't it?" She explained that she thought my ending the call like that was rude or that we'd had an argument. She was used to long drawn conversations with girlfriends or her sister and then ending them by some confessions of how much they would miss each other or some other *meaningful* way.

She thought my way of communicating was wrong, but this is how men interact with each other – say what you mean, mean what you say and get to the point. This was also the presupposition of the *Boston Globe* article and many other posts; men do communication *wrong*, men do emotion wrong, and therefore they must be conditioned to do them correctly. That is to say, like women do. Men lack the *hardware* and the *firmware* to do this, but they are conditioned to reflexively respond as women do from the earliest age. Thus, when a man processes emotion naturally it appears he's not "*feeling*" correctly or isn't "*emotionally available*" to female-correct sensibilities. In this context a man doing emotion as his innate predispositions compel him to seems like he's deliberately playing out some 'emotional detachment' game. But rather than accept that men and women are different and deal with emotions in different ways our egalitarian Blue Pill conditioning makes us presume the man is being inauthentic.

"He's not really that way, it's an act, or he's just withholding his emotions to hurt a woman." This is the rationale that female-correct society has to resort to because accepting that men evolved to process emotions differently would also mean that men and women are not the functional "equals" that blank-slate equalism is founded on. Thus, their emphasis is to pathologize this emotional detachment and make it one more negative aspect of maleness in need of a 'cure'.

I think your comments are pertinent and you brought good rational arguments. However they are along the lines of "that's how we are, men and women", that's how we evolved and we can't do anything about it because it's in our DNA and our mental programming. Feminism is marching on the fact that we're born equal, even if there are obvious biological differences. Yes, women emote more and have the means to be greater emotional manipulators. But men can learn the so called feminine behaviors (The so called Game

actually involves this and I noticed some of the PUAs mentioning that it's the bisexual men who are actually the greatest players) and women can also learn the so called manly behaviors (there are a lot of examples especially in our current society). Is it good, is it bad? Hard to say. The thing is that the family is an artificial construction that helped our civilization flourish and it's been lately systematically destroyed due to what you're calling feminine primary social order.

Evolution is a continuous process and my opinion is that it's either people will somehow transcend their biology (see AI or some kind of other conscious evolution) or after some "dark" times of men being more like women and women more like men the things will come to the previous "normality" of feminine women and manly men.

Human beings will not *transcend* their own evolution, they will adapt with their environments, but they will not be removed from its influences. We've been force fitting and conditioning men to be women for the past five generation. We presume that the feminine is the correct, unitary way that humans should be. We call that egalitarian equality, but what it comes down to is adopting a universal correct mode of being and it's founded on feminine/female control of what is right and wrong – at least for the time being.

However, this force-fits boys and men into an unnatural state they never evolved for and all because the feminine is the presumed correct gender norm that we base equality on. We're all expected to be equally female. What has that got us in those past five generations? A male suicide rate five times that of women. Boys prescribed sedatives for acting like boys instead of 'correct' girls. I can go on. The fact remains that you and many others of your mindset believe that evolving or being in control of that process only progresses if boys and men "*transcend*" their biology and think like correct females. It is the height of new agey metaphysical woo woo hubris to expect one sex to behave counter to its 100,000 years of evolved nature and become like the other to accommodate what it thinks *should* be correct. This is the crux here; the feminine-primary social order we live in today is predicated on the infallibility of the female experience, however, this experience is only validated if both men and women are prioritizing women's Emotional process as a way of interpreting the world.

The Rational Process

May 14, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

One of the most vexing things a lot of Red Pill aware men encounter when they interact with women today is the expectation that women are coequally as rational agents as men. We were taught from the earliest ages by our blank-slate equalist teachers that boys and girls are all the same, having coequal potential for coequal successes in life (as they define them), then primarily focusing on the 'correct', female way of educating both sexes. This *education* isn't limited to just the classroom; the *Village* uses many ways (media, pop culture, religion, etc.) to deliver what is fundamentally the same message – boys and girls, men and women, are essentially, effectively, the same with respect to their potentials. Now, that's the message not the practice. Even when they are forced to recognize definitive differences they simply dismiss them by saying "We're more alike than different" in the presumption that this should be enough to refocus and reinforce their blank-slate belief set.

So when men and women consider differences in gender, differences in *double standards*, inequalities in gender-specific issues and pretty much any empirical debate about these and other differences, men presume that the women they are 'debating' with are also looking for earnest, equitable answers beginning from the same coequal state of mutual interest. This is almost *never* the case.

The pretense that's been embedded into men from the earliest years of their Blue Pill conditioning is since men and women are coequal agents they *should* both be interested in finding an objective truth together. But the frustration in this 'debate' comes from the simple fact that our differences are actually much more significant than the dismissals of equalists would want them to be. The roots of this deliberate misunderstanding are twofold: First, the innate solipsistic self-interest of women, and second, women's predisposition to interpret information using the Emotional (versus Rational) interpretive processes.

When men and women debate intersexual issues of contention men opt for their innately preferred Rational interpretive process; we look for factual evidence to support a premise. Women opt for the Emotional process and then consider evidence. This difference in processing is where a lot of personal and ideological obstacles come into play between men and women. Our educational priorities of both men and women prioritizes the importance of emotion and its expression *before* a consideration of the Rational process. We teach boys/men to sublimate their natural proclivity towards reason by replacing it with the Emotional process. Thus, we've seen the push to encourage men to get in touch with their feelings or their feminine sides since the late 60s.

As I mentioned last week, women prioritize context (how a conversation makes them *feel*) in communication while men prioritize content (the information of the conversation); these differences are part of our biological/neurological evolved inheritances. This is where the misunderstanding starts between the sexes; however, calling this a '*misunderstanding*' is a bit of a misnomer.

I'm sure a lot of readers think this is a longwinded way of saying women's emotions blind them to the facts that men present to them when they debate. While this is true in a sense, this is shortsighted because, in the interests of simplifying things, most guys will just blow off the dynamics that build up this (often deliberate) miscommunication. Women don't like the way a Rational-prioritized

conversation makes them feel. Often the reality is unflattering to their solipsistically defined egos – but the communication *feels* wrong because women’s presumption is that men should just know to acknowledge their feelings in that debate (all communication really). On the female side the presumption is that men and women, being blank-slate equals, already know to prioritize the Emotional process, while on the male side men presume women will prioritize the Rational process because, again, we’re all the same, right?

This presuming that one sex *sees* the same way as the other is endemic in our time. I had a reader pose me with a similar example:

I had a conversation with my LTR at dinner tonight where I did a thought exercise with her. I asked her to imagine what it would be like if people visually saw different colors when they looked at various objects but had consistent names for those colors in their own minds. For example, person A sees what person B calls Blue, but it looks like what would be called green if person A could peer into person B’s mind. The point was we can’t know what colors actually look like from an individual subjective perspective. Although I tried several times to walk through this, she couldn’t comprehend what I was trying to explain. I then realized that this exercise involved imagining a first person conscious experience from multiple perspectives. This test could be a proxy test for (women’s) solipsism.

This thought experiment is a good way to illustrate *solipsism in women*, but it’s an even better example of the default presumptions men and women have of each other in other areas. As it stands today, in our feminine-primary social order, the Blue Pill conditions us to default to cognitive models that are defined by the female experience. Thus, whatever best satisfies a female-primary purpose is always considered the correct purpose. The way women think, the way women prioritize their Emotional interpretive process, is the *right* way for men to think – and the mutual presumption is that men already **do** (or should) think and process stimuli like women do. Anything else, anything that would recognize a difference in men from women, always *feels* wrong.

This default presumption of a female-correct way of interpreting and experiencing the world isn’t limited to our differences in communication. This misalignment of interpretive differences also extends to the false presumption that men and women approach the concept of love from a mutually understood perspective. Men love *idealistically*, women love *opportunistically*, yet men’s presumption is that both men and women approach love from the Disneyesque idealism they believe women are capable of. Men too believe that women see the same colors they do and have the same names for those colors. In this case those colors are the concepts and approaches women have towards love. I may write a new essay outlining this dynamic soon, but I’ve already written many *prior posts on this experiential difference*.

Rationalism vs. The Rational Process

As a result of pushing the Emotional process as the *correct* way of interpreting our world the Rational process necessarily gets demonized today. It feels wrong to a social order predicated on the Emotional process, so the truths that the Rational process reveals seem cruel, biased or vindictive when they refute the interpretations of the Emotional process. The importance of Emotion has been elevated above an interpretive process to where it’s now entered a metaphysical realm. This is where the Emotional process becomes Emotionalism. In the light of this, the Rational process is overshadowed and sublimated in importance. But the Rational process is what exposes emotionalism for what it is: Emotion is an evolved, biological interpretive process that serves our species well, but

the feelings it generates are biological responses to environmental stimuli, not evidence of some higher consciousness or mythic existential importance that goes beyond anything in the physical realm.

The Rational process throws a cold bucket of truth on lofty emotionalism. As a result, and because emotionalism has been a basis of our social order for millennia now, the Rational process had to be debased in importance.

Trust in the LORD with all your heart and do not lean on your own understanding. —
Proverbs 3:5

This scripture is an example of the conflict between emotionalism and the rationalism that popular social consciousness would like to apply to the Rational interpretive process. The Rational process is based in our collective and subjective intelligence. Healthy men and women both have the mental hardware to use the Rational process well, but where we differ is in our gendered mental firmware. When we collectively prefer one process to the other, this is where we decide which gender's process will define our social order. In order for emotionalism to supersede rationality and ensure its preeminence appeals to the emotional above the rational have to be popularized.

If we could depend on an unbiased, unadulterated form of reason the Rational process would be a superior methodology. But as I stated before, rationalism is dependent on intelligence and that intelligence takes time. In some ways the Rational process is sensitive to both instinct and emotion, in other's that reasoning is painfully, sometimes fatally slow. The world happens fast and vacillating in the reasoning process might easily kill an individual. Fortunately we have instinct and emotion to carry us through. The Rational process requires time because it requires learning, contemplation, theorizing and any number of high-order thinking processes to be effective. And even then, that effectiveness depends on reasoning's accuracy. For the past three or four hundred years we've increasingly had the luxury to develop our Rational process, but for all the advancements it's given us, when it comes to intersexual dynamics emotion is still the priority.

An emotional response to a situation is the single greatest barrier to power, a mistake that will cost you a lot more than any temporary satisfaction you might gain by expressing your feelings.

— Robert Greene (@RobertGreene) May 8, 2018

We have placed such importance on emotion at the expense of reason that we'll risk personal safety in our 'right' to express it. No doubt most men are familiar with repressing their emotional responses, but it's interesting to consider that even with this self-control and even with our innate predilection to process emotion differently than women, men are the ones accused of failing to be 'in touch with their emotions'. On first glance Robert Greene's quote here appears to be wisdom (I think it is) – self-control, mastery of one's emotional state, is a virtue. Yet, in our emotional-primary social order we'll hear women complain that men are less emotionally available. And this conflict illustrates again that whatever is expedient to the female imperative is what is to be considered 'correct' at that moment.

Empiric reason is the foundation of what humanity has made of itself. Setting aside emotionality and considering challenges in a Rational interpretive process is fundamental to understanding the emotional and instinctive process and their advantages and weaknesses. For the record it's my belief that all of these interpretive processes in union are necessary elements in the human experience,

but my focus on these processes is to lay a foundation for a better understanding of them. It's easy to get caught up in the demonization of the instinctual and the rational when the emotional is defining what's bad or good for our collective experiences.

When I wrote *Appeals to Reason* I was exploring the futility of expecting women to transition into a logical reasoning of why she should logically be with a guy who was more than happy to embody all of the aspects she stated she wants in a man. The manosphere idiom is "no woman was ever reasoned or logicked into bed with a guy", women don't follow the Rational process when it comes to interrelating with men. It's all Instinctual and Emotional, and usually in that order. A man might be able to use his rational facilities to better understand women's evolved instinctual and emotional responses, and what prompts them, but reason itself isn't the key to that interrelation.

Appealing to women's logic and relying on deductive reasoning to sort it out is the calling card of a Beta mind. There is nothing more anti-seductive for women than appealing to her reason. Arousal, attraction, sexual tension, subcommunication of desire, all happen indirectly and below the social surface for women. It's not that women are incapable of reasoning (hypergamy is one logical bitch) or are crippled by their emotion-based hindbrains, it's that if you're *asking* her how to be more attractive you don't Get It. It's in the *doing*, not the asking.

If you've stuck with me to the end of this series I want to say thanks. I really felt that these interpretive processing models needed to be fully outlined as what I'll get into in the coming months will need this as a basis for it.

The 21 Convention â◻◻ 2018

May 27, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Well, as some of my readers know I spent last week traveling across the U.S. to set up a new property I just bought out in Florida. Long story, don't ask (no, I'm still living in Nevada). While I was there I took a day to hang out with Anthony Johnson, organizer of the 21 Convention and we recorded this 2 hour video in his new dedicated studio. The first half of this show is dedicated to announcing the dates and speakers of the 21 Convention, 2018. I do some Q&A on the convention as well as various topics in the 2nd hour. (After which we went [shark fishing off of Cape Canaveral](#) and proceeded to catch the [biggest fish of our lives](#)).

Last year's 21 Convention was something of a seminal turning for the convention. As I mentioned this time last year, for nine years the 21 Convention was what I'd considered a gathering of Purple Pill (at best) "life coaches", each giving one-hour sales pitches for their various 'systems' or services aimed at the male self-improvement niche. However, to Anthony's credit he took the chance on completely shifting the convention over to a Red Pill message (with a few holdovers from the past conventions) and the results have been nothing short of astounding. So, with the success of last year's convention behind us, I've once again help Anthony with the lineup of speakers for 2018.

The following are the confirmed speakers/talks that will be at the 21 Convention this year:

1. Anthony Johnson
2. Socrates
3. Rollo Tomassi [The Rational Male](#)
4. Ed Latimore [edlatimore.com](#)
5. Pat Campbell [The Pat Campbell Show](#)
6. Jack Murphy [Jack Murphy Live](#)
7. Tanner Guzzy [masculine-style.com](#)
8. Goldmund Unleashed [goldmundunleashed.com](#)
9. [Donovan Sharpe](#)
10. [Dr. Shawn T. Smith](#)
11. Hunter Drew [The Family Alpha](#)
12. Alan Roger Currie [Mode One](#)

13. Richard Cooper youtube.com/EntrepreneursInCars
14. [Alexander Juan Antonio Cortes](#)
15. Richard Grannon [Spartan Life](#)
16. Jack Donovan [Masculinity and Tribalism](#)
17. Rian Stone stonepimpletlists.blogspot.ca
18. Eric Von Sydow (Hypnotica) hypnotica.org
19. Ivan Throne [Dark Triad Man](#)
20. Caleb Jones [Black Dragon Blog](#)
21. Robert Glover [No More Mr. Nice Guy](#)

If you're familiar with even half of the names on this list you get the picture – this event is now the one (and only) Red Pill Summit of its kind. Each of these guys has significantly contributed (and continue to contribute) to the dialogue of the Red Pill, contemporary masculinity and the manosphere in general. You simply won't find this gathering of positive-masculine minds anywhere else.

In involving myself in this event my concern has always been about avoiding the touchy-feely feminine approved stink of organizations like the Good Man Project or whatever other gathering of males that panders to and asks permission from the Feminine Imperative they defer to and are beholden to. Every guy on this list brings something unique to the conversation and none are Men who would moderate what they think and express according to what a feminine-primary social order would have them say or believe. No punches are pulled when it comes to Red Pill awareness – for men or women.

A lot of these men my readers are already familiar with and I think their reputations are pretty well known. Several of these guys have appeared (or will appear) on the Red Man Group podcast, so if you're not familiar with them those shows would be a great place to start. There are also some brief bios of them on the 21 Convention website, but I'd also encourage you to have a look at their blogs too.

The dates this year are **Thursday, October 11th to 14th, 2018 – 9am ~ 7pm daily**, with night events on Friday and Saturday.

Early bird registration is \$999 from now until June 1st at 11:59pm EST. Ticket prices will incrementally bump each month thereafter, until they hit the full price of \$1799 just before the event.

With each ticket you'll get full access to the event, +1 year digital access to [21 University](#) to watch all the videos (including my two) from this event and last year's, all ad-free. You'll also have access to the convention's grand dinner on Friday night, plus access to a private party on Saturday night where you'll have one-on-one access to pick my brain personally. You will also have access to the complete panel discussion and Q&A event – which is a once in a lifetime opportunity this year.

Again, for increased security reasons I cannot divulge the location of this event, but suffice to say it will be at a 4 star resort hotel in Orlando, Florida with a truly amazing convention site. If you attended last year's convention it will **not** be held at the same hotel this year so don't jump the gun and book a room there yet. If you haven't planned a vacation this year, this will be something worth considering. Once you're confirmed for the event you'll be given the site location. Last year's attendance was so inspiring Anthony has booked a larger venue and has made room for a larger attendance this year.

As you might guess in our current social climate we want to ensure a safe and high quality gathering. This event is about men getting together for open and honest discourse about intersexual dynamics,

self-improvement and a realistic discussion about the state of masculinity. This is a *Male Space*, it's not a publicity stunt, there will be no press access and your privacy is always the highest concern.

Now, all that said, if you attended last year you know just how life-altering this event was for yourself and other men. I'd encourage you to give your review of last year's convention in the comments here. As great a lineup as it is this year it would be a mistake to think that this convention is only about the speakers. There is so much that goes on after and in between the talks. I actually spoke more off the stage than on last year in impromptu gatherings of men to discuss in-detail the topics you want to ask about. My talk may be about a Red Pill topic I think is important, but **you** get to hit me and other speakers up about what you want to know.

Last year and this year, I make it a point to deliver exactly the kind of access that you pay for. Honestly, a Red Pill Summit like this is very affordable, but I know that it might be out of reach for some guys. Maybe you're on the fence about planning your one vacation week you get in a year around coming to Orlando to see these men speak; I get it, but just know that I and I think all the other men speaking this year want you to get the most out of your trip.

I want also add here that past speakers like Christian McQueen, Drew Baye and George Bruno will be in attendance this year and meeting with you. I know Christian will be doing his infamous clubbing infields after hours (on which I'll also be a special guest), so if that's your interest contact CMQ privately. That's just one of the extracurricular events that will be going on. There'll be a lot more happening that I'm as yet not at liberty to divulge.

I hope you'll join me and the rest of the truly great panel we have lined up so far. I'm really looking forward to interacting face to face with my readers again. If you're debating with yourself on the price, remember it's a 4-day event with Red Pill writers, bloggers and personalities, many of whom (myself included) don't do this sort of thing for a living, flying in from all over the country to interact with you personally. Then there's the social activities to consider as well. Of course, I'll be making myself personally available at all of these get togethers.

If this sounds like a great opportunity for you (possibly a vacation in Florida too) please click this banner link here for tickets.



I ask that you click this particular link as it links back to *The Rational Male* and lets Anthony know my readers are interested.

Edit, June 1st, 2018: Incredibly (but not unsurprisingly) the convention has had 80 registrations in

less than a month. While this is great news it also means if you're on the fence about going I feel confident in saying this year will sell out, so get registered **now!**

As if that wasn't enough, Dr. Robert Glover, author of *No More Mr. Nice Guy* has confirmed to speak at this year's convention as of this writing. One more name to add to this year's all-star lineup.

See you in October!

Incels

June 5, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Back in the summer of 2014 I wrote two essays outlining the minds of Incels. The first was *The Severing* and the second was *Owed Sex*. I wrote these essays in the wake of the Eliot Rodger shooting and the sudden emergence of the term ‘red pill’ into the popular lexicon. Eliot had a lot of manifesto style youtube videos as well as a fairly detailed written manifesto he published online just prior to his shooting. His frustration was palpable in these videos. Here was a kid who fit the profile of an AFC, an average frustrated chump. AFC is an old school PUA term used to describe average guys who were confused by intersexual dynamics, usually as a result of their life long Blue Pill conditioning. I used to unironically use AFC to describe a guy who I’d probably refer to as a Blue Pill Beta in my work today, but in light of the most recent “Incel attack” in Toronto last month I’m wondering if AFC isn’t a better descriptor for these guys.

I’m doing a bit of review here because I want to put the perspective on time in these incidents. Alek Minnasian, the Toronto truck driving killer, another AFC, reportedly idolized Eliot Rodger. In and of itself this is probably to be expected from a self-avowed *Incel*, but what motivates these guys. That’s what the mainstream media wants to know, right? And literally hundreds of bloggers and social

pundits seem to all have an expert knowledge about the motives of Incels. Weeks after the Toronto killings there are people I've never read before who are convinced that they know all about these "losers". For the most part, the mainstream media (and I include online pundits in this category now) want 'crazy'. Even the guys who are ostensibly part of the *manosphere* know that crazy gets eyeballs on the screen, and nothing is crazier than a 'killer Incell'.

Incels are the low hanging fruit for pretty much anyone on either side of the ideological spectrum. I can read any number of feminists wanting to link Incels to 'red pill radicalization' and how they are 'gender terrorists' (this is genuinely laughable considering the natures of most of these kids), to the Red Pill guys who want to carve out their own trad-con niche in the 'sphere using Incels as a negative example to prove their version of whatever qualifies as masculinity. Lets face it, Incels are easy targets. They're universally described as "the losers you used to know in high school who couldn't get laid". This makes them easy to dismiss most of the time, until one of them shoots up a university or mows down random women with a panel truck.

Incel is short for involuntary celibate, but there's a lot more contributing to these guy's condition than just an inability to get laid. Back in 2014 the term Incel wasn't used to define Eliot Rodger. He was an Incel for sure, but very few people trying to analyze him made this connection. Again, they wanted crazy, and what's better than crazy? More crazy. So all the efforts used to pick Eliot apart back then were really pointing to bigger motives, nefarious groups of 'misogynists' and more craziness.

Back then, Eliot belonged to an online forum called PUA Hate; literally a group formed by these guys' collective dislike of the Pick Up Artist set that virtually all of them had once been hopeful would end their involuntary celibacy. For whatever reason the promised magic formula that would end their loneliness and sexlessness didn't work for them. They were all understandably mad. Ironically, Rational Male articles I had written got link-backs to various posts on the forum and most of them were appreciative of them, however, that may've also been part of the problem. Fast forward four years and today the deleted PUA Hate forum is replaced by incel.me, another forum with a similar charter (and also one I get good link-backs to).

I think one of the most pressing problems in Red Pill awareness today is that awareness itself. Not every guy is ready to be unplugged. One of the inherent risks I take in writing what I do is presuming every man I make aware has the presence of mind to accept it and work it out for himself. If you look at the profiles of the past 6 school shooters, include Eliot Rodger and Alek Minassian, you find a lot of similarities. Most were the products of a fatherless home, most were diagnosed with autism or Asperger's syndrome, and all of them were the 'Forever Alone' types triggered by the rejection of a girl. These young men are the product of a generation that has *removed the man* from their upbringing and taught them to emote before they think.

Today we're just starting to acknowledge this generation of '*lost boys*'; the young men who drift rudderless in life, are socially retarded to varying degrees and a demographic that is looking outside themselves for solutions to problems that are the result of the social order that created them. Is it any surprise we have such a rise in popularity of any speaker or organization that might be able provide them some direction?

Many of these guys are simply not ready to be made Red Pill aware. It is a risk to their egos, but also, it's often a crushing disillusionment of the Blue Pill ideals they'd hoped would be a reality for them if they could just play the Blue Pill's game correctly. For a lot of them it was their Blue Pill hopes that

formed the basis of their existence. Now add the harsh truths of the Red Pill to a *lost boy*, one who is socially maladapted or has a genuine psychological disorder, and take that (misguided) ‘hope’ away from him. What does that kid do when the Red Pill shows him the reality of the game he’s involved in?

There is no ‘Black Pill’

I’ve heard Roosh and a few other commenters in the ‘sphere describe the “Black Pill” – the idea that the social order of the Blue Pill, the Feminine Imperative, or the ‘gynocracy’ if you like, is so rigged against men that they accept their role in it and give up on trying to make themselves or their circumstance better. What these guys are describing is what I’ve referred to in the past as the *Abyss*. This *Abyss* is the psychological / existential gulf a man needs to cross when he becomes Red Pill aware. He realizes that the person he carved himself out to be in a Blue Pill conditioned ideal was based on a the same falsehoods. This stage of unplugging has difficulties unique to men at various stages of their lives and according to the decisions they made for themselves throughout their lives in accordance with those Blue Pill ideals. It’s one thing for a young man of 25 to unplug and turn his life around in a Red Pill aware paradigm, but it’s quite another for a man of 70 to become aware and look back on his life, marriage(s), family dysfunction and the long term impact his blindness to the Blue Pill game he was a part of for so long.

There is a necessary state of nihilism, or at the very least a prolonged doubt, that occurs when men realize that they’re cut away from that Blue Pill conditioned life. This is why I compare it to mourning in *The Five Stages of Unplugging*, men are literally mourning the loss of their investments in that paradigm; they’re morning the loss of *Killing the Beta* they used to be.

Understand this, there is no *Black Pill* – there is only the *Abyss* of accepting the truth that comes with Red Pill awareness and a man’s capacity to make this awareness work in his best interests.

Incels, if nothing else, *want* to find ways to make this awareness work for them, but most are too damaged to deal with the realities that Red Pill awareness reveals to them. They’re not ready for the truth, but it’s unavoidable today.

A lot of femosphere critics want to lay the blame for Incels at the feet of the Red Pill. They think there’s some nefarious plot to radicalize young men to be killers in some misogyny fueled gender-jihad against women. This presumption also comes on the heels of the #MeToo / Future is Female movement so it fits in perfectly with the ‘resistance’ narrative. As I said, it’s easy to hate on Incels. They fit another profile too; that of the basement dwelling 30 year old who refuses to leave his parents house. For the Man Up crowd Incels are easy to AMOG, for the lathered up militant feminist they’re the perfect foil needed to legitimize their own ego investments in gender dystopia.

The truth of the matter is Incels have always been with us. They were the losers, the nerds (before they were told they were cool) and the guys who were Darwin’s dead ends. I knew dozens of them when I was growing up. I know many now, all of them building a life-theme around their life long confusion and misery of not figuring out women. I know a lot of married men today who are technically Incels in their marriages. We like to say they’re ‘unlucky’ in love or we’ll say “Don’t worry, you’re a great guy. Any girl would be lucky to have you. You’re just meeting the wrong kind of girls, just be yourself and it’ll happen for you.” Then we hope they don’t fixate on one of our girlfriend’s girlfriends and they go off to figure out how the real world works.

AFCs in 2018

So what’s different now? Well, to start, we have a generation of *lost boys* who’ve been acculturated

to think that even asking a girl out is a form of sexual misconduct. The *Village* has raised boys as if they're defective girls, devoid of any of the masculine discipline necessary to teach these young men how to cope with real rejection from a girl, how to deal with defeat or how to come back stronger as a result. As we've feminized these boys so to have we embedded the same feminine victimhood narrative that women rely on into their collective psyche. Except these boys are still beholden to the old social contract that women believe incumbent upon men. This puts these boy-men into a very precarious position: they are educated like defective girls and as such adopt the same frail sensibilities and are subject to the same entitlement narrative as most women are, but they are also male and therefore are expected to suck it up, take it on the chin and carry on. They are told to express their feelings and in the next moment are told to check their male privilege.

Most of the *lost boys* generation are not ready for the disillusionment that the Red Pill brings to them, but it's not the manosphere that's opening their eyes so much as they are having it thrust in front of them by a communication age steeped in the Feminine Imperative. Today, Red Pill truths are harder and harder to get away from as Open Hypergamy and all of the unflattering truths about the female nature are triumphantly lauded by women themselves. Every swipe left on Tinder is one more confirmation of exactly the harsh truths that push Incels to their limit.

Of every article I've read on Incels since the Toronto killings not one author has analyzed the problem correctly, but also none have any actionable idea about how to solve the problem of Incels snapping. There are no longer the same outlets that 'losers' had back in my day to channel that sexual frustration to more productive ends. Many a frustrated high school boy became his generation's iconic artist or musician. I think it's the height of irony that Mark Zuckerberg essentially created Facebook to stalk his ex girlfriend. There are no longer the creative ways to deal with the discontent that comes from sexual rejection. Some will say to me there are, it's just these guys are too unmotivated to apply themselves. And while that may be true, there are much easier outlets that further stunt that boys development. Rather than redirecting that sexual angst to something creative, it's much easier to lose themselves in online porn or immersive escapisms facilitated by this age's technology.

Or they can seek out a forum of similarly disaffected young men and commiserate about the truth of a world that has no place for them. I read that Dr. Jordan Peterson suggested that a social order based on 'enforced monogamy' might be a cure for Incels. I get what he was trying to say, but it's just one more flippant redirection away from the real causes of this rise in Incels. I can remember reading a post that Roissy had made about a knife wielding man in China who had gone to a day care center to specifically kill women and children. As horrifying as that is what had prompted the guy was the understanding that he'd essentially been selected out of the reproductive game because there was a huge imbalance in the ratio of men to women in China as a result of their one-child policy for so long. Roissy went on to suggest that as more and more men are disaffected by a feminine-primary social order, one that bases all its legislation and social doctrine on optimizing Hypergamy, the men disenfranchised by it will become either more violent (in their effort or angst to reproduce) or more suicidal – which we also see in men killing themselves at 5 times the rate of women.

Incels are the canary in the coal mine that is a gynocentric social order. They are what results when a society prioritizes and incentivizes Alpha Fucks (enthusiastic consent) while Beta Bucks is more or less assured by direct and indirect resource transfer to women. When 80%+ of men are evaluated as 'unattractive' to women fed on a steady diet of ego inflating social media, you get Incels. I made a case for this in *Dangerous Times*, but Incels are a byproduct of a feminine-primary form of

polyandry. Incels are a result of shifting from a social contract based on marriage to one based on a sustained child support. The old social order was founded on giving a guy a decent shot at marriage and reproduction by way of being a good provider, this contract is gone today. When a woman's primary incentive is no longer provisioning all that's left is a socio-sexual contract based on the most available Alpha seed to meet a need that a woman cannot provide for herself.

As we move into the next decade I believe we will see even more narrowing of this socio-sexual contract. This is why some countries are legislating that anything less than an enduring enthusiastic consent for a woman is rape. This is an effort in insuring a woman is never again inconvenienced by having transactional sex for resources, nor should she be bothered by men who will know not to approach her. Incels are the natural expression of the frustration that comes from this truth becoming more and more blatant and accepted in society. Incels have it right; they more than any guy understand the brutal truths of a social order founded on mandating Alpha Fucks and Beta Bucks. Where they go wrong is in their way (or non way) of coping with that truth. They accept their Black Pill and never cross the Abyss to a better life because they don't know how to evolve with it.

The Nature of the Game

June 11, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I had a reader ask me some questions recently and in answering it gave me some food for thought.

Are we stuck in our Alpha fucks/Beta cucks categories? Should we attempt to blend the two categories into the ultimate hybrid?

Or is there nothing we can do, but attempt to use the information that you have (brilliantly) given us as a navigational tool to find our way through this world and godspeed to every fellow?

Before this I came across these Tweets from Rian Stone:

Rian Stone @_Rian_Stone · Jun 10



Replying to @LtTJW @RationalMale and 6 others

People really need to stop treating alpha and beta as archetypes, and good/bad spectrum Placeholders.

They are behaviour groupings, used for specific purposes

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Alpha makes her wet, beta makes her secure, that's all. Their use is what drives relationship behaviour.

Keep in mind though, security when she's not wet = useful plow horse, and that's not where you want to be

Unless you like lighting yourself on fire to keep others warm. 🦄

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I think a lot of guys new to Red Pill awareness tend to apply qualifiers to the ideas of what is *Alpha* and what is *Beta*. In a similar respect a lot of *plugged-in* Blue Pill conditioned 'Beta' men like to make similar qualifications, but their understanding is rooted in what their conditioning has convinced them of. For the newly unplugged guy, *Alpha* is whatever he hadn't been doing before with women that is now working for him once he flipped his own script. For the plugged in guy, whatever he's been convinced of that women say they want is 'Alpha' to him – and usually that means whatever benefits a woman's sexual strategy in terms of long term provisioning, parental

investment and security. They just don't realize their own utility to women in that game.

That said, I don't disagree with Rian here. Over the course of fifteen years and three books I have made every effort to correct critics who insist that "all those Red Pill guys think Alpha men are Silverback Gorillas or Wolves." Roissy once called this **Etymology Hate**:

5. Etymology Hate

Hater: Your definition of an alpha male is false. In the animal kingdom, the alpha male is leader of the pack, not a cad/badboy/jerk who pumps and dumps women.

Isn't it just like a nerd to get hysterical over the appropriation of a narrow-sense scientific term to conveniently illustrate broader truths about men and women.

These "*broader truths*" are why I still use Alpha and Beta as descriptions for men and their mindsets. Critics and disingenuous haters like to think that even considering men or behavior sets as being Alpha or Beta is cause for dismissing whatever is being said. There's a reason for this blanket disqualification which I'll cover in a moment, but what they (willfully) misunderstand is that these classification are abstractions for bigger ideas. Alpha and Beta are placeholder terms necessary to consider more complex ideas in intersexual dynamics. For the most part, when I hear or read Blue Pill conditioned men mock the idea of *Alpha* men and insist that it's a direct derivative of believing those 'idiot Red Pill guys thinking they're Alpha wolves or Silverback gorillas' I know that I'm not dealing with a serious debate. More on this later.

Rian is also correct in his observation that both Red Pill aware men and critics alike tend to think of Alpha and Beta as specific archetypes of men. I've written almost a dozen essays about the nature of *Alpha*, but in each one I make an attempt to dispel the archetype of what an Alpha or a Beta man is. The Beta archetype is easy to agree on because almost no guy wants to be a "beta male". As would be expected we tend to think of *betas* as the stereotypical 'cuck' or 'soy boy', or the **Nümale with his fear grimace agape.**

I should point out that even the guys who we would categorize as Betas don't think they are. Very few Beta men look in the mirror and go "damn, I gotta Alpha up". They believe that they are the vanguard of the new definition of Alpha; that they and women have evolved beyond the visceral realities of Hypergamy and **Beta is the new Alpha.** Recently there's been a concerted social effort to redefine what is acceptable masculinity in the wake of the narrative shift that would have us accept that *all* masculinity is toxic.

For men there will always be a want to believe that whatever qualities make up their own personality and their own lifestyle is what should define what is "alpha". From **Alpha**:

Guy's like Corey [Worthington] infuriate men who have invested their self-worth in the accomplishments of what they think ought to be universally appreciated and rewarded. So when they're confronted with a natural Alpha being undeservedly rewarded for brazenly acting out of accord with what they think the rules ought to be, they seethe with resentment. The natural response in the face of such an inconsistency is to redefine the term 'Alpha' to cater to themselves and their accomplishments as "real men" and exclude the perpetrator. The conflict then comes from seeing his new definition of Alpha not being rewarded or even appreciated as well as a natural Alpha attitude and the cycle continues. Your respect (or anyone else's) for an Alpha has nothing to do with whether or not he possess an Alpha mindset. 3 failed marriages and 100+ lays has nothing to do with his having or not having

| an Alpha mindset.

In the same way that a Blue Pill conditioned “beta male” believes he best represents the new “alpha” definition, so to do a lot of Red Pill aware men who play the same game of applying their own traits to what *should* be considered or appreciated as “alpha”. Nowhere is this more apparent than in Trad-Con circles – an Alpha is a guy who takes care of his family and is respected as the head of the home. He takes care of his duties to family, God and country, etc., etc. Really all this is is another grab at affirmation of personal worth. Blue Pill “betas” believe exactly the same self-fulfilling thing from a different set of ideological beliefs.

In the process both the plugged-in and the unplugged create convenient archetypes for the opposite of the apex they want to believe they are and what they hope will be confirmed and rewarded. Usually these are binary caricatures: the Alpha ‘Chad’ is usually whatever image of the popular high school jock that used to be their nemesis fits, while the Beta ‘doormat’ is the *George McFly* character whose introversion and lack of social intelligence places him at the bottom of the dominance hierarchy. Either one of these guys can be seen in a positive or negative light depending on the perspective of who’s doing the viewing. To the Nūmale, whatever that classic Beta does *should* be what’s appreciated as ‘alpha’ and to the Trad-Con an Alpha is the guy who dominates, but only insofar as he sticks to what they think is his ‘duty’.

Funny how both tend think the Alpha *Playah*, the self-important ‘Cad’ who women tingle for, who follows his own sexual strategy shouldn’t be considered ‘Alpha’ in spite of women consistently, predictably rewarding him with sex and genuine desire. Rian nailed this part; Alpha makes her wet, Beta makes her secure. Our Instinctual interpretive process understands the visceral reasons why women get worked up for that physically ideal guy who also completes the fantasy of the Alpha Fucks side of Hypergamy. But our Emotional and Rational processes want to recreate a reality in which what **we** have is what women really want. So we try to persuade and convince women to act against their own Instinctual interpretive process with respect to what they *should* find sexy and genuinely desirable – us, just as we are. We want to change the Game to fit our capacity, our skill, our genetics, to excel in it.

Beta men don’t just hope that women will perceive their own redefinitions of ‘alpha’ as the accepted ideal, they build lives and systems of belief around convincing others and themselves that we’ve evolved past the visceral realities of what arouses women. Trad-Con men, even Red Pill aware men, do something similar – they hope that their own definition of what *should* constitute Alpha, and best describes themselves, will likewise supersede the natural evolved impulse of what a woman’s hindbrain perceives as an ideal Hypergamous opportunity.

Alpha Seed, Beta Need

| *T-rex doesn’t want to be fed; he wants to hunt. You can’t just suppress sixty-five million years of gut instinct. – Dr. Grant, Jurassic Park*

Hypergamy wants what Hypergamy wants, but it’s also important to remember that Hypergamy has two sides; Alpha Seed and Beta Need. When we look at the dynamic of Ovulatory Shift we see this play out. In a woman’s proliferative phase of her menstrual cycle she is predisposed to seek out sexual opportunities with high SMV, masculinized, dominant (to the point of arrogance) men. In her luteal phase she seeks comfort, rapport, security and protection qualities in men. Alpha Seed, Beta Need. As Rian pointed out, we’ve made archetypes (and caricatures) of the type of guy who

embodies these needs, but we do so to persuade a woman's evolved Instinctive understanding of what they are. Women's hindbrains want to hunt for Hypergamous opportunity, men's rational (and emotional) process wants to 'feed' Hypergamy by redefining what that Instinct *should* want.

Where both Nümales, Trad-Cons and more than a few Red Pill aware men get it wrong is believing that the security Beta represents *should* also be what gets her wet. We live in a day and age where men are so feminized that 80%+ default to 'beta' behaviors and mindsets because they believe it's what arouses women. I've also written many essays about how anxiety, urgency and (sexual) tension are necessary factors in the 'enthusiastic' sex women have with men they genuinely desire. When it comes to comforting a woman, rapport, honesty, emotional investment and security the Beta men of today have been acculturated to have it all in spades. Where they fall short is the Alpha capacity to generate tingles based on making women uncomfortable. One reason men have a tough time with Red Pill awareness is because it all seems so counterintuitive to everything they've ever been conditioned to believe about women and sex and how to initiate it.

If you read *Roissy's old categories of Beta to Alpha* it follows a predictable pattern. The same applies to *Vox Day's socio-sexual hierarchies* (Omega, Gamma, Sigma, Delta, Beta, Alpha, etc), but what we're really defining in these ranking is a male dominance hierarchy as it applies to women's sexual selection process – Alpha seed, Beta need – and according to any individual woman's capacity to demand any particular rank of man.

To answer the first question I began with here, I don't think the "categories" ever really end because dominance hierarchies are something innate to our world. So, rather than think we can change this, change the nature of reality as equalism attempts to, I think men ought to learn to play it better. The nature of the game doesn't change. In fact, the equalist mindset that wants to change it ends up making those who accept it and play it well appear that much more exceptional.

Why? Because the game doesn't change and our hindbrains know this. So when we see a man who is a "good player" of the game we evolved to play, who became so in spite of all the foolish efforts to change the game to better fit those who don't play it well, our instincts are attracted to that person that much more. In other words the guy who *Just Gets It* is even more attractive in a world that women's hindbrains know is trying to convince her that he shouldn't just get it. This is why even the most staunch, egalitarian equalist feminist of women still adore a conventionally masculine man who looks and plays the natural role of Alpha man well. They still want to bang him, they still want to submit to him in spite of their ego investments. And they'll coyly, shamefully, but without any self-consciousness admit they love being loved, fucked, protected, secured, etc. by that guy.

As an adaptation to increase the likelihood of reproduction men and women seek to change the Game that we've been playing for 100,000 years now. Only in our age of "gender enlightenment" are we so deluded as to think that prioritizing our emotion or reason above the realities our evolved instinct is spelling out for us might be a way to get intimate and reproduce. Women want to change men's evolved sexual natures – via social constructionism, feminism, feminine-primacy – in order to reproduce with men they would *naturally* never have a chance breeding or pairing with, and without any burden of their own performance or merit. They want to change the Game to suit their deficits in playing it the way it *is*.

Similarly, men seek to improve their own reproductive success by also redefining the terms of the Game to also breed and pair (mostly breed) with women that their own *Burden of Performance* would merit them. This is why *transvaluation* (vulnerability is strength, etc.) features so prominently

in this mindset. It is an effort in achieving reproductive success and intimacy *without* excelling in a man's performance burden. This is precisely why Blue Pill men insist on defining Alpha and Beta in as literal a sense as possible. By rejecting and mocking these terms it self-reinforces the misbelief that they, and 'quality' women, have evolved beyond the visceral aspects of Hypergamy. By denying the realities of Alpha and Beta aspects in men the belief is it sets them apart from any natural dominance hierarchy. They're "above all that", "women (at least the 'quality' ones) are rational agents too and above their own Hypergamous impulses" and "people are all unique individuals set apart from all that human nature stuff." Each of these rationales is linked to a core misbelief in blank-slate equalism (I'll address in another essay), but they are also representative of an effort to remove these men from a natural dominance hierarchy and place them into a new Game they believe women are also playing and in which they, by default, are at the highest degree by virtue of having progressed beyond the old Game.

Big Fish

June 19, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



It's likely readers here have been following my twitter threads about the Anthony Bourdain suicide

and I've been discussing the particulars about his death on *Pat Campbell's* show and the *Red Man Group* for almost 2 weeks now. As readers know I've personally dealt with two suicides under circumstances like this and I've picked apart *dozens more* over the years I've been writing. I've got a pretty good idea why old Beta guys off themselves.

But the Beta part is only one aspect of the story. Anthony being a 'paper alpha' is certainly an aspect too, but the more I dig into the background of the "love of his life", Asia Argento, the more the puzzle pieces fit together. This bitch was a piece of work. If you watched the *Red Man Group last Saturday* I explained why I don't think she was a BPD case (*borderline personality disorder*), but after reading this thread I'm beginning to change my mind:

Wow. @PC1170

All of this just lifted from Asia's IG feed. WTF?!<https://t.co/bE6nj8rZTI>

— Rollo Tomassi (@RationalMale) June 18, 2018

So, she's a witch. A literal witch, and all of her '*sisterhood*' are witches are too. You can digest that however you feel is necessary, but this is a 42 year old woman who practices literal witchcraft – which is an extension of feminism with a pagan spiritual woo woo magical thinking whipped into the mix. I really need to do a more expansive post on *Chick Crack* soon.

But, even this isn't what I want to confront you with. What I want to raise your awareness to is something I've never really had an occasion to explore until now; Anthony Bourdain was a **very** big fish.

Anthony Bourdain (AB) was a long term, life-long, Beta. He was every bit of what I call a '*terminal Beta*'. Yes, he had the Bad Boy thing working for him and if you want to get a more complete idea about his past *Black Label Logic* has a *great piece on his blog* you really ought to read. But, with respect to Bourdain's understanding of intersexual dynamics he was very much a Beta.

People immediately gave me shit for naming him such. That was expected. He's Anthony-fucking-Bourdain and I'm just some "*half-assed self-published Red Pill writer, what the fuck do I know, right?*" Well, I knew enough to recognize the profile of a *Contextual Alpha* who'd been plugged into his Blue Pill conditioning for 61 years and the huge mark he put on himself by being so publicly co-dependent on the idea of the soul mate myth. Anthony had been through 2 wives. The most recent one cheated on him with her MMA fighter / personal trainer he no doubt was paying to "train" his soon-to-be ex wife. I have no doubt AB would've attempted to lock down Asia Argento because this is what overly possessive, perpetually mate guarding Beta men do when a woman approaches his "dream girl" ideal. His social media was rife with declarations about how happy he was to have finally met his 'kindred spirit' soul mate (and self-avowed Wiccan) Asia Argento. AB sincerely believed his ship had come in. The woman who would finally complete him (this time) was at last in his life.

In every Instagram image, every Tweet, AB was gushing about how he'd never been happier as he cuddled with Asia *like a boy who loves his mother*. Intermixed with these images were many others with him in classic possessive-Beta encroaching posture – interposing arms like an *affectionate headlock*, while she looked away wistfully, or directly at the camera with the look of a woman who knows the Beta she's with is deadweight to her Hypergamy.

Big Fish and the Cookie Lady

There is a larger dynamic at play in all this, one I probably could add an addendum to in my second book, *Preventive Medicine*. An aging Beta male, and particularly one with a notable amount of money, success, fame or status is a big fish for a necessitous woman. A woman who's long practiced in using her sexual agency to its best advantage with men knows a prime target in an older man who's never unplugged himself from his Blue Pill conditioning. Bourdain was one such big fish, and his Blue Pill conditioning, his eager *white knighting* and immediate deference to the feminine, his soul mate idealism would've been instantly recognizable to a 42 year old woman long accustomed to being the center of orbit for many a prior Beta.

I don't want to call it an epidemic, but there is a set of women who look for aging men with resources to befriend and pretend they have a genuine interest in. Men with even moderate means and a Blue Pill conditioned idealism that 'love springs eternal' are prime targets for women who can read and assess that man's state from years of practice. A woman who shows interest in a man who's been starved for affection, sex and a real connection with a woman (married or not) will seem like more than an oasis in the desert. She'll appeal to his romantic, idealistic Beta soul; a last chance at 'true happiness', a true miracle, as he enters his old age.

My own father was one such target for a woman we called the 'cookie lady'.

My dad passed away from complications of Alzheimer's/dementia before he was 72, but before his dementia had really become apparent the 'cookie lady' had already made a mark of my dad. My father was also what I've called a terminal Beta. He never unplugged to his dying day and lived a life based on the *old set of books*, being a good provider, dutiful, responsible and he was perpetually disappointed by the women in his life never reciprocating with their intimacy and appreciation the 'rules' clearly stated should happen. They never loved him in the way he thought women ought to be capable of loving him. Nevertheless, dad always clung to the (noble?) belief that if he saved his pennies and was of the highest service to women that eventually, one day, his efforts and quality would be appreciated by the *right* woman. He was a good example of the *Savior Schema*.

The 'cookie lady' understood all of this – all of dad's Blue Pill conditioning, the way he thought the world and women should work, the old social contract investments, his idealism about women, everything – all of it in less than a week. She really wasn't all that different from my step-mother in that respect, but at this late in the game, at her age, and noticing the subtle hints of cognitive degeneration in dad, the stakes were much higher for her long term security. I should also add that I would include my own mother in this schema; she's a lovable loon, but she knew a good opportunity for security back in the 60s, so it may be my father had a knack for attracting this type of woman due to his Blue Pill idealism.

The reason we called this woman the 'cookie lady' was because she always brought my dad fresh baked cookies when she was trying to play into his Blue Pill end-of-life last ditch hope for happiness. We never knew her real name and if it hadn't been for my dad getting very upset with us for preventing him from rewriting the 'cookie lady' into his will and power of attorney within the first month of her 'dropping by' we may very well have been suckered into her scam too.

Respect Your Elders

It was this incident that opened up a whole new understanding of the Red Pill and intersexual dynamics for me. I think it may be important going forward in Red Pill awareness to consider how intersexual dynamics and the Feminine Imperative affect generations of older men. My brother and I had to really watch out for similar scams to take advantage of my dad's condition and his Blue Pill

mindset that was making him a target. It wasn't until this incident that I did a bit of research to find out how common this scam really is. In a sense it's one more angle on the 'stripper effect' for younger, desperate, men for whom the feigned attention of the stripper, *the kino*, the deferent concern, is more seductive than her sexuality. It feeds a deeper emptiness. In a young man, in an Incel, just the possibility for that connection can become an obsession. For an older man, who's been starved of the same (in or out of marriage) for the better part of his life, it seems like a storybook ending all his Blue Pill conditioning told him was possible. And what would a man like that give for on last shot at that idealistic 'love'?

When Will We Face the Facts about Suicide in Older Men?

The instance of elderly men's suicide is something not too many people want to talk about. Much of what I've read about it throws out a lot of feminist boilerplate about how old masculine ideals are to blame, but as expected, it uses this 'toxic' masculinity narrative to cover the uglier truths. Most men are Betas. Most men spend their lives wondering why all the Blue Pill hopes they sincerely believe are possible just don't happen for them. They blame themselves, or they blame others, but they never really unplug because their existence was centered on the certainty that Blue Pill dreams come true if they can just work on the relationship harder or they made more money or if they'd only met a more perfect 'soul mate' in the story that is their life.

Anthony Bourdain fit this profile to the letter. And while it may not have been Asia Argento's conscious, forethought purpose to gravy-train him, his Blue Pill, Beta, perspective had to have been apparent to her. On some level of consciousness she knew he had the capacity for self-harm as an extension of this. It's exactly why *she pleaded to the paparazzi who photographed her on the streets of Rome* with her far more Alpha lover Hugo Clement, not to publish the photos. For all the guilty foreshadowing from Rose McGowan trying to convince the public who adored Bourdain about their "relationship without borders", the truth is deathly apparent that Bourdain's *idealism* believed otherwise.

Asia Argento didn't kill Anthony Bourdain, but in what she represented to his Blue Pill mind, her actions *were* the catalyst that prompted his suicide. Yes, he was depressed. Yes, maybe he was on Chantix (we'll never know now that *his body was cremated unceremoniously*, without a toxicology screening and against his family's wishes). Yes, he was a hard drinker, drug addict and had suicidal thoughts before (after his 2nd divorce), but he killed himself 3 days after the pictures of his "soul mate" and Hugo Clement were published.

I think the bigger lesson here is a wake up call for older men who are still plugged into the Blue Pill Matrix as well as those who've become Red Pill aware much later in life. I'm of the opinion that it's never too late to unplug and live a Red Pill aware life, but I will concede it's a lot to lay on a guy who's lived most of his life plugged in. Looking back on decision after decision influenced by a Blue Pill conditioning, influenced by a set of rules you believed others were playing by and then seeing the results of those decisions and wreckage that followed. It's one thing to be "awakened while married" when you're in your early 40s, but it's quite another to realize Red Pill truths when you're 70 and maybe have another good 10 years to live if you took care of yourself. That's a rough realization.

In Positive Masculinity I stressed the importance of Red Pill aware men being mentors for boys and younger men and helping to raise them out of the influences of the Feminine Imperative's Village, but I think it's going to be important to mentor and protect the interests of older men as they age in a Blue Pill mindset and become Red Pill aware.

The Advantages of Now

June 30, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

As of this writing my second talk at last year's 21 Convention is now available for free public viewing on 21 University. I worked this 'talk' a bit differently as you'll see. I find that I can address what most of my readers are concerned with most in and open discussion rather than my delivering a *sermon* from the stage. I think I'm more comfortable with this as I've been aggregating information with other men in a forum style discourse for so long. My time at *SoSuave* really taught me the value of that back and forth exchange of information, and it's really what led to so much of the material I've covered on the blog for almost 7 years now.

For the sake of clarity, this talk was the second I did and took place a day after my first, *Hypergamy, Micro to Macro*. I had originally intended to cover aspects of my third book, *Positive Masculinity*, since it had been released about 2 months prior. I had an extensive lecture all ready to go, but I decided to switch up my talk that morning. The day and night before I had gotten into at least 8 different "sub-conferences" with spontaneous groups of about a dozen guys that went on for any where between 20 minutes to an hour. It occurred to me then that the best way to address my topic would be to have an open discussion about masculinity with the guys I was talking to just a few ours before.

As much as I liked the first talk – and I still feel understanding Hypergamy in its entirety is a keystone element in understanding intersexual dynamics – I think this talk was much more personal. I've always felt that the Red Pill should remain 'open source' and be an aggregate of the experience of men from all over the world. To this end I'll always feel that a roundtable discussion style is the best way to encourage men not just to put in their two cents, but also as the best way for men to learn. I am first a writer and then a speaker, but my speaking will always be better when a man is expressing his concerns, problems, critiques and experiences within a group of men focused on untangling Red Pill awareness. I'm always humbled when an interviewer calls me one of the Godfathers of the Red Pill, but the truth is there is no *father* of the Red Pill. For as much as some writers would like us to believe they *fathered* the manosphere, Red Pill awareness is the result of a consortium of men who came together, offered their input to the whole and made it something greater than it was before.

I got to watch both my talks before the post-production and release, and while I was reviewing them it occurred to me how fortunate this generation is to have access to such information today. I'm from a generation that didn't have the internet when I was in my early 20s. There were no Game Gurus and the only "how to pick up girls" books we're only available from mail order ads you found in the back of a *Penthouse* or *Hustler* magazine. I did read *Why Men Are The Way They Are* by Dr. Warren Farrell in 1993, but other than that book there was nothing about the nature of women that would ever be published by the major publishing houses then.

After I reviewed my video here I watched a TED talk given by Robert Greene, author of *The 48 Laws of Power*, and in it he recounted all of the dead end jobs and life experience he'd accrued up to around 1996 when a friend of his fronted him \$30,000 to keep him going while he wrote the book. He'd always wanted to be a writer, but until the mid 2000s publishing was locked by a monopoly of a handful of 'traditional' publishing houses. Even the *48 Laws of Power* had to get past their review processes. Now I think Robert Greene is one of the greatest minds of our time in his articulating

power dynamics, I attempted to model my own writer's *voice* on his example, but there was a time when anything resembling Red Pill awareness or truths that would be less than flattering to the status quo would never have seen the light of day. Print on demand and digital publishing (eBooks) wasn't even a dream at that time, but today we take them for granted.

I never had a childhood dream of being an author, writing is just something I've always done as one more outlet for my creativity. I never thought I'd be a published author of one book, much less three. Nor did I imagine I'd have audio versions of them (*book 3 is coming soon Sam promises*). But now is the time. With digital publishing *anyone* can be an author so long as their 'content' is good.

We are living in an era in which certain things we take for granted are the only time in history that they *could* occur. That might sound self-evident, but think about it; our technology today is such that certain ideas that could never have been brought into popular consciousness could only be considered because of that technology. We have an advantage of now. It's kind of humbling in a way – having witnessed the transition from a time when all of the dynamics we invested so much of ourselves in then are now made common, cheapened in some cases, and the legitimacy of having earned them is lessened as a result.

In my rock star 20s it took 4-5 months of all of the guys in my band to scrape together enough money to pay for a 3 song demo tape (no CDs for us then) in a recording studio, and that was with us having friends in the industry. Today I can do everything that very expensive studio could on my iMac. I have tools now to create the dreams I've had since I was in high school, but the challenge is no longer the access, but the ideas themselves. We live in an age when access to the tools and means of creation has never been greater, but the ideas, the imagination, the abstract unrefined concepts is what I think is lacking today. We can produce masterpieces of music in our homes, but today music is only getting worse.

I've seen videos of brilliant instrumentalist virtuosos on YouTube. Kids not older than ten playing complex pieces of music they learned and absorbed themselves online, yet few could actually create an original song with any expressiveness themselves.

We also live in an age where access to information has never been more ubiquitous. We have access to the knowledge of all human history in a device that we can put in our pocket, yet we're still too lazy to actually use the search feature or cite an easily had source. We have a connectivity today that spans the globe, yet we readily factionalize and atomize our social networks according to ideological biases.

A lot of this disconnect from real genius, from true creativity, I want to chalk up to the constant distractions we're bombarded with daily. It's really the price we pay for having unlimited access to information and the tools of creation. Paraphrasing the late Chris Cornell, there are no more writers like Shakespeare because all he had was a table, a candle, a pen and some paper. Today, learning to avoid distractions and focus on a single task is an art itself, but there's another reason for this lack of honest genius and that is we're gradually seeing a new generation of men and women who are themselves the product of a social order that has never known a time or condition where this access didn't exist.

I think it was Dave Grohl who said something like kids today think rock stars are generated from talent shows on TV. Even with all the easy access to creative expression there's still this idea that the process is somehow out of their control.

So why am I freestyling this post just to introduce my next talk video? Because I want my readers to

get some insight about the radical nature of the information that the Red Pill presents today. I've written essays about how the 1990s really represented the pinnacle of the Feminine Imperative's social influence. This was due to the limitations of information inherent in that time. In those essays I wanted to stress just how influential the Imperative was on western culture, but more importantly just how ignorant we were of ever perceiving it then. Today, the jig is up.

The internet has exposed the influences of feminism and it's opened up a dialog – one that the controllers of the means of it would like to censor – in which it can no longer hide its true intent. The nature of women, the mechanics of intersexual dynamics, the good, the bad and the ugly of everything the Red Pill makes us aware of is increasingly expanding. It's expanding so much that I fear we're reaching a point where the means to explore new ideas in the 'sphere are being limited by the means itself.

When you watch this video, any Red Pill aware video, when you read the latest essay here or anywhere else, keep in the back of your mind that knowing this information is only possible in this time. I wrote *Preventive Medicine* in response to men telling me how they'd wished they'd had this information back when they were younger and didn't know better so they could make better, informed decisions. The truth is that the information I've been spreading since 2002 could only be realized in this age. Some will say, "yeah, but ancient scholars (and deified psychologists) knew this stuff a long time ago", to which I'll say 'no, they didn't'. Not to the extent we do today. Not with the degree of accuracy we know now. Only now is this possible, and only later will we have an even greater understanding of the Red Pill – for better or worse.

You are fortunate to be here in the now. Some of what you're made aware of will frustrate and anger you, some of it will depress you and some of it will bring you to that "Ah Ha!" moment. The Red Pill can enlighten you or stifle you, but you are better off knowing it now in an age where this is finally possible.

The Goddess Movement

July 7, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Six years ago I wrote a post outlining what the PUA community referred to then as “*Chick Crack*“. It was a pretty straight forward post that I delved into just to explain why playing to women’s propensity to believe in the spiritual – or what women would consider spiritual – is an effective technique in Game. I always thought it was funny how accurate this presumption about women was when I came across it.

Of all the strippers I’d ‘dated’ in the past every one subscribed to some form of non-mainstream spiritualism. This girl Angie I used to bang kept Tarot cards in her pink lady’s devotional Bible, another professed to be a psychic; in fact the only people I’ve ever known who self-seriously wanted me to believe they were in fact psychic were all women.

[...] For the stripper set this seems to be par for the course, but I wish I could say this chick-crack phenomenon was limited to just women who had some vacuous spiritual/emotional hole in their lives to fill. No, all women (yes I said *all*) are predisposed to the intrigue that metaphysical imaginings sparks in them. If it smacks of secret, covert knowledge, privy only to a chosen few, then you’ve got an attentive listener in a woman. UFOs, palm reading (always a classic), psychic premonition, ‘gifts of prophecy’, really anything that hints at knowledge beyond the ordinary is fair game. Chick Crack is not just limited to off-brand

spiritualisms either, you'll find that far more women than men will develop (conveniently) an affinity for, and are more invested in, religion than men.

In the wake of the Anthony Bourdain "*suicide*", and the scramble to absolve *Asia Argento* of any complicity in his decision to hang himself, I came across this post about *Asia's penchant for Witchcraft*. Apparently Wicca is somewhat more than a hobby for her. As you look at these pictures it's important to remember that this is a 42 year old woman (and her friends) who sincerely believes in this stuff.

In *Chick Crack* I also made reference as to why I believe women's being predisposed to beliefs in the supernatural is a desire for secret power from an innate position of female powerlessness.

Feminine Mythology

Women's natural pull towards the mysterious and metaphysical has its roots in the sex's historical characterizations. In keeping with the very useful associations of women's unknowability and feminine mystique, it's perhaps unsurprising that we find most mythologized representations of women and femininity cast as brooding, fickle, rapacious and often as a temptress, possessing secret knowledge that foolish men (the mere mortals) are neither capable of, nor encouraged to understand. Sometimes childlike, often conveniently eroticized, women are literally cast as forces of nature – whether sexualized nymphs or tempestuous witches, each characterization relies on women possessing some form of secret or forbidden connection to the metaphysical. Even the commanding presence of Joan of Arc, while leading the armies of France, had a connection to something otherworldly. By their very nature, feminine mythology, by default, presumes women are more in tune with the nature of reality, while surpassing the ignorance of brutish men.

Women revel in their mythology. Since covert forms of communication are the preferred language of women, their affinity for secret information is a natural fit. Ever wonder why gossip seems to be uniquely endemic to women? Look no further than women's innate impulse to acquire secret knowledge. Take away the Vampires and Werewolves – the metaphysical component – from the Twilight series and what you're left with is a relatively bland romance novel. Add the otherworldly and you have a runaway hit popular with every female age demographic, from tweens to octogenarians.

In women's evolutionary past, concealment meant everything. Confusing a man as to the true genetic heritage of his children was often a matter of life or death. Pursuing pluralistic sexual strategies depends upon creating a characterization of women as legitimately unknowable, thus the feminine mystique is instituted. Ergo, the sociological PR campaign over the course of millennia has been to perpetuate the mystery of woman.

From an evolutionary perspective it makes sense that physically weaker tribal women would seek some sort of mastery over the men in their lives who could punish or kill them and their offspring at will. As I've covered in many essays, women are biologically and psychologically more attuned to deeper communication and the emotive states of other people. Women have a far greater capacity to understand subcommunications and subcommunicate themselves among their own sex. This is borne out by multiple brain scan studies and research on the architecture of men and women's brains.

To the blunt, overt, relatively nuance-less interpretive processes of men this subcommunication can be both frustrating and mysterious. It's the mysterious part that women learned to reinforce and

exploit in their dealings with men long ago. This is where we get the idea of the seductress or the ‘keeper of mysterious secrets’ archetype (witch, midwife, nature goddess) for women. It’s less important that women would actually be more in tune with the supernatural, but rather it’s more important that they believe it’s a general truth about all women. Men might be skeptical, or they may buy into that mystique, revere it and encourage other men to believe something similar. Usually how a man adopts or rejects that archetype is determined by his own self-understanding and his *Game* according to it and his sexual market value.

There are a lot of derivative character archetypes that stem from the basic ‘mysterious woman’ root. That might be anything from a healer, nurturer, mother type rooted in what used to be the mystery of women’s life-giving capacity, to the force of nature sorceress, to the eroticized sexual seductress (nymph, siren) or even the high-priestess of the holy temple of prostitution (an ancient brothel madame). Over the course of history, since our hunter-gatherer beginnings, this means to influence and power for women has coalesced into what we popularly imagine about women’s mysterious nature. Only today we call it a ‘woman’s intuition’ and we make appeals to fortune and fate when a guy gets “lucky” and a woman favors him with her sexuality. It’s all socialized solutions to evolutionary problems, but if we add an element of ‘magic’ to the equation it makes explaining failures and appreciating successes that much easier.

Today, the belief in this nature is still very much reinforced in society. Thus, we get women subscribing to what amounts to a collective pathology – they are encouraged to believe in their ‘magical’ sensitivities to spirits and forces beyond the sensitivities of (ostensibly) “powerful” men. To fight the mythological Patriarchy women rely on a mythological tool. In *Chick Crack* I made mention of a stripper I used to have as a friend-with-benefits who was very attuned to the “spirit world”. As such the whole gamut of the supernatural was free game for her to use. She’d read my Tarot cards, my palm, throw in some eastern mysticism and wash it all down with a read through her pink ladies’ devotional Bible. Granted, ‘Angie’ was an extreme case, but *all* women are in someway, or say they are in someway, privy to metaphysical understandings which men are not. And today we read and listen to male leaders in mainstream religions adopt and parrot back this “women are closer to God than men” mantra which is directly linked to the ‘spiritual women’ mystique.

The old trope of a *Woman’s Intuition* is an example of this belief in something beyond the ken of men. And this is also an important aspect of boys’ Blue Pill conditioning – girls/women possess some unearthly connection to God or something supernatural which further cements the idea that they *should* to defer authority to girls and women if they want to “please ~~God~~ the Goddess”. You might think this hard to believe in our age of technology, but only the context of the supernatural has shifted. Even the most objectively rational boys and men strongly believe in the ‘*soul mate myth*’ despite atheism or agnosticism. This belief of the faithless is directly related to the unknowability of the female. Even modern atheists have a tendency to fall prey to the “someone for everyone” religion when it comes to connecting with the opposite sex.

It’s my belief that this presumption of a greater sensitivity to the supernatural is an aspect of women’s evolved mental firmware. Regardless of how false it may be, a woman with the disposition to encourage men to believe that she has some otherworldly connection despite the world or circumstances around them, one that would lead men to venerate her in the long term, would’ve been a powerful social adaptation in ensuring her and her children’s security. No doubt women readers will trot out the reflexive “Well men have been shamans and soothsayers and the patriarchal leaders of churches too”, and this is true, but those men lacked the female elemental advantage in their

believability. Even their own belief sets encompassed the ‘spiritual woman’ tropes for better or worse. The wise old wizard is definitely an archetype, but that wizard lacks the feminine mystique and the sexual components only women possess in exercising that power.

Modern Witchcraft

Today we see a distinct falling away from the old order of acknowledging the supernatural. Less and less people subscribe to religion in its conventional sense. The Millennial generation wants nothing to do with “organized religion”, yet they still seek the structure to life it used to provide. So instead we hear the compromise about being “spiritual, but not religious” as if accepting the possibility of the metaphysical is something expected, but the taint of the “*religious*” is left for older generations. Even in what passes for contemporary religion the influence of the Feminine Imperative is ever-present. The spiritual, the metaphysical, the religious, all are still useful tools for women to consolidate power with. As men abdicate more authority to the feminine, as they themselves are the products of a continuous social feminization, we see a wholesale handover of the spiritual to the direction of women. The male leadership of mainstream religions is itself compromised with the imperatives and priorities of women who are already presumed to be “more in tune with God or the supernatural”. As such they exercise the Feminine Imperative and assimilate women’s stake on the spiritual by being proxy agents for women’s authority.

Today I was linked a story about how Episcopalians have begun to *Remove the Man* from their religion. Apparently this marks the beginning of rewriting the doctrine of this religion by erasing all masculine pronouns for God. Of course I expect the predictable retorts that Episcopalians aren’t *real* Christians, but theirs is just one of the more glaring examples of how the feminization of religion progresses. The latent purpose is a wholesale removal of anything conventionally masculine from religion, and/or placing the feminine as the primary connection with the supernatural. Whether it’s mainstream religion or psychic reading, a woman is at the center of that mysticism. If you want a perspective into the things to come for a female-led mega-religion look no further than the teaching of Rev. Shannon Johnson Kershner (dual surname noted). God is not male is the clarion call of the priestesses (and their male ‘ally’ priests) of this new religion.

Why should we view God as female? Well, it’s so that little girls can become pastors, with Kershner saying, ““I wanted to make sure that little girls knew that God could call them to be pastors, too.”

For the MeToo / Time’s Up generation God is female, the supernatural is more aligned with the feminine. I’ve made this observation before (before the #MeToo moral panic arrived) but there’s been a growing push on the part of men to relinquish any spiritual authority from a masculine perspective for decades now. The largely secular impetus of the MeToo movement is now finding its way into a religious environment that has been primed and ready for it (largely due to its acquiescing, complicit, and thoroughly Blue Pill male leadership) for a long time. MeToo was a natural fit for a feminine-primary church that needed its push to consolidate power even in the most patriarchal of religions. MeToo has given women license to finally be overt in their design on religion and spirituality – not unlike Open Hypergamy has been embraced in the mainstream.

In celebration of this conversion of religion to feminine-primacy we get the feminist Beyoncé “worship” services in formerly traditional cathedrals. Millennials may be falling away from the old church, but they fill the new church to overflow-capacity when ‘god’ is female.

The take home message for this essay is this; womankind has been intimately aware of the complicity

of men in granting them a default connection to the supernatural. While we may not profess a formal belief in such, men are eager to accommodate female power in this arena – especially if in doing so it endears women to the men who play along with it. Professing a belief in the supernatural is simply good Game. The early PUAs picked up on this and used it to their advantage. However, this abdication of moral authority – an authority founded in masculine pretenses – goes far beyond getting your palm read by an earthy stripper you want to bang. This compromising of moral authority to the feminine by men is just the next phase in conceding all social and political authority to the Feminine Imperative. If God or a ‘higher power’ is the foundation of moral authority, and women are universally presumed to be more in touch with that higher power, the next step is to cede that authority to the sex that has a more direct line to that power.

What prompted me to consider writing this essay was a link I was sent in response to the story about Asia Argento’s involvement in modern day Wicca. I listened to a bit of a podcast by Vox Day recently in which he was asked his thoughts about modern paganism. He said, and I paraphrase, “Paganism today is just kids LARPing to the idea of old world religions. They’re role playing something akin to Dungeons and Dragons with no real belief.” I thought this was interesting in light of the article I was sent on *Neo-Paganism and the Feminist Spirituality Movement*:

However, some women were not willing to identify themselves as “witches”, and there arose a form of Goddess worship without any of the trappings of witchcraft. As Nevill Drury explains, “Although some Goddess-worshippers continued to refer to themselves as witches, others abandoned the term altogether, preferring to regard their neopagan practice as a universal feminist religion, drawing on mythologies from many different ancient cultures.” This has been called “Goddess worship” and the “Goddess movement”. These terms are frequently used interchangeably with, but should be distinguished from, **“feminist spirituality”, which includes the Goddess movement, but also feminist Christianity, feminist Judaism, etc.**

[...]

The principal beliefs of the Goddess movement are that the Goddess is a radically immanent deity and she can be experienced directly. The Earth is seen as the body of the Goddess and women are understood to connect to the Goddess through their experience of their own bodies, as well as the “body” of the earth. Goddess feminists also believe that the Goddess is constantly changing, manifest in the changing of the seasons and the human life-cycle, and perpetually self-renewed.

The Goddess movement offers women a new self-image and facilitates women finding their own innate goodness and natural divinity. It enables women to redeem and revalue the “feminine principle” and offers them positive images and symbols of female empowerment.

It may seem easy to dismiss the influence of the feminine on what is re-evolving into a new feminine-world order of spirituality, but I think it would be foolish to dismiss the influences of the Feminine Imperative – the Goddess Movement – that is manifesting itself incrementally in the power vacuum left by the abdication of masculine moral authority to the feminine. We read that Millennials may not be “as religious” as previous generations, but that doesn’t mean they don’t seek out ‘spiritual, but not religious’ metaphysical connections. They seek direction, and connection in religion, but they seek it in the secular, gynocentric terms they’ve been conditioned to believe they should define themselves

by. A similar parallel exists on the masculine side too. One of the reasons for Jordan Peterson's popularity is his 'ministering' to a generation of "lost boys" seeking direction in life. He is every bit one of the Lords of the New Church in the same way that the Goddess Movement speaks to another demographic of lost souls who seek absolution in the "divine feminine" – also a term Peterson is fond of.

The Nature of Power

July 18, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



From *Truth to Power*:

Real Power is the degree to which a person has control over their own circumstances.

Real Power is the degree to which we control the directions of our lives.

Are women attracted to Power? Yes. Why? Because a man who has it is in control of his own circumstances (to the best of his ability). People need to be reminded of this because we tend to think of power as some tyrannical dominance over others. Sometimes power is exercised as such, but that's not what defines real power.

There exist a set of Beta men who hold this idea because it fits into their self-loathing binary understanding of intersexual dynamics. On my *Incel*s post comment thread there's a conversation with a 25year old guy who considers himself an Incel and his self-awareness is one that he's hopeless to be anything else. He believes he has no power and therefore nothing a woman would ever want from a man. As he persists in this belief he's not wrong.

I'm proud of my commentariat for giving this guy some kind of hope and inspiration, but according to the *Black Pilled* set all they're doing is setting him up for failure and disappointment. Because if he attempts to empower himself he'd just be making himself a more efficient pussy-beggar and or/setting himself up for more failure. The game is rigged so stop playing it, right? And even if he had the kind of access to women he wished for 'the juice isn't worth the squeeze' is the circular logic, and he'd only be a failure from within a success – or something like that.

The old saying goes, '*Everything is about sex, except sex; sex is about power*'. But what is 'power'? The degree to which a person has control over circumstances that would otherwise govern their lives. But power is always measured by how it fits into a particular context, so in this instance that power is a control over sexual experience, gratification and ultimately reproduction. And really, this is the basis of how Hypergamy has become the socialized, prime-directive that is gynocentrism. What is the latent purpose of a feminine-primary social order? Empowering women to unilaterally control their reproductive circumstances and then as much of their own lives as follows that imperative.

Power is one aspect of attraction (sometimes arousal) for women. I would also say, by this definition, that power is an aspect of a man being Alpha, but it isn't the *only* aspect. I can point to a lot of men who have no real power, influence, affluence or even social proof who nonetheless pull women and have women pull him because they have a look that fit a woman's sexual ideal and/or had an Alpha mindset. I have been that guy.

Power is not a prerequisite for being Alpha, but the appearance of, the potential for, power certainly is. Remember, women are hardwired to seek out competency in men as part of their innate need for *security* in all its forms. This is why I make the distinction between power being 'attractive' to a woman (in the long term Beta Need side of Hypergamy) and not always an element in arousal – though when paired with an arousing man power is intoxicating for women sexually.

The appearance of, or potential for, real power in a man represents *competency* in his capacity to control the circumstances that would dictate the terms of his life. If a woman is to ultimately pair monogamously with a man, his access to power will ultimately dictate the terms of her life while paired with that man. So it follows that power would be a selected-for aspect of female attraction.

This is probably pretty remedial. "Duh, chicks dig power Rollo."

Power is a part of that Alpha ideal, but the question to ask is *why* is power attractive to a woman? This is where militant MGTOWs and *Black Pill* nihilists show their colors. Most will say it's because

they want control or some parasitic association with a powerful man to further their own ends. In essence it's about a need to control their circumstances by using a male proxy to exercise their own self-serving plans. It's all very melodramatic until you pick apart the latent purposes of female power. From an evolutionary perspective, what these guys think is "power" is really just social dominance, preselection and a good physique. That's why they're obsessed with the "Chad" archetype that bullied them in high school. That guy seems "powerful" and made a lasting impression on them because he effortlessly got women and reminds them of what they're not. Whether or not the guy is genuinely 'powerful' in the sense that he's in control of his own destiny is irrelevant – he has the appearance of what these guys think power should look like and he's rewarded with pussy for it.

So, what to do? Do the same shit feminists do; change the game and try to convince everyone that they are the *real deal* and the world that they figured out (really constructed) on their own is the 'real' game everyone ought to be playing. Unless you're Thundercock the Barbarian, which you never are, all you're doing is trying to be like him, which amounts to you accruing 'power', (however they define it) no matter how self-interested you think you are, with the sole purpose of giving it away to a woman – which she will use to more completely own you, because, that's "just how women are."

Feminists do the same thing from their own base of interest. They cannot compete for Darwinistic reproductive success with women whose SMV outclasses their own.

Solution: Change the game to suit their lesser capacity to compete; embrace fat-positivity, shame men for their innate sexual choices and expressions, disqualify hot women by disempowering and stigmatizing their strengths. Ban Grid Girls, cheerleaders on TV and remove the swimsuits from Miss America.

All of these are adaptive strategies for increasing reproductive success. The problem is nature confounds these efforts over and over again. The idea is to change the rules of the game; to literally control the reality and context in which it's played in order to make the ones changing it the superior players. Rather than find the cheat codes to play the existing game in 'God Mode' the idea is to just rewrite the game to suit their skills.

Ostensibly, the cover story of feminism has always been about some effort to achieve an idealized state of equality between men and women. This has never been the actual case, but even if we were to presume that this equality was tenable it still requires the players to ignore their strengths and weaknesses in playing the existing game and pretend that a new game, based on contrived rules, is now the true game. The problem is they can never get everyone to participate in the new game. The fact remains that we evolved to compete in a naturalistic game and most people instinctively get this reality even when they espouse a belief in the new game.

Beautiful women will aspire to a feminist-contrived norm, but on a root level of consciousness they understand that their beauty and sexuality puts them above their less beautiful sisters. This again is a form of power. It provides them a control advantage over their life circumstances and their hindbrains won't allow any pretense of a level playing field stop them from exercising it.

End Games

The same principle applies to the ends of MGTOW. I'm not even sure what the consensus is as to what an idealized outcome between the genders might be for a MGTOW mindset. Every time I've tried to parse out what happens when enough men go MGTOW that society shifts I'm usually met with some equalist future where women 'come to their senses' and take responsibility for their own

actions. That and crypto currencies seem to be what the future MGTOW utopia looks like.

I'm not being flippant here. I'm genuinely curious as to what the end state of a MGTOW society ought to look like. Feminists seem to think that egalitarian equalism and gender neutrality, and a world where men and women are coequal agents is a future that's possible. I've read the comparisons of feminism with Marxism and it's not too far off with regard to their stated future hopes. I don't buy any of it of course. It's been proven over and over that feminism is a supremacism movement, but I'm interested in what the hopes are for the the cover story of feminism.

I wonder the same about MGTOW. Both MGTOW and feminism are ultimately interested in power – in the respect that power is the control over the individual circumstances that govern our lives. MGTOW make it very clear that dealing with women is an unacceptable risk (by order of degrees) and that until such time as the risks diminish to an acceptable tolerance they'll simply 'go their own way' and avoid potentially dangerous entanglements with women. Sounds perfectly logical in a male deductive logic way, but what does the intended goal-state look like for MGTOW?

I've yet to get a clear consensus on this. Most of it seems to be awaiting an expected societal collapse whereafter women 'come to their senses' and somehow realize they really need men and voluntarily relinquish the power they hold today in favor of treating men more fairly. I'm doubtful of how realistic this is, but perhaps I'm mistaken in this being the perceived end game. Women of course would see this as being an abdication of their own interests – a surrender of feminism so to speak, but what does an acceptable 'truce' between men and women look like to feminists as well as MGTOWs?

I ask these questions because it seems to me that both movements depend on an adversarial state existing between the sexes. What would the inter-gender landscape need to look like for MGTOWs to deal with women or compete with other men? What would that landscape need to look like for feminism to dissolve and relinquish the abusive power it's established over the lives of men?

Love and Ambition

July 24, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I'm a psychotherapist working with couples, especially men who get left by their wives. I've studied your material for over a year now and the hypergamy stuff is dead on. I just wanted to share and maybe talk with you about the red pill rage that results — women love opportunistically yes, but many men who comment on your material are missing a component I believe. And it's not one I've heard you allude to much either.. When a man isn't pursuing his dreams and highest self, *the woman oftentimes interprets that as a lack of love for her*, as though continuing to stay competitive and strong in the world shows her that he is invested in the relationship. When men get lazy women actually feel discarded. The pain and the love is real – it isn't so simple as jaded men think.. that women are blood thirsty gold digging monsters. The female design feels unloved and devalued when her man

is not on fire for his own life..

I had this sent to me recently. It's actually a pretty standard trope for Trad-Con women who want to justify their leaving a husband or having left an old lover/baby-daddy. They like to pretend they're 'red pill' and so the only men who might qualify for their expired sexual market value will be Red Pill men who meet their new qualifications. One thing I'm seeing more and more of in this sub-section of the manosphere (really femosphere) is aged-out divorcé women who want to rebrand the 'red pill' to justify their unmarried, unpaired, state in the new sexual marketplace. As you might imagine, their solipsism gets combined with what they convert into a convenient rationale about what Red Pill men ought to be like. The lack of 'real men', real 'red pill' men is ostensibly why they're still single – no man is actually 'red pill' enough to satisfy their hamstering and thus, it's not they who have the problem, but rather the men who lack the balls to live up to those expectations.

If this sounds familiar – like maybe a feminist spouted off a version of it – you're right. I wrote about this rationalization back in *The Bitter Taste of the Red Pill*:

Game-aware women – the ones who have been forcibly exhausted of all pretense of maintaining the illusion that Game is a lie – feel as though it's owed to them, in their concession of Game's reality, that Men should use Game to women's benefit. Even to the last effort women still cling to the tools of a feminized acculturation;

"Yeah, OK, you got us, Game is really what women want, Hypergamy is the law of womankind, but now it's your responsibility that you use it for the better benefit of society by molding a new breed of improved Betas to accommodate fem-centric monogamy. You owe us our security for having admitted to the grand illusion that's kept you in thrall for so long."

It's an indictment of Game-aware women, and sympathizing men, that they should feel a need to delineate some aspects of Game into good camps (pro woman, pro feminized monogamy) and bad camps (manipulative, polygynous, male-centered). Even in the admission of the truth that Game has enlightened Men of, the feminine imperative still seeks to categorize the application of Game to its own end. That Men might have some means of access to their own sexual strategy is too terrible a Threat; Game must be colored good or bad as it concerns the imperatives of women and a fem-centric societal norm.

As the default, socially correct and virtuous concern, women have an easier time of this. **As Game becomes increasingly more difficult to deny or misdirect for the feminine, the natural next step in accepting it becomes qualifying its acceptable uses.** While hypergamy is an ugly truth, the characterization of it becomes "just how women are" – an unfortunate legacy of their evolution. However for Men, the characterizations of the harsher aspects of Game in its rawest form (contingencies for hypergamy) are dubbed "the dark arts".

Red Pill Women – A Convenient Rationale

I wrote this back in 2012. Some of my earliest posts were about predicting exactly this phenomenon in the future. The more Red Pill aware a woman is – or I should say, the more she consciously acknowledges it – the greater the need will be to find fault in men for not living up to what *they* redefine as 'red pill' canon. The more widespread Red Pill awareness of intersexual dynamics becomes, and the more accepted it is, the more it will serve as an alibi for women trying to rebuild a

life they destroyed themselves. It becomes a Red Pill man's 'duty' to forgive their indiscretions and help them recover too.

Over the years Dalrock has gone into how women *detonate* their marriages as a result of divorce porn fantasies. I'm not sure he really dissects the aftermath of their divorces. And this is only one way in which women may find themselves single around middle age. In *Preventive Medicine* I detail how women go through at least to periods of crisis level Hypergamous doubt during a marriage. Women's prerequisites for *attraction* (not *arousal*) shifts radically once she reaches the *Epiphany Phase* (29-31). She becomes far more compromising in terms of physicality in exchange for aspects of a man she finds desirable for long-term prospects of security. Whereas she may have only ~~dated~~ banged guys 1-2 inches taller than herself in her *Party Years*, now she's willing to entertain the idea of ~~dating~~ dating a guy slightly shorter than herself so long as he has a capacity for success and provisioning for her.

This is an interesting phase to pick apart because it's likely the first time in a woman's life that she's considering a relationship with a guy based on *transactional sex* as opposed to the prime directive of *validational sex* she's been pursuing for most of her *Party Years* (18-26). For the first time her long-term attraction is based on different aspects of a man's *Burden of Performance*.

During the *Epiphany Phase* a woman plays a complex game of internalized mental gymnastics. Her hindbrain understands that her sexual market value has been decaying for at least a couple of years prior to this conscious recognition of it. The enjoyment of the *Party Years* has to be weighed against the fact that she's progressively losing the attention of the men she would like to have 'enthusiastic' *validational sex* with, and the necessity of a long-term security with a long-term partner. Thus, the rationalization engine kicks into overdrive. She must convince herself that the less exciting (*arousing*) but better provisioning guy who's happy to have her at 30 represents the type of guy she 'should' have been with all along.

This is a self-bullshitting contrivance of course, but in her mind the guy who she's marrying or pairing long term with *must* be an example of a 'good prospect'. This is when she does the self-conditioning of turning her necessity into a virtue. She was "so crazy in college, but now she's matured and not like that anymore." Or she's "Getting right with God" or she's "Learned her lesson in ~~dating~~ banging those Bad Boys" who've characterized her intimate life up until this point.

Those are the easy self-contrivances; what's more difficult is convincing her hindbrain (that desperately wants the exciting *validational sex* with the Bad Boy) that the unexciting 'Good Guy' is really what's best for her. This is where women like to rearrange what's really important to them in a man.

This is the internal conflict that takes place in the *Epiphany Phase*, but what happens to the woman who never gets to consolidate on the 'Good Guy'? For a variety of reasons (mostly overvalued evaluation of their SMV) more and more women find themselves 'never marrieds' and/or they follow the timeline in *Preventive Medicine* and find themselves divorced of their own doing. In either case, women still work through a similar series of self-rationalizations with respect to what they're looking for, and what they feel they are entitled to, in a man around 38 to 45, sometimes as late as 50.

And this is where the Red Pill feeds that female entitlement schema. The logic goes like this:

If I'm a Red Pill woman and I agree with all of these Red Pill men who, despite all my misgivings, align with my (self-defined and sanitized) definition of what it means to be "red pill", then these men owe it to me to unplug from their Blue Pill delusions and see me for

the jewel in the rough that I really am.

I think the time a woman is most likely to discover she's a "Red Pill Woman" is conveniently at the point in her life when she's at her most necessitous. You will almost never find a girl of 22 who'd want to identify as a Trad-Con "Red Pill" woman – the incentives to do so simply don't exist at this age. The fact that it is predominantly Traditional Conservative women who are either just pre-Wall or post-Wall, single-mothers, never married spinsters, divorcés or married-to-lesser-Betas who wish to redefine 'Red Pill' to use as a litmus test for the type of men they believe they're entitled to is no coincidence.

Message to the ladies: Men don't owe you shit. If you happen upon a man who shares your entitlement belief-set, a man willing to forgive your past indiscretions and marry you despite a ruthless marriage/divorce industrial complex arrayed against him, then thank whatever God you pray to and fuck that guy's brains out to keep him happy, but don't pretend it's because either you or he is "Red Pill". The fact that he would entertain the idea of a relationship with you disqualifies him from being "Red Pill".

If you find yourself *single, never-married at 38* and it "just never worked out for you" it's time you look past your solipsism and find some real introspect. The problem begins and ends with you.

Love and Opportunism

Now, all that said, the 'psychotherapist' who sent me this does have some legitimate points.

When a man isn't pursuing his dreams and highest self, *the woman oftentimes interprets that as a lack of love for her*, as though continuing to stay competitive and strong in the world shows her that he is invested in the relationship.

First of all this is flat out false; I've written several posts that illustrate **exactly** this perspective. From *Setting the Rules*:

Once a woman understands the gravity and legitimacy of your purpose / passion, only then can she come to appreciate the significance of you foregoing or postponing the dictates of that purpose for her. She will never feel more important to you than when you (occasionally) lift her above that legitimate, verified purpose.

Women will never appreciate a relationship that is a Man's greatest ambition.

That's an old (obscure?) post I wrote some time ago, but the basic principle is that a man must be fearless in his pursuit of his passions both before and after he's entered into some kind of committed exclusivity. In *Acing the Test* I point out that women tend to shit test for different things while single and when in an LTR. In a long term relationship these test are characterized by the need to quell the Hypergamous doubt that she paired with a guy who is, or has the potential for competency. In other words her Hypergamous hindbrain wants to know it made its best 'bet' on you.

And while that's all fine and well, her hindbrain's insecurity wars with the need for you to retain your ambition and your being emotionally available for her. When these two aspects come into conflict it is up to a man to retain the world, the Frame, he's established in which she feels comfortable and yet uncomfortable enough to know he's competent to be powerful in directing his own course in life.

When men get lazy women actually feel discarded. The pain and the love is real – it isn't so simple as jaded men think.. that women are blood thirsty gold digging monsters. The female

design feels unloved and devalued when her man is not on fire for his own life..

Again, this is a perfect illustration of the differences in the concepts men and women each independently hold when it comes to love. Men love Idealistically, women love Opportunistically and this quote spells this out in no uncertain terms – in fact it’s so ironic I’m not sure the woman relating this to me even realizes what she’s doing. Women intimately associate a man’s ambitiousness, his drive for mastery and power, his want for dominance, with her *Opportunistic* concept of love. She’s correct here, when men get lazy women feel discarded. However, this is because a man contenting himself with how things are and dropping all ambition confirms what her Hypergamous nature fears most – he’s really incompetent.

This is especially salient when a man trades his ambitions (assuming he had them) for a relationship with her. This reverses the Burden of Performance to her and as a result she feels unloved because her concept of love is founded on his capacity for competence. She feels unloved because opportunism defines her concept of love; and he only confirms his worthlessness by abdicating his Burden of Performance.

From Love Story:

Men are expected to perform. To be successful, to get the girl, to live a good life, men must *do*. Whether it’s riding wheelies down the street on your bicycle to get that cute girl’s attention or to get a doctorate degree to ensure your personal success and your future family’s, Men must perform. Women’s arousal, attraction, desire and love are rooted in that conditional performance. The degree to which that performance meets or exceeds expectations is certainly subjective, and the ease with which you can perform is also an issue, but perform you must.

A lot of this relates to the standard Mental Point of Origin conversation.

Blue Pill men are conditioned to think two things:

1 When they get married their troubles are over with respect to the sexual marketplace. Because they believe women share their own idealistic concept of love for love’s sake that it shouldn’t matter how they perform now. The Burden of Performance, if they ever accepted it, gets replaced by the idea that she’ll love him “for better or worse, in sickness and in health, for richer and for poorer” and therefore he doesn’t consider it as a prerequisite for her love and intimacy.

What he fails to ever grasp or accept is that men and women have different concepts and approaches of love. His Pollyanna Blue Pill Disney preconditioning leads him to believe in happily ever after and his failings and vulnerability and fears will not only be accepted by his wife, but will be a source of their marriages strength and intimacy. This is exactly why the transvaluation of vulnerability-is-strength is so dangerously wrong in modern LTRs.

2 This is the husband who lives in a Blue Pill fantasy land, so rattling his cage about the visceral realities of Hypergamy and telling him his wife never shared what he believes is a mutual, universal concept of love is like telling him God is dead. When Beta/Blue Pill husbands enter into marriage their singular goal is ensuring his wife’s satisfaction and happiness. He still suffers from never making himself his Mental Point of Origin and making womankind his reflexive mental priority.

He makes **her** his world. If he had a sense of his *Burden of Performance* he diminishes or replaces his own ambitions with the ambition of making his wife ‘his world’ – and God forbid anyone tell him

anything counter to the “you gotta work to keep things fresh” mantra he learned about marriage throughout his single years. Telling him he needs to be more self-important is the antithesis to this conditioning, but it’s exactly the catalyst that will cause his divorce. Women don’t want to marry their Beta orbiters, so how would you expect them to feel when the man they’re supposed to live the rest of their lives with turns into an orbiter. But he’s been taught to sacrifice EVERYTHING to keep the relationship “healthy”.

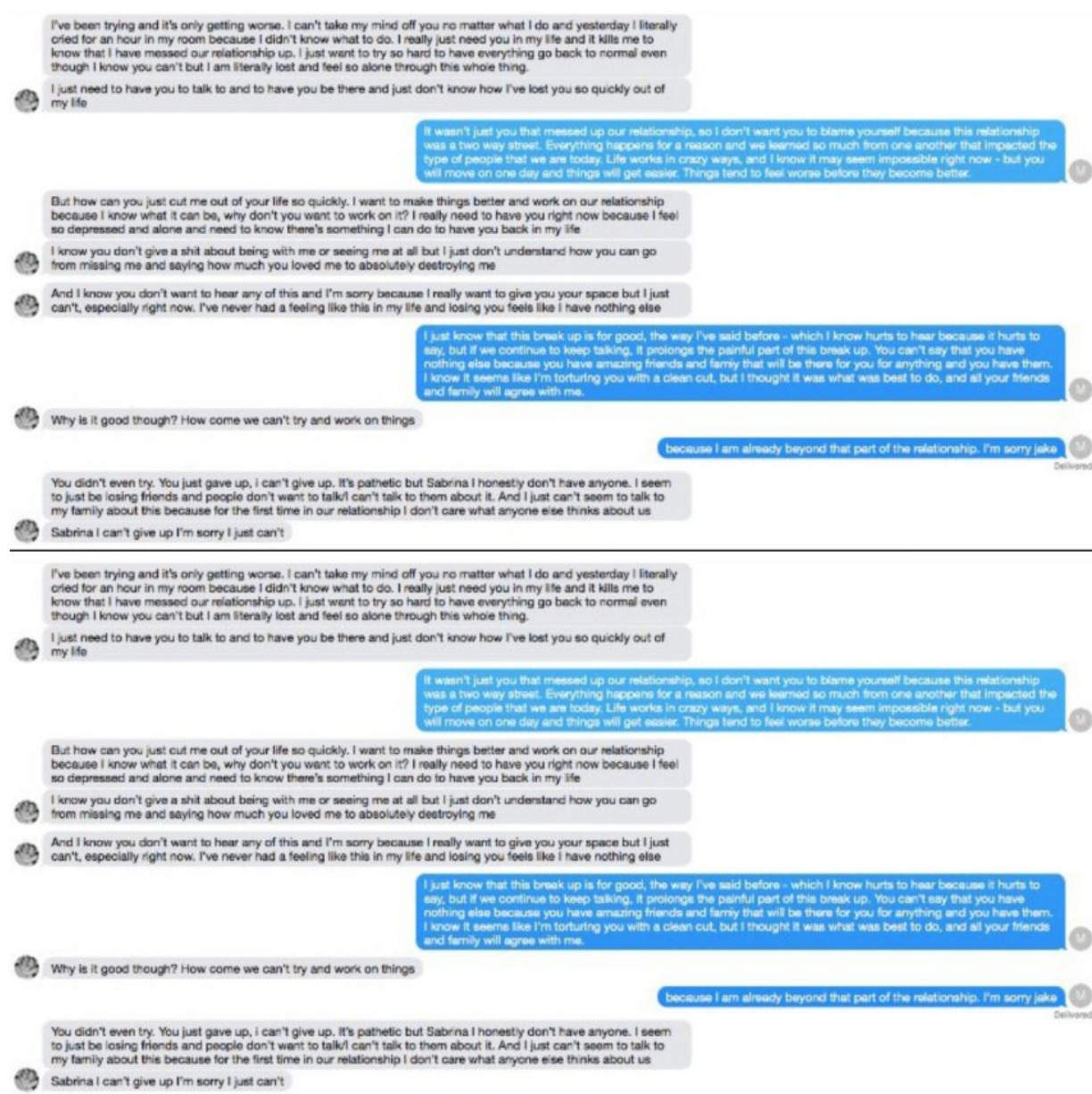
From *Roissy’s 16 Commandments of Poon*:

III. You shall make your mission, not your woman, your priority

Forget all those romantic cliches of the leading man proclaiming his undying love for the woman who completes him. Despite whatever protestations to the contrary, women do not want to be “The One” or the center of a man’s existence. They in fact want to subordinate themselves to a worthy man’s life purpose, to help him achieve that purpose with their feminine support, and to follow the path he lays out. You must respect a woman’s integrity and not lie to her that she is “your everything”. She is not your everything, and if she is, she will soon not be anymore.

Blue Pill Trauma

August 1, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Something I'm asked a lot is,...

“How do you unplug a guy from the Matrix? All of this Red Pill awareness about intersexual dynamics has radically changed / saved my life for the better! I want to let my friends, my brothers, my dad, know about this knowledge will help them in their relationships, with the women their involved with, and dealing with women in life in general.

This stuff is SO IMPORTANT. But I run into such resistance from even my close friends and family. What can I do? I want to give these guys your book and discuss it rationally with them. I want to pass on this awareness like you encourage, but it's like they're just unwilling to see the truth. They don't even want to talk about it. They just want to persist in doing shit that's frustrating them and dealing with women from a blue pill perspective. Rollo, how do I help my brother?”

There was a time when I was a moderator on the *SoSuave forums* when we would discuss exactly this question. The frustration of knowing that your brother or your best friend could be living such a better life if only they would open their eyes and see how they've been trapped in a way of thinking about intersexual relations that they were conditioned to accept from a very early age. Believe me, I still get frustrated today. I see stories about how a guy like the one in the discussion above here is on the verge of despondency or suicide because they're unable or unwilling to consider anything outside the box that the Blue Pill will allow for.

That's a pretty serious thought. Blue Pill conditioning, and a guy's capacity to break away from it, is literally a matter of life and death. Now, imagine you're a Red Pill aware man and you have the experience of seeing your best friend or brother's descent into relationship madness only because his ego-investments in the *Old Set of Books* won't permit him to think any other way. They'd rather put a noose around their neck than reconsider their investments in how things *ought* to be between men and women.

She's My Everything

We're going to come back to this question later in this essay, but now I'd like you to have a look at the IM exchange I had a reader make me aware of on Twitter this week. I apologize for the resolution; the tweet was deleted not long after I commented on it and I had to rely on screen captures. What you're looking at here is an exchange between a very invested Blue Pill guy and the thought process guys like this typically go through when the woman they've made their '*everything*' wants them gone. There's a lot going on in this and I wanted to parse it out here. When you're Red Pill aware for any length of time it can sometimes be confusing to see the thought process that Blue Pill conditioning predisposes a guy to. The *Red Pill Lens* is one of the gifts (and curses) of having unplugged, and internalizing the awareness can make us somewhat confused or jaded to the experiences of guys who are still plugged in and trying to make their blinded understanding of intersexual dynamics work for them.

"Can this guy really not see why this girl wants to get away from him?" From a Red Pill perspective we might think this guy is an idiot for not seeing what he's doing. It's plain as day for us so there must be something wrong with him, right? Usually, the only thing wrong is that these guys' Blue Pill conditioning has limited them to understanding their situations from that old set of books – the rule set that they believe (like a religion) that '*quality women*' acknowledge and play by too. Let's try to put this jadedness aside for a moment.

[...] I can't take my mind off of you no matter what I do and yesterday I literally cried for an hour in my room because I didn't know what to do. I just really need you in my life and it kills me to know that I have messed our relationship up,...

This kid's (it reads like he's an adolescent) whole exchange is riddled with self-incrimination. This is an intrinsic part of Blue Pill conditioning – the guy is always at fault in any break up. Even with his now ex's admission of her own complicity in their split, he'll have none of it. If a relationship, a marriage, fails it is *always* because a guy wasn't invested enough; even if she cheated on him the Blue Pill conditioned mind will only accept his complicity in her looking outside the relationship. I should also add that this is an integral part of the *Promise Keepers* mentality as well as the 'Oprah-Marriage Counselor Approved' notion that "relationships take a lot of work" and it's *always* a man's responsibility to qualify himself for a woman's intimacy by maintaining that work.

As a result, the Blue Pill mind automatically defaults to self-blame and looks to find ways to

negotiate some kind of new work-program that will *'fix'* the *'broken'* relationship he somehow caused. Blue Pill conditioned men are still men, and as such they default to the deductive reasoning that we're largely predisposed to. So in that Blue Pill state it seems like logic to look for solutions that will put the relationship back together again. This is how Blue Pill men's minds work; they have a set of (Old Books) rules they believe everyone is, or ought to be, playing by and since he also believes the lie of coequal agency (blank-slate) between men and women he thinks a woman's desire and intimacy can be deductively bargained with.

He realizes his failing and will be sure to correct it. But that's not how all this works. In fact, it's this very acknowledgement that only reinforces this woman's decision to leave him. Hypergamy is rooted in doubt, and it turns out he is as Beta and optionless as her Hypergamous hindbrain suspected. His reaction to her confirms it.

[...] *how can you just cut me out of your life so quickly?* I want to make things better and work on our relationship because I know what it can be, why don't you want to work on it?

I'm trying to avoid most of the clingy emotional shit in this exchange. Blue Pill guys will pepper in their emotive state even in the best of times in a relationship, but when they're facing a break up, that's when all the stuff he's been taught about *vulnerability* being a strength turns into a huge liability for him. Not to mention it disgusts the woman leaving him.

Here we see the standard Blue Pill bewilderment over why this woman he's deeply invested in can so casually blow him off and move on. Isn't she playing by the same rulebook he's been playing by since he learned to dutifully put women as his *mental point of origin*? I linked my *War Brides* essay in his quote above because this is the nuts and bolts reason as to *how* women can, and often do, move on so quickly. It is literally part of women's preinstalled mental firmware to have the capacity to turn on a dime with their emotions.

Next he makes the Blue Pill appeals to *Relational Equity* and declares his willingness to 'work on the relationship' in order to fix it. In a breakup this 'work on the relationship' narrative works against women; particularly if the guy they're leaving is overly invested in equalism. He's been taught that "open communication is the key to any healthy relationship®" so he's confused as to why his coequal 'soul mate' wouldn't want to work on things and patch it up. When things are good the 'work on things' narrative is a benefit for women getting the things they want, but when she wants to leave a Blue Pill guy (usually because she wants to open herself to better Hypergamous options) it's a leash around her neck. Why doesn't she want to 'work on the relationship'?

This is really what defines his outlook on this breakup, but he can't see that it's what his Blue Pill conditioning has embedded in his ego. He is incapable of interpreting his situation in any other way.

Everything I've done in my life has been to better our relationship. And to be here in Kingston without the person I moved here for is killing me. I have made every step possible to make sure we have a good relationship. Is there any part in your heart that can just take the time to talk to me and hear me out

You've ruined my life and you won't even give me the chance to try and make things better. I have absolutely nothing and I don't care what you say about my friends and family because I don't want to talk to them about anything. I have nothing here I have nothing anymore but a terrible job and a city that I can't be in because all it does is make me think about you. I can't just appreciate the times we had, I need to appreciate the times we can have and could have together. I need more time with my best friend, if I can't then I don't know what I'm doing with my life. I just don't know where we went wrong

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So, yeah, it gets worse. Now we discover that this guy has done exactly what I explained most Blue Pill men do when they define themselves by their ego-investments: the Blue Pill kills their capacity

not to just achieve their dreams, but to have dreams or ambitions at all. We have a guy whose dreams center on being the “perfect boyfriend”; the guy who’ll literally do *anything* to make it work. A ‘good relationship’ is his highest aspiration, so when that woman isn’t playing her part – playing by the ‘*do anything to make it work*’ rule set – the response is usually to find fault in himself, because to find fault in his ‘soul mate’ is to question the whole Blue Pill mental apparatus.

But still, she won’t play ball, so there are 3 possibilities: The first and go-to reason is that he must’ve fucked something up somehow. The next is that there’s something wrong with her because she’s not playing by the same rules he was conditioned to believe women play by. And lastly there’s something wrong with his entire ego-invested Blue Pill outlook on the whole rule set. That last one is the most difficult and unlikely conclusion a guy will ever come to.

Out Come the Knives

More often than not this is the stage at which the woman involved begins building her defenses against the attacks her ex Beta boyfriend is lobbing at her in an effort to explain why “working on the relationship” isn’t solving his fear of having to be single (and optionless) again. You’ve got a Blue Pill conditioned guy who believes he’s done everything *by the books* and is now very confused that his commitment to ‘*making it work*’ hasn’t earned him the Relational Equity that any coequal, co-rational, woman should count towards his value to her. Whatever he did that was ‘wrong’ should be *paid for* by that equity. And anyway, the rules clearly state that open communication and negotiation are what’s expected from her too, right?

Only, that ‘equity’ isn’t protecting him from a Hypergamy that can’t afford for her to spend a minute longer with him. But he doesn’t know this, so, like any deductive Beta he pleads his case and *this* is what sets off her defensiveness.

Even the sweetest, most unassuming wallflower of a girl has her ego intimately linked with Hypergamy. Optimizing Hypergamy is her Darwinistic prime directive in life. So when just the notion of her being forced to compromise that optimization looks like a possibility she rebels with the intensity of a survival instinct level of self-preservation. There was a time when social controls were expected to buffer the worst exploits women would use to optimize Hypergamy. Arranged marriages, social and religious conventions, peer pressure, etc. were all, in some part, a means to controlling this survival instinct, gut level anxiety – and instituting a degree of control over Hypergamy by men and society.

Today, in our post Sexual Revolution dystopia, the idea that a woman might be personally or socially expected to compromise her Hypergamous stakes in life is met with that reflexive, feral, survival instinct. This is why women bristle at the idea that they might ever need to “*settle*” on Mr. Good Enough once they reach their sexual market expiration date. It’s like telling their hindbrains that they need to consider spending the rest of their lives invested in children that aren’t as good as they might be had they held out a little longer. Hypergamy bets a woman’s life on a future with a given man, so yes, it’s very muck a survival instinct.

All of this gets compressed into the hostility a woman feels when a ‘lesser man’, one confirmed to be unworthy of that lifetime bet, essentially tells her she’s wrong for betting on him and then removing her bet. That feral response comes at him full force, but only after she’s absolved her complicity in playing along with his Blue Pill paradigm. She needs to be able to explain to her ego that she did *try* to ‘let him down easy’ before she ripped off the bandaid in one go. Now he’s “crazy”, “needy”, has “mommy issues” is “insecure” and various other rationales as needed to keep her ego blameless for

what she really knew was his dedication to the Blue Pill.

He's Blue Pill, but He's Crazy

I'm sure there are men and women alike reading this and thinking, well, this guy **is** genuinely disturbed. Maybe he's just an Incel who made good for a while and then his codependency surfaced and she wisely ejected from the relationship. That seems like an obvious take, but I'm going to argue that *all* Blue Pill conditioned guys *are* this guy. That life-long conditioning plays on men's innate *Idealism* and fosters exactly his way of thinking. When women are your conditioned *Mental Point of Origin*, rearranging your life to accommodate "working on the relationship" is a natural progression. Getting *Zeroed Out* is a lot easier when you're taught to believe that you literally cannot live without a woman.

Finally, we come to the point where this guy – maybe the friend you've been trying to unplug before something like this happened – is confronted with staying the course, self-righteously accepting his dumping and clings even more so to his Blue Pill Lens on the world, *or* he develops some introspect and confronts the idea that his outlook on the set of rules he's been playing by is not valid. The most common way men find the Red Pill community is via an experience like this. Unfortunately, it often requires a significant life trauma to shake the sleeping man awake, but having your outlook on intersexual dynamics challenged is the only way most men will ever be open to anything contradictory.

When men ask me, "Rollo, my friend, brother, dad, are heading towards something awful, how do I get them to realize they need to unplug?" I have to say wait for the right time. There are some guys who will make this transition on their own and all it might take is your handing him my book and talking about it. There are some guys who will come to it because what they're doing isn't bearing fruit in their personal lives and they become Red Pill aware because circumstances pushed them that way. But most men are Betas. Most of them have lived through an extensive conditioning that put them right where this guy is, and most of them will fight you tooth and nail for trying to convince them they were raised the wrong way.

It's sometimes just easier to *ghost* on these men, but what do you do when it's your brother who *White Knights* at any opportunity in spite of being run through the machine of a Blue Pill social order? My best advice is to wait for your moments. A lot of people will tell you that it's manipulative to lay the Red Pill on a guy who's at his most vulnerable, but it requires a stripping away of all the Blue Pill pretense and mind-fuckery to really make a cogent case and unplug the guy.

I would always advise that you stay honest, open and forgiving of the guy. Most likely he's told you how fucked up or misogynistic your world view is in his White Knighting efforts in the past. It's like he ridiculed you for thinking you could 'educate him'. You have to let that go when you make your case for Red Pill awareness. It would be better to *ghost* him than to be vindictive, gloating or tell him "I toldja so." Let him tell you you told him so when he thanks you later.

As an aside here I need to draw readers' attention to just how vulnerable this shit makes Blue Pill, Beta mindset men to the predations of what I call "*Success Porn*" brokers. One of the most fucked up outcomes of understanding how Blue Pill idealism affect men is the desire to capitalize on this weakness by *Purple Pill life-coaching hacks*. One in particular is RSD's (Real Social Dynamics) new "get me a girlfriend game" program that, in my opinion, plays directly on this hopeful Blue Pill "make it work" idealism.

“Life Coaches” see this neediness as a perfect niche to sell Blue Pill dreams back to guys who want to cling to their Blue Pill security blankets in Red Pill awareness. How miraculous would it seem to think you’re Red Pill savvy enough to make all your old Blue Pill dreams – the ones you went through hell to disabuse yourself of – come true. Hacks like this are too happy to ruin your life for you in rekindling that fantasy as long as you buy the premier edition of their “program”. Caveat emptor.

The Myth of the Alpha Female

August 12, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

On last Saturday's Red Man Group we took a call from a woman who has apparently just discovered the "red pill school of thought" and looked up whatever convoluted definitions she could find from the 'normie web' to better understand it. For context, the whole exchange began around the 2:04:00 mark here, but the bit I want to dissect I've cued up to 2:09 in the above video. The Red Pill as a praxeology is often something most uninitiated people don't have the patience to really want to understand. So when they're confronted with a Red Pill truth that conflicts with some ego-invested belief they often just resort to what I call "*point and sputter*" – they spit out some school yard taunt, tell you how unbelievable it is anyone could ever believe such a thing in this day and then move along to whatever ideological site they're comforted by.

Credit where it's due, this woman (and I apologize for not getting her name) at the very least was prompted to ask some questions about how we come to whatever misattributed ideas she read were what it is we think. Listen to the whole exchange for context. In the beginning I was asked the standard "what do you tel your daughter about all of this?" as if this is going to somehow shame me back down to earth, but the part she was most distraught over was the idea that "women are only valuable for what they look like".

My response to her was based on an essay I wrote 4 years ago titled *Separating Values*. In that piece I tried to outline how women today have trouble separating their sexual market value from their self-perceived personal worth:

Conflating Values

One of the major problems women have, and more than even some red pill men have, is the conflation of sexual market value with their intrinsic personal value as a human being.

It needs to be emphasized that while personal value is influential in sexual market value, SMV is distinct from your value as a human being. I'm stressing this because, in the age Disney Princess empowerment, this conflation of the two has become a go-to social convention; and not just for women.

What [Robin] Korth suffers from is presuming her personal value *is* her sexual market value.

It's disruptive to her self-perceptions and ego-investments when that presumption is challenged by a man who doesn't want to fuck her for reasons based on the intrinsic value she believes she's entitled to by virtue of maturity and imaginings of self-sufficiency. Just as women aren't aroused by men's own self-concepts of virtuousness and aspirations of higher purpose, men aren't aroused by whatever ephemeral self-perceptions a woman may have.

Listening to this woman's concerns, it's a fairly common refutation and one we come to expect from a mindset that presumes men callously objectify women out of hand, or due to their being taught to be so by a chauvinistic toxic masculinity. Women cling to this because it *sounds right* and reinforces the victimhood narrative that defines the collective identity of the *Sisterhood*. So when they read it or see it openly embraced, or spoken about men in a positive context it's confirmation of an offense

they *want* to believe is endemic in men. Thus, we get the “literally shaking”, sound of a quavering voice.

However, all of this gets in the way of women really understanding that they’ve been conditioned to conflate their personal worth with their sexual market value. As I mentioned in my response, a woman can be a wonderful humanitarian, a great mother, the CEO of a Fortune 500 company or someone who adds value to the depth and breadth of humankind, but it won’t make her look any better in a bikini. And that is where sexual market value starts for women when it comes to men’s arousal and attraction. For as long as I’ve been writing this blog I’ve tried to explain this in as simple a way as possible; *men and women are different*. Part of our differences is that what constitutes sexual market value for one sex is not an equal evaluation for the other. For as much as the equalist mindset pervades our social consciousness, the reality is men and women are different in many fundamental ways.

One reason Red Pill awareness in men gets vilified by women is because it nakedly exposes, discusses and develops sexual and life strategies around some very Darwinistic and unflattering realities of intersexual dynamics based on those differences. But exposing these differences is only offensive to this social order because there is a presumption of a blank-slate equalism that’s been embedded into every aspect of our gender understanding for almost 70 years now. This offensiveness is less about the actual nuts and bolts of evolution, biology and psychological differences between men and women, but more so it’s about the ego-invested idea that men and women *should* be blank-slate, functional equals in all respects. Even this presumption is a horse-shit cover story for the latent purpose of feminism floating the lie of “equality” – fundamentally disempowering men so women can aspire to be their masters in various ways.

The woman from our discussion expressed this barely containable angst that men only value her as a sexual object, and it’s important to suss out the reasoning for this confusion and rage. As I mentioned, the problem women have is an inability to separate their sexual market value from their personal value a ‘*basic human being*’. A quote I’m known for is “*virtue is anti-seductive*.” No guy ‘virtues’ a woman into bed, and while I get push back for devaluing the importance of virtue occasionally, what I don’t get is any disagreement from men or women on that point. Virtue, intelligence, honor, duty, wisdom and any number of other esoteric features that would make a man a terrific human being do nothing (or sometimes work against him) for his raw visceral sexuality that women are *aroused* by. For men, however, these traits and many more will definitely add to his *attractiveness* as a long term prospect for women.

In men, affluence, status, intelligence, improvisation, creativity, ambition, drive, perseverance, humor, positive-conventional masculinity, and many more aspects make this man an attractive choice for a long term relationship *with women*. These are attributes that contribute to a man’s sexual market value, but they are incomplete without a raw, visceral physical component. Hypergamy serves two masters, Alpha seed and Beta need – and as such it hates the one and loves the other depending on what a woman’s most pressing necessity happens to be at that point in her life. Women have an innate, limbic understanding of what makes a man a complete package – a *great catch*.

Where this and most other women fail is that their own *Fempowerment* conditioning teaches them that what makes a man attractive, what makes his SMV appealing to women *must* necessarily be what makes for her own personal value and sexual market value. The reason this woman is shaking here is because this conditioning has convinced her and generations of women to build a life predicated on a fallacy: What makes her a “*good person*” should necessarily make her attractive and

arousing to men. This is a great falsehood that is the root of many of the gender conflicts and misunderstandings we see around us today.

Gendered Differences in Attraction

The things that make a woman's sexual market value high are not the same things make her sense of personal worth high. Yet, this is exactly what the Feminine Imperative conditions women to believe and seeks to shame men for not complying with this fallacy. When men opt for *younger, hotter, tighter* at all ages of their own maturity, the visceral message is clear – it makes no difference what a woman's personal value is when it comes to sexual valuation. Where women fall short is they presume that men cannot appreciate women for anything **but** their sexual value.

This is an interesting dynamic since the Imperative teaches women never to implicitly **do** anything **for** a man.

The prime directive of feminism for the past 50 years has been founded on women striving to achieve the ideal of the *Strong Independent Woman®* (SIW). This SIW ideal is the carrot that gets the mules to pull the cart. That ideal is never fully attainable because if it were it would make an end state for feminism a realizable goal rather than the self-perpetuating social mechanism it is. The SIW ideal is intentionally ambiguous, but the concept is based on selling women the idea that they can not only “have it all” but they can be it all too. The ‘independence’ feminism sells predicated on being a self-sustaining, self-satisfying, autonomous ‘thing’ that doesn't **need** for anything. A woman is every bit as good a feminine role model as she is a masculine one, ergo, she has no need for men beyond the physical aspect. In fact, an *independence* from men, from **any** form of dependency on men, has been part of the feminist charter since *Seneca Falls* in 1848.

From a Red Pill perspective, and in my opinion, this *independence* from men has been the single most damaging aspect of feminism in its history. Men and women evolved to be complements to the other and in evolutionary terms are far stronger together than apart. Each compensates for the one's innate weaknesses with the other's innate strengths. Feminism preaches two lies in this respect – the first being that a woman can “have it all”, but also she can be an autonomous being with no intrinsic needs beyond what she can provide for or address herself. The lie is that she “don't need no man” when a hundred thousand years of evolution says different. Men and women need each other, but it's feminism that's selling the lie that they don't.

The ironic part about this socialized lie is that in emancipating women from the ‘dependency’ of men feminism has founded the basis of ‘having it all’ on how closely a woman can emulate a man. The definition of a *successful* Strong Independent Woman is how closely she can replicate the success of men. This ideal for SIW success is based on a masculine ideal. As feminism has refocused women's goals on these masculine ideals it has systematically altered the definition of femininity to align with its ideal of ‘success’.

The Myth of the Alpha Female

As part of that new masculine ideal of female success, along came the concept of the *Alpha Female*. I've read dozens of articles about this fantasy creature; how she's a boss who takes no shit and turns companies around from the brink of bankruptcy by virtue of being female. A woman of the future who emulates and exceeds the successes of any apex-male CEO of those sexist Fortune 500 companies. Even if she's not a high powered exec, the match (literally) of any man, women still love to imagine themselves in this “alpha” role in their own little worlds.

‘I'm an Alpha Female, and maybe I'm not a jet setter, but I'm a Type A personality and as such I'm

headstrong, a go-getter woman who knows what she wants.”

This sloganized mental model is part of the new Strong Independent Woman® costume that feminism is selling to women today.

If you’re a woman who’s bought into the *Confidence Porn* narrative that’s so popular today, allow me to ruin that image for you. There is no such thing as an “*alpha*” female – at least not in the respect of the idealistic *Fempowered* fantasy you think applies to you. The Feminine Imperative likes to convince women that they are ‘Alpha’ using that same masculine model definitions I detailed above here. The Strong Independent Woman meme only holds up insofar as it emulates masculine success and a masculine defined concept of ‘Alpha’. By this definition **every** woman has a potential to be an ‘alpha’ female in her own little way. Like I said, the *Confidence Porn* women gobble up is so tasty because it’s so achievable – all you have to do is cop the “*I’m the boss, I’m a Type A person*” attitude, put some foam inserts in the shoulders of your ‘power suit’ and you too can be Alpha because you say so and you walk the same walk as an Alpha Male.

The push for female-primacy has conditioned generations of women to expect an entitled, default respect, and a deference to their authority from men. They’re told at every opportunity from the time they’re 5 years old that they can do anything, have it all, be it all, and they’re the “natural leaders of the future”. By extension this leads women to the Alpha Female trope.

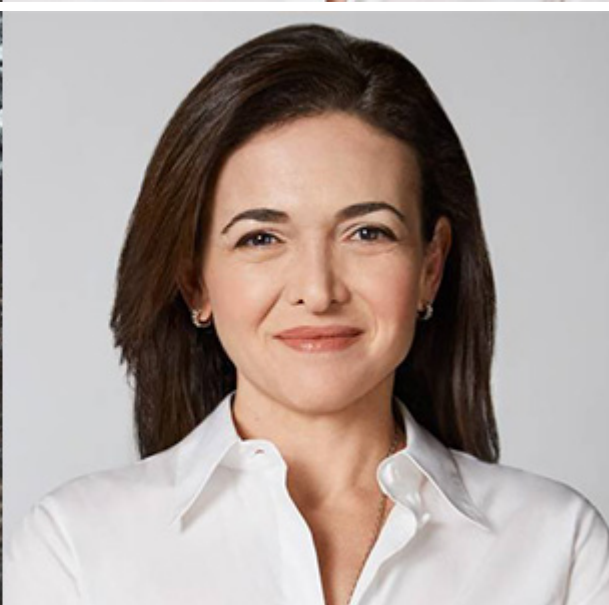
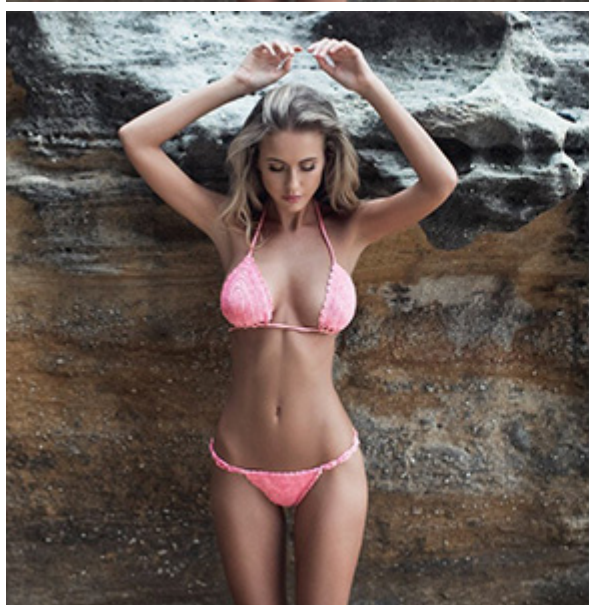
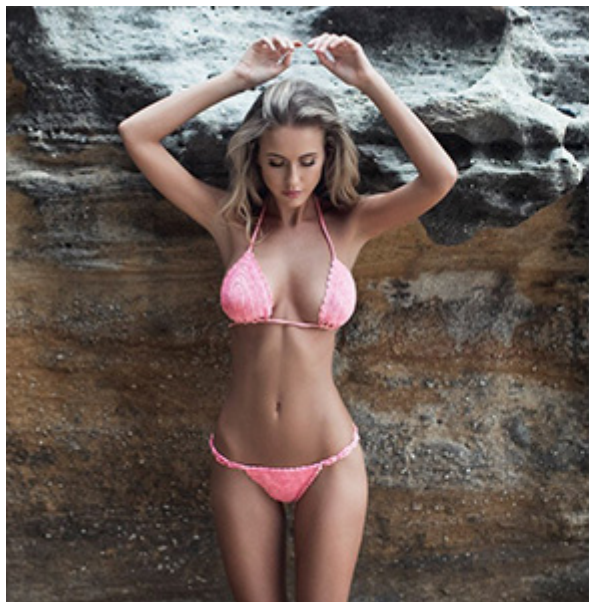
Ironically, the same people who love to ridicule the idea of ‘Alpha Males’ completely accept the concept of an *Alpha Female*. They’ll make funny videos ridiculing the Red Pill for using ‘alpha’ as a referential term – “*These jokers think they’re wolves or Silver Back Gorillas, hur hur!*” – but they’ll eagerly embrace the idea of an ‘alpha’ female. That conditioned deference of the feminine makes it believable; and they like the idea that identifying with women’s delusions of empowerment might get them laid.

Attribution Bias Error

The error that women and feminism make in the ‘Alpha Female’ respect is an attribution bias error. Women are conditioned to believe that if they value the aspects of what makes men attractive, what makes them a good pairing, that men must also value those traits in women. If status, power, social proof, affluence, careerism, drive, etc. is what gets *them* hot for men (in the long term) then possessing those traits themselves must also be attractive in the reverse. Unfortunately for women, they’re painfully (but slowly) learning that men and women are in fact different and the lie of egalitarian equalism has essentially cost them a future with a husband, children and family living.

In order to counter this harsh reality an industry in biotech egg-freezing has sprung up around the very real female insecurity that these confident Alpha Women won’t find a *suitable* man to start a family with now that they are well past *the Wall*. Feminine-primary society is capitalizing on this fear.

But the reverse is true; men’s sexual selection criteria is far more simplistic than women’s. From an evolved, naturalist perspective men select women based on looks and sexual availability – and on a subconscious level women know this, yet they rationalize that men *should* be interested in their coequal professionalism, status and any number of intrinsic qualities they believe they possess. The root of this misunderstanding is once again the socialized lie of egalitarian, blank-slate equalism. Only now women expect that if they invest themselves in the same pursuits as Alpha men that this *should* compensate for their lack of physical appeal. If men and women are functional equals what defines male dominance should also define female dominance. Evolution says differently.



The woman on the left (Renee Sommerfield) is the true *Alpha* female by the standards of evolutionary realities. The woman on the right (Sheryl Sandberg) is what our gynocentric social order would have men believe should be considered an 'alpha' female. This is the conflict that's at the heart of so many manufactured crises of attraction for women and the failure of their long-term plans to have a family.

The Alpha Female is really the woman who best embodies what men's evolved, biological imperatives determine what makes her an attractive breeding and long-term mate choice. Men's criteria is very simple; fitness, youth, assertive sexuality, playfulness, conventional femininity and genuine desire to please him. Beyond this, submission, respect, nurturing (potential mothering qualities), a natural deference to male authority, humility, admiration and an unobligated desire to recognize that man as her complementary partner are just some of the long-term attributes that make a woman someone a man might want to invest himself in a family with.

Unfortunately all of this criteria is counter to the message '*alpha*' Females are taught are valuable today. They are taught that **anything** a woman might do for the expressed pleasure of a man is anathema to the *Strong Independent Woman*® meme. The presumption is that a desire to meet any of this criteria is a *failure* on the part of a woman who demands to be the 'equal' of a man. Even acknowledging the innate, complementary natures of men and women is an affront to the equalist

narrative. Furthermore, any man who would base (much less express) his own decision making criteria as such is shamed via social conventions. The narrative is that he must be needy, or threatened by a “strong woman” or he must want this woman to be his Mommy substitute. All of this is a social mechanic meant to force fit that natural complementary criteria into the box of egalitarian equalism.

Value Added

I don’t write *for* a female readership per se. In fact, I don’t really direct my writing towards any audience, but in this instance I want to end here with a message for my female readers. Take this message to the bank: the sexes evolved to be complementary to each other, not adversarial. But that adversarial feeling you get when you read me describing some unflattering aspect of female nature is the product of your own Blue Pill conditioning that’s taught you the lie of egalitarianism-as-female-empowerment. If you truly want to ‘*empower*’ yourselves set aside your self-importance, look inside yourselves and ask this question –

What is it about me that a man would find attractive from a naturalistic perspective?

What do I possess that a man would truly believe is Value Added?

That may feel a bit counterintuitive to you, but understand that the reason this introspection is alien or offensive to you is because you’ve been conditioned to believe that your masculine qualities are what men *should* find attractive about you. You turn this offense back on men and make it their fault for not finding your ‘alpha femaleness’ the root of their attraction to you. Is the idea of changing yourself, to add value to your package, for the pleasure of a man a source of anger for you? Why is that?

I see far too many otherwise beautiful women who destroy themselves on the lie of the ‘alpha’ female and a never ending struggle to perfect an equalist archetype in themselves. They rail on about infantile men, or bemoan that men are afraid to ask them out, or ask “Where are all the good guys nowadays?” Understand that these efforts to shame men into finding something attractive about you based on your masculine criteria for attraction will always fail; leaving you a lonely childless middle aged wreck all because you refused to accept that you need to be someone worth marrying.

Men and women are better together than they are apart. We evolved to be complements to the other. But, feminism, the Feminine Imperative and an endemic *Fempowerment* culture have taught you to believe “*you* are enough”, you are complete, you don’t need a man because you can satisfy all of your own needs. This is the most damning lie ever perpetrated on womankind – that you can *be* it all – and only when it’s too late do women realize that they’ve been had.

A Sense of Ownership

August 21, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

When I was studying behavioral psychology there was a point when I came across this phenomenon called the *Endowment Effect*. A friend showed me this video recently and it reminded me of when I'd studied it.

It's really fascinating how early our sense of ownership develops. There is a school of thought (one I happen to agree with) that this need for ownership is an innate part of our psychological firmware – it's something we're born with. We value things more highly once we believe we own something. It makes perfect sense that this would be a selected-for part of our evolution. Individuals that possessed this Endowment Effect, *theoretically*, might have been more adaptable to their surroundings by having something on hand that would aid in their survival at the cost of a competitor. For early man this was likely to be physical tools, but this *Endowment Effect* would also extend to our progeny and long-term female partners – more on this later.

By extension, our belongings literally become a part of us. This is observable even on a neurological level. Furthermore, our belongings have an essence that becomes unique to us. In other words, we won't settle for (even exact) imitations of our stuff even when they are exact duplicates.

As you might expect from a TED video, the bias towards making this ownership dynamic one of being a bug, rather than a feature, of human development is evident. The new-agey narrative goes like this – if we're ever to reach the utopian state of egalitarian equalism the *Village* would have us believe in, we need to somehow unlearn this innate *Endowment Effect* we evolved to hold. This anti-materialist sentiment is part of a larger socialist/collectivist message that seeks to disempower us by convincing us that this connection to *our* things is innately bad. Issues of socialism, communism, collectivism, capitalism, etc. are beyond the scope of this blog, but it's important to consider the drive behind this 'anti-materialism' push and how it affects our sense of ownership in intersexual dynamics.

I think it's interesting that we have a part of our psyches that evolved for ownership; a part of our nature that is decidedly unequalitarian.

If you've ever read Dawkins' book, *The Selfish Gene*, you kind of get a clearer picture of it. Selfish, self-concerned, organisms tend to survive better than overly altruistic or egalitarian ones. Now before you tell me, "On no Rollo, Bonobos are the peacenik, free loving hippy example of egalitarianism in the wild" have a read of *The Naked Bonobo* and you'll understand how deliberately false that impression is. If anything Bonobos are far better examples of the more visceral side of Hypergamy in humans. Self-interest is the driver of a great many survival instincts and adaptations in all animals.

Getting back to humans here, combine that evolved, adaptive, selfishness with a hindbrain level, intrinsic sense for ownership – one in which we feel as if it has a direct connection to ourselves – and you can see what social constructivists and equalitarians are trying to undo in humans. If you watch today's video you'll better understand this deep connection we have with the things we, selfishly, consider our own. There is a neurological connection between our sense of self and *our* things.

I've mentioned the concept of *ego-investment* in our belief systems many times throughout my past essays. Briefly, ego-investment is the phenomenon of being so intrinsically connected with our beliefs and ideologies that they become part of our personalities. So, to attack the belief is to, literally, attack

the person. In a similar fashion the connections we apply to our things also become (to varying degrees) part of who we are. In essence we invest our egos into the things we consider ours – and the greater the effort, cost or the applied significance involved in getting those things the greater the injury is to the self when they are lost, destroyed, damaged or stolen.

In the video there is also a mention of how original items are more valued than an exact copy of those items. Again, this is part of the evolutionary side of humans investing their egos into those things. There is a limbic level need to know that these items are *our* things because only those things somehow contain the essence of *us*. Also in the video it's postulated that the higher price of common items owned by celebrities we admire are a cost we're willing to pay because we believe part of that celebrity's essence is somehow contained in that item.

Why is it that we evolved to place such importance in knowing that some *thing* is ours, and *only* that thing is ours? Why do we, sometimes obsessively, need to imbue that thing with the *essence* of us? Why is this (apparently) part of our evolved mental firmware?

The Need to Know

I'm going to speculate here a bit. I think a strong argument can be made for men's intrinsic need to verify his own paternity being linked to the *Endowment Effect*. In fact, I'd suggest that this ownership need can extend to not only a man's children, but also to the women (even potential women) in his life. This isn't to say women didn't also evolve this sense – women display the *Endowment Effect* as much as men – but I'm going to approach this from the male side for the moment.

The video refers to this compulsive need to verify the authenticity of a thing as 'magical thinking', but is it really so magical? I think the writer and researcher would have us think this dynamic is silly because it's 'just a thing' right? We shouldn't place such a high degree of importance on a bicycle or an old guitar. That's just vulgar materialism, right? Granted, some things, heirlooms maybe, can have sentimental value, but ultimately even those might well be replaceable too. It shouldn't be so important to know something is magically your own.

Unless the *thing* that's your own is your only shot at passing something of yourself into the future.

The butter knife that Elvis used to spread peanut butter on his peanut butter and banana sandwiches could be anything you can find at Walmart, but if his '*essence*' was in someway invested in that knife (and anyone cared to know about it) that part of Elvis might go on into perpetuity. That seems like childish magical thinking until you realize that the only part of the average person's essence that might actually do this is their children. And until just recently, evolutionarily speaking, there wasn't any completely dependable way to know if a man was 100% invested in his own 'things' – his progeny. His kids would carry on his essence, so in our evolved past it made sense to be obsessive-compulsive about the things that we're one's own.

As I stated, women also exhibit this effect as well, and I'd argue for much of the same reasons. Though, in none of the research related in this video was this *Endowment Effect* controlled for by sex – at least none that I'm aware of. Again, this is conjecture, but I would think that with the intrinsic certainty a woman has in knowing a child is her own, and the collectivist communal nature of women in hunter-gatherer society from which we developed, it might be that women place a higher 'endowed' value on different things than men do. I think this effect may be more pronounced in an era where women are almost unilaterally in control of Hypergamy.

I recently saw a video of a fertility doctor who had either used his own sperm to fertilize women's eggs, or completely random samples to father about 40 children. The women, the children (mostly

female) were absolutely aghast that he was their father or some donor who they would never know had contributed to half their DNA. The idea that the selection and control of Hypergamy was taken from them was worthy of the death penalty. Yet this is exactly the control we expect men to relinquish in this age. We will pat men on the back for abandoning their evolved instinct to ascertain paternity. We'll tell a man he's a hero for wifing up a single mother and "stepping up to be a father" to a child he didn't sire and at the same time pretend that father's are superfluous. We'll change 'Father's Day' to 'Special Person's Day' and tell men they're insecure in their masculinity for preferring a son or daughter of his own – but try to remove that control from a woman, try to tell her that Hypergamous choice wasn't hers to make and it's tantamount to rape.

“She was never yours, it was just your turn.”

I think it was my fellow Red Man Group friend Donovan Sharpe who coined this phrase. I might be wrong. I've read this around the usual Red Pill Reddit subs and other manosphere forums, but it wasn't until last month (July) when I read yet one more story about a husband whose wife was leaving him and was in the process of Zeroing him out when he decided to kill her, their three kids and then himself. You can read the Twitter reaction to this here:

Five more casualties of the Feminine Imperative: <https://t.co/2wx04PIbPG>
— Rollo Tomassi (@RationalMale) July 11, 2018

Naturally women were appalled at the deaths of the wife and kids, as they should be. Pre-divorce women will prep months in advance for their new singleness. Often they'll check out of the marriage and live without any real connection to their, usually Beta, Blue Pill conditioned, husband who languishes in this Blue Pill hell for the duration it takes his wife to establish a new mental persona and finds a way to exit the marriage. She's already gone from the marriage, but the typical Blue Pill husband believes that he is the source of her discontent and resorts to anything he can to 'keep things fresh' or 'rekindle the old flame' that a feminine-primary popular culture tells him should be his responsibility. Unfortunately, this guy's situation is typical of middle aged men today, and I honestly believe is the source that drives suicides and murder-suicides in this demographic. This man was going to be Zeroed Out and he knew it was coming.

That's when I thought, '*Was this guy's turn with her just over?*' Was it as simple as that? If you read this couple's story there wasn't a history of him losing his mind. If anything Matthew Edwards was a pretty dedicated and invested father. No history of depression, suicidal tendencies or abuse; just another average frustrated chump who built a life for himself likely based on his Blue Pill conditioning.

But his turn was over and he likely believed the soul-mate myth. How was he supposed to live with out her?

The fem-stream media offers up their standard pabulum – “Misogynistic society teaches men that they're entitled to women's bodies. Men need to be taught that they don't own women.” or something similar that goes entirely against a man's evolved *Endowment Effect*. What exactly does a man get to think is his own if not his family? When a woman finds out that her Hypergamous choice was made for her by a fertility clinic doctor rather than herself they're out for blood – again, rightfully so. Then why are we surprised that men, particularly men in *Matthew Edwards* demographic, resort to murder and suicide when faced with losing everything they've

invested themselves in.

Now this week we see another, almost identical, tragedy in Colorado this week.

I hate being right all the time. <https://t.co/lparvfPOFI>

— Rollo Tomassi (@RationalMale) August 16, 2018

And once again we have what looks like another guy being Zeroed out and another quadruple homicide. How many more of these murder-suicides (or just murders in this case) is it going to take before we collectively see the commonalities in all of them?

I had a conversation with several women in the wake of this latest tragedy and *every* one of them couldn't wrap their head around why the guy would kill his kids? They could understand why he might kill his wife – the assumption being her unborn child was sired by guy who wasn't him – but not his kids. I think this is interesting in the light of how men and women approach paternity/maternity and the *Endowment Effect*. The best answer I could come up with is that a man doesn't want that part of him to go on into the future without him. The idea that his kids bear some of his essence and he would rather erase that essence entirely than live or kill himself with the knowledge that his children wouldn't have him in their lives. Killing a wife might be the result of an uncontrolled rage, but killing your kids takes premeditation – there has to be some point to the act, some reasoning (corrupted as it may be) that made sense to him.

The *Strategic Pluralism Theory* is from a research study by Dr. Martie Haselton:

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of less attractive men, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000).

The commonalities in every one of these murder-suicides is a Blue Pill conditioned, Beta husband who by all indications was playing by the First Set of Books. By all indications these men would fit into the second type of man mentioned in Strategic Pluralism Theory – they did everything right, they played by the rules, they did their best to invest themselves in their mates and offspring and likely believed they'd earned some Relational Equity from it. But then, their turn was over with their wives. For whatever reason they were faced with a complete loss, a Zeroing Out, of everything they believed they owned. The things they invested so much of their lives in, the things they worked so hard for, the things that retained his 'essence', the things they invested their egos in were all being taken away from them. When faced with such a reality men tend to look at only two options; remake and rebuild what they had in the knowledge that this too might be taken from them, or they can simply erase all

themselves and all the 'things' they were attached too.

Primordial Archetypes

September 4, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This morning I was made aware of another example of open Hypergamy. A Russian Alpha Widow admitted to her duplicity in switching her Beta husband's sperm with that of her ex lover's in her IVF

insemination. Now, at the risk of throwing red meat to the wolves here, I wanted to dissect this situation a bit to explain a larger concept I've been considering lately. It would be enough to use this situation as one more example of women's prime directive – Hypergamy before all else – but, there's more involved here that illustrates the sociological reach that Hypergamy has for women.

You see, Yana Anokhina, 38, couldn't have pulled off her deception of Maxim Anokhin without enlisting the aid of Dr. Liya Kazaryan and her staff in swapping out his sperm for that of Yana's former lover; the Alpha for whom she was 'widowed'. I'm not entirely sure that her former lover (now her current relationship) was aware of the swap, but there's no question about Yana's motives.

Ms Anokhina has not spoken about the swap but reports say she wanted the father of her baby to be the man she loved – not her husband.

'It was found out during the investigation in court that Maxim's wife Yana was the one who initiated the process of replacing her husband's biological material,' reported Vesti.

'Allegedly, she wanted to give birth to a child by a man with whom she was in love, and her husband was the one who paid the costs.'

So this isn't just as simple as she got knocked up by her Alpha lover and tricked her Beta husband into believing the inseminated sperm was his own. She had to actually go to the trouble of collecting two samples of sperm, convincing the IVF clinic's doctor and staff into making the swap (and then withholding the truth from the father) and then carrying the pregnancy to term and keeping her husband ignorant of the ruse for a year. This may seem like the deviousness of a particular woman, but remember, she had to enlist the confidence of Dr. Kazaryan and other clinicians (I presume also female).



Doctor Liya Kazaryan refused to give evidence, but the court found that staff at the clinic had helped Ms Anokhina with the swap

'Surely he would have been interested in understanding who exactly was going to be the biological father of his child,' she said.

The court found that clinic staff assisted the woman in swapping the sperm, reported Vesti.

The doctor involved in their case, Liya Kazaryan, mentioned in the law suit, has refused to speak in detail.

'I am not giving any interviews... I do not want to say a word on this matter,' she said.

But asked how a man could be certain he was the real father, she laughed: 'Only a woman can be sure.'



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And she does all this with a laugh.

I've written quite a bit on what I call the *Sisterhood Über Alles* and this is one more example of how that collective female consciousness intuitively understands and both consciously and unconsciously promotes the interests of the *Feminine Imperative* – even for unfamiliar, anonymous women.

Now you might say, "Well Rollo, this is just one horrible example of a few women who got in cahoots to deceive a hapless Beta chump. Not *all* women are like this." Or I'm sure the more morally conscious of 'red pill women' would simply point out that *they* would never do such a thing and convince us that 'quality women' regularly police their own Hypergamous impulses – these Russian women just lack their moral superiority. Well, be that as it may, it's not too difficult to find online forums dedicated to women collaborating with other women in order to trick a man into marrying a woman via false pregnancy claims. In fact there's a lucrative *black market for positive pregnancy tests* sold to women wanting to press their boyfriends into a marriage commitment by way of a false-

positive pregnancy scare.

The fact behind all this still remains – women evolved for a subconscious, collective duplicity when it comes to optimizing on Hypergamy.

We can see this in popular culture; a culture defined by the Feminine Imperative now. Dalrock once said we have replaced the monogamous marriage model of child rearing with the child support model of child rearing today. I believe he's right, but how is that child support model effected today and how does it align with women's evolved, instinctual predilections?

Humankind evolved from small tribal collectives, but in each collective there were commonalities of behaviors that developed similarly to solve various personal and collective (tribal) problems. For instance, an instinctive (unlearned) fear of snakes or spiders in women is an evolved part of humankind's collective mental firmware. A small boy's natural propensity to throw an object with strength and accuracy might be another example.

How women interact today in what I call the *Sisterhood* is a gestalt of the various instinctive behaviors that the women of our tribal ancestors developed to aid them in collective support as well as ensuring long-term security in reproduction. In other words, women evolved to do exactly what Dr. Kazaryan did, and so many other women in various "trick him into marrying you" forums do, to enable another woman's sexual strategy. From an evolutionary perspective it follows that women who aided their 'sisters' in Hypergamy would themselves be aided and insure that this archetypal behavior became a characteristic of women's collectivist nature.

I once watched a video of some daytime women's talk show that centered on how women could justifiably trap a man into commitment by essentially lying to him about a faked pregnancy. I apologize for not having a link to it here, but while I was looking for it on YouTube I was inundated with videos of shows on this topic – I literally couldn't find the one I was thinking of because there were so many returns. Watching this show I was hit by just how many women in the audience rallied behind the women doing the 'trapping' and the myriad justifications offered to allay any feelings of guilt, remorse or doubts about having a child.

This is particularly emphasized if the 'father' in question fulfills an ideal of women's collective Hypergamy. To the collective hivemind of women, a woman is, by nature, *entitled* to a child with the most perfect father (high SMV) she can attract. Remember, shows and online forums like this are only small representative examples of that global Hypergamous archetypal expectation and the support women offer each other to optimize Hypergamy. I've stated before that the *Sisterhood Über Alles* (above all) transcends all considerations of tribe, race, religion and even political stripe. All women are part of 'team woman' before any other affiliation; this is how the Feminine Imperative has remained a social influence since our hunter/gatherer beginnings. As we've progressed from small tribalist beginnings to larger collectives, to nations and now to globalism, this female collectivism has expanded to encompass the totality of womankind.

Love Me Vampire, Fuck Me Werewolf

Anyone who's been reading my work for a while is probably scratching their heads as to why I'm referring to the concept of 'archetypes' here. As most of my readers know, I've never been a fan of Carl Jung. I've written about why this is a few times and I'll probably write a more comprehensive essay about it in the coming year, but suffice to say that while Jung might be synonymous with the new agey metaphysical concept of archetypes, it was from anthropology that he lifted the term and that's the basic reference I'm using here. That said, I don't necessarily disagree with Jungian

archetypes, it's at the point where the concept takes on metaphysical aspects that I part ways with them.

However, the idea of archetypes is necessary to explain the last bit of the puzzle here, because it's my belief that a primordial understanding of Hypergamy is part of our collective consciousness and unconsciousness. I say collective *consciousness* because since the time of the Sexual Revolution our global understanding of intersexual dynamics has become part of our social discourse. When I refer to something like *Open Hypergamy* I'm talking about the almost triumphant, open embrace of women's sexual strategy. The generations that came after the *Sexual Revolution* scarcely remember that there was a time when intersexual truths we take for granted now weren't something that was discussed in polite conversation. Hypergamy, while unconsciously understood, was secretive. A woman who other women called a 'gold digger' was disparaged by women not on moral grounds, but rather because she was open about the sexual strategy *all* women employ and they'd rather be kept secret so as to use it effectively.

In 2018 it's almost quaint to think that women would be coy about Hypergamy. With the advent of the internet it became impossible for women to keep Hypergamy concealed, and really, why would they care to in an age when the necessary provisioning-side of Hypergamy is veritably insured? But it wasn't always so obvious. Up until the mid 1960s the understanding of Hypergamy was an unconscious knowledge. Certainly it was discussed and written about by men contemplating the duplicitous nature of women. Ancient religious texts are rife with proverbs warning against the nature of women, so the basics of Hypergamy were something our tribal ancestors we're well aware of.

I received this Tweet from a reader a few days ago:

@RationalMale I drew these years ago, and thanks to you, I now understand the language behind my intention! [#hypergamy #redpill pic.twitter.com/Ceen0Xrj7O](https://twitter.com/Ceen0Xrj7O)

— □ Mad Acrylic □ (@madacrylic) [September 3, 2018](#)

This guy's 'revelation' prompted me to consider the primordial understanding we have of Hypergamy. I've read dozens of articles by, and listened to dozens more interviews of, 'popular psychologists' who explain the commonalities of our classic human stories and myths. I got into this topic in *Storytelling*. The basic premise is that our common evolution has led to common themes in all human stories. The same elements and the same character archetypes pursue the same motives from culture to culture. Yet all of these commonalities are centered on similar aspects of our evolved mental firmware. The hero, the villain, good vs. evil, the wise old sage, the beautiful damsel to be saved, ect. are all founded on common human development. They are semi-conscious expressions of what our evolution has embedded in our mental firmware.

Now, what if I told you that the reality of women's Hypergamous nature is also a part of that collective consciousness?

My theory is this: human beings have an innate understanding of the Alpha Seed – Beta Need nature of intersexual dynamics. On some level of consciousness we know, we feel, that it's true, how it functions and why does. As a result, social institutions (religion and familial) created moral strictures around this unconscious knowledge to buffer against the worst effects of it on society. Only after the Sexual Revolution and men ceding virtually unilateral control of Hypergamy to women did these strictures change.

The concepts of men who represent Alpha Fucks and Beta Bucks are similarly part of this instinctual

understanding of Hypergamy. These too are archetypes, but more so, they form the basis of more complex male archetypes (*love* me Vampire, *fuck* me Werewolf). They are the men women want to fuck and the men women want to be provided for by. And we can trace the root of these archetypes through our evolution and even the evolution of other primates. These Hypergamous archetypes then manifest themselves in our era-specific, cultural specific, stories, narratives, mythology, etc.

The Golden Ticket

September 16, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Imagine, if you will, that you buy a lottery ticket and you win. After taxes the payoff is \$2 million. Not an exorbitant amount by today's standards, but still quite a lot of money for the average paycheck to paycheck person. For some it may be what could be described as *Fuck You Money*, easily enough for most people to retire on very comfortably.

How would this newfound fortune change your life? How would it change your family and your friend's dealing with you? Would they be happy for you? Maybe jealous? Would you be able to manage the changes in your daily routine? If you were accustomed to one lifestyle and then switched to a more affluent lifestyle would it be a good change? Or would you become *someone else*?

Now lets say you could possibly win \$100 million if you made an almost certain bet. There were still some risks involved, but nothing that would threaten your life in the short term. How would winning this kind of money reflect on your daily routine? Would it be different than your winning \$2 million? Money would cease to be an object for you for the rest of your life and likely the lives of your children, maybe even grandchildren and all you really had to do was make a smart bet that you believed would pay off.

What if you only won \$1 million or \$500,000, but you were only making \$36,000 a year and scraping

by the best you could? Again, all you have to do is look for the best opportunity to make a short term sacrifice and the money would be yours. Would you compromise your ‘principles’ (assuming you have any) temporarily to change your life in the long term more significantly?

Imagine you had a Golden Ticket that had a potential to win you \$70,000 per year **or** if you played things right it had the potential to earn you \$10 million per year *if* you were wise enough to capitalize on it. How would that change your outlook on life?

What rationales would that prompt you to in order to reconcile that other people might not have the same potential for cashing in –without really earning it – that you do?

Here’s your Ticket

Okay, got that in your head now? Good. Now imagine that you’re given this Golden Ticket at the tender age of 12 years old. It’s handed to you and you’re told, “Keep this ticket with you forever. You can redeem it for more money while you’re young, but the longer you hold on to it the less it will be worth. Even still, it should be valuable for most of your life *if* you can manage to hold on to it.” And even after you’ve cashed the ticket in you can still retain it for a time, because some people have been able to trade one prize for a larger one by taking the ticket back and redeeming it for a better prize later.

Now you begin to believe that you deserve the biggest prize because, well, you’ve been deprived of things. You’re special; special enough to know you deserve the very best after having been deprived of these things as one of a long line of people who’ve also been deprived of things – the best things – or so they’ve told you.

You could always earn some money and get the things you and your people have never been able to reliably get, at least, again, that’s what they’ve told you. You have a lot of personal potential, you’re independent, you have a lot of respectable strengths, so you know you *could* always merit the things you deserve. But you still have this Golden Ticket in your hand, why wouldn’t you use it? You could earn some money, maybe a lot, but it will never be as reliable or as much as the money the Golden Ticket could net you – if you know just when to redeem it.

Stipulations

All that said, there are going to be a few stipulations to this lottery, but still, they’re not as steep when you compare them to having to actually earn a similar prize.

The first stipulation: You must stay physically fit. In fact, the better you look the better your potential prize could be. As you age this potential decays, but even still, you occasionally see some people cash out their ticket for great prizes despite their age. They just had to apply themselves more in the gym to get it.

The second stipulation: You must be agreeable, accommodating, even a bit flirty. You must put forward the impression that you are someone who genuinely deserves the best prize that the ticket might offer to a special person like you. You must give the perception that the experience of *you* deserves the highest potential prize imaginable.

The third stipulation: You must position yourself in social situations where the potential for the biggest payout for your ticket can be maximized. Sometimes, not always, but often these settings might make you uncomfortable, but hey, you wanted to make the most of the ticket, right? This stipulation really isn’t all that discomfoting when you realize that once you have cashed in your ticket you’ll be the one deciding where you live and who you’ll choose to associate with anyway. At

least that's what the lottery organizers would have you believe.

There are a few more minor stipulations, but, for all of this, you still deserve the biggest prize that opportunity might bring your way. So, while the best thing would be for you to stay in shape and be ready for a big prize, the people playing the same lottery as you – most with the same potential – will tell you none of this really matters. They insist that you just being *you* is enough for you to win a big prize. Or it should be.

It's almost as if they want you to believe that you can dismiss all the stipulations and still make out pretty good. In fact they praise you for going against the stipulations. They complain about how unfair these rules are and that for people as deprived as themselves, and for as long as they and their predecessors have been deprived, they should simply be given the highest, best and most secure forms of the prize – all irrespective of the very minimal stipulations as they are.

This is the Golden Ticket! How dare anyone place prerequisites on us to get the prizes we so thoroughly deserve. How dare anyone make us *earn* our birthright. But for all this discontent, the rules of the game still apply, and the people who embrace and master the stipulations largely seem to get the biggest and best prizes. And the ones complaining about the stipulations only seem to drag down the people with the same Golden Ticket, and their prizes are usually nothing compared to the people who take the stipulations to heart.

The Agreement

Finally, and maybe most importantly, there is one last detail of this lottery to consider. In order to keep the biggest and best prizes you have to sign a very loose and totally non-binding contract that only benefits you and ensures you will continue to be paid dividends should you decide to renege on the agreement and take your ticket back to use it again. The contract can be broken by you at any time, and even when you do you'll still receive a substantial percentage of your original prize in monthly installments and usually for the rest of of your life.

Still, your signing this contract will limit your capacity to play this lottery in the future. If you see the potential for a better prize after you've signed the contract of limitations you'll be less able to capitalize on it. However, the way that the contract is written it doesn't necessarily exclude you from winning and even bigger prize should the opportunity arise. Your ticket reserves the right to be redeemed for other prizes *if* you make some wise bets.

So, at the end here, we get to the larger point of this metaphor; how would this ticket change the way you live your life? How would it influence your future decisions? How would the ticket affect your personal relationships with your best friends, some of whom have tickets themselves? How would the subconscious knowledge of the ticket alter your dealings with a husband, a wife, the children you may have or your immediate family?

Would the ticket define who you will become in life?

Body Language

September 27, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I have a feeling I'm going to get myself in trouble with this post. One thing I've learned from sixteen years of writing in the manosphere is that people take the issue of Looks very personally. I think there's something engrained in how our minds evolved to make us aware of where we fit in as far as image is concerned. I think maybe that's the root of where we get the idea of leagues with respect to sexual market value. I've mentioned before that it's my belief that everyone is keenly aware of their personal conditions on some level of consciousness and how we look to others is part of that awareness.

My friend *Tanner Guzy* wrote a great book this year titled *The Appearance of Power* and I learned quite a bit from it with respect to the, often derided, subconscious choices we make in how we present ourselves to others. A lot goes into what we think is the very simple task of dressing

ourselves each day and the message we're conveying to other men, women, our families, our coworkers, our church, etc. We all have at least a peripheral awareness of what we're communicating with our clothes, our behaviors and our speech.

Another great book I'm presently reading is the new title from Joe Navarro, *The Dictionary of Body Language*. Joe was one of the speakers at last year's *21 Convention* and I had the pleasure of talking with him for a bit there. For 25 years he worked as an FBI special agent in the area of counterintelligence and behavioral assessment. Today he is one of the world's leading experts on nonverbal communications and this book is a very good resource for a lot of reasons. I'm not sure Joe likes being affiliated with the manosphere, but there's no doubt that what he's studied and written about for so long can be an invaluable tool for reading the sub-communications of women in Game applications.

Way back in 2011 I wrote a brief essay called *Learn to Read*. At that time my focus was on emphasizing the need to be aware of the information a guy could glean from his surroundings, understanding the social environment and also the sub-communications a woman might be relaying to him in that moment. We tend to take it for granted, but there is a *lot* of information our brains need to process in social settings. For the most part our subconscious minds push out the background noise and less important information to our *peripheral awareness* so our conscious minds can focus on what we think is most important. Sometimes the part we take for granted, the information that our subconscious processes can be at least as important as what our consciousness is sorting out.

I'm calling attention to this process (as well as Joe's work) because I want to stress the importance our *Instinctual Process* plays in interpreting what we see with respect to social interactions, but more importantly for our purposes, when we see men and women interact with one another. For the past 12 years my career in the liquor and gaming industries has put me in the unique position of being able to people-watch and study the unspoken communications that goes on between men and women in settings where they're primed to apply their interpersonal skills (or lack of). However, it wasn't until I started contrasting what I was seeing with what I understood about behavioral psychology, evo-psych and the sexual strategies men and women evolved for.

And this, this is the part where I get myself in trouble. In that time I think I've developed a pretty good ability to *read* what men and women are communicating with their clothing, expressions, posture, physical positioning, etc. and interpreting it with a *Red Pill Lens*. I get in trouble with this because, like I said, people tend to take my reading into things very personally. Even if I'm reading the photograph of a couple they know nothing about they associate something in the image that with how they perceive themselves.

Most of us were taught from an early age never to "*judge a book by its cover*." We were taught it's wrong to be *judgmental* and it's what's on the inside that counts. This has never really sat well with me, but you run the risk of sounding catty when you judge a person by their looks or whatever it is they're doing in a picture. They say you sound like a gossipy woman, or else it's supposedly some indication that you're *projecting* your own insecurities onto whoever it is you might be critical of. This is unfortunate because our Instinctual interpretive process makes judgment calls all the time in our peripheral awareness. We all make comparisons in our hindbrains, it's just impolite to give voice to them. This does nothing to help us objectively assess what sub-communications are taking place. So, fair warning, I'm going to make some reads on some pictures here and if what I interpret seems a little self-serving or judgmental just know that I'm doing my best to stay objective.

For the past 3 months I've gotten into the habit of *reading* the images of various couples that guys on Twitter have been sending me. If you want a brief primer for this I talked about it with Tim Wenger last August [*here*](#). For the most part these guys wanted me to determine what they were seeing were *Alpha Tells* or *Beta Tells* in the body language between the couple. In the majority of these shots, the Beta male body language was fairly evident even to the untrained eye. What was less evident was what the woman's sub-communications were conveying.

Leaning In

Of the more than a hundred shots I *read*, the number one most common position for men was the *lean in*. This posture is something *Roissy* once called attention to as the hallmark of a Beta subconsciously manifesting his mindset in his body language:





The *lean-in* is easily identifiable, and while I don't think it is **always** a *Beta Tell* (depends on context) it's certainly the starting point for other manifestations of men with a necessitous subconscious. What I mean by that is that the *lean-in* is a physical display that illustrates how a man's subconscious has decided that his woman's Frame is the dominant one in the relationship. He feels the compulsion to put himself into her space as his natural impulse.

It's also important to bear in mind that when we are photographed with others, in this case women, we are, or would like to be intimate with, there is a subconscious recognition that anyone viewing the image will infer a relationship context. More on this later, but for now keep in mind that some of these inferences will be related to *mate guarding* behaviors.

The reflexive critique of this *lean-in* is usually "Well, that's just that one shot" or "The photographer told him to lean in" to which I can only say that the predominance of couples shots, candid and staged alike, most consistently pose a man as the *leaner*.

Lean out

The counter to this *leaning-in* is a woman leaning out or away from the man. It's almost as if there is an unspoken conflict of hindbrains going on. A (Beta) man leans in to find inclusion and acceptance in a woman's *Frame* while her own hindbrain instinctively reacts and attempts to lessen any inference of intimate acceptance to a larger audience.



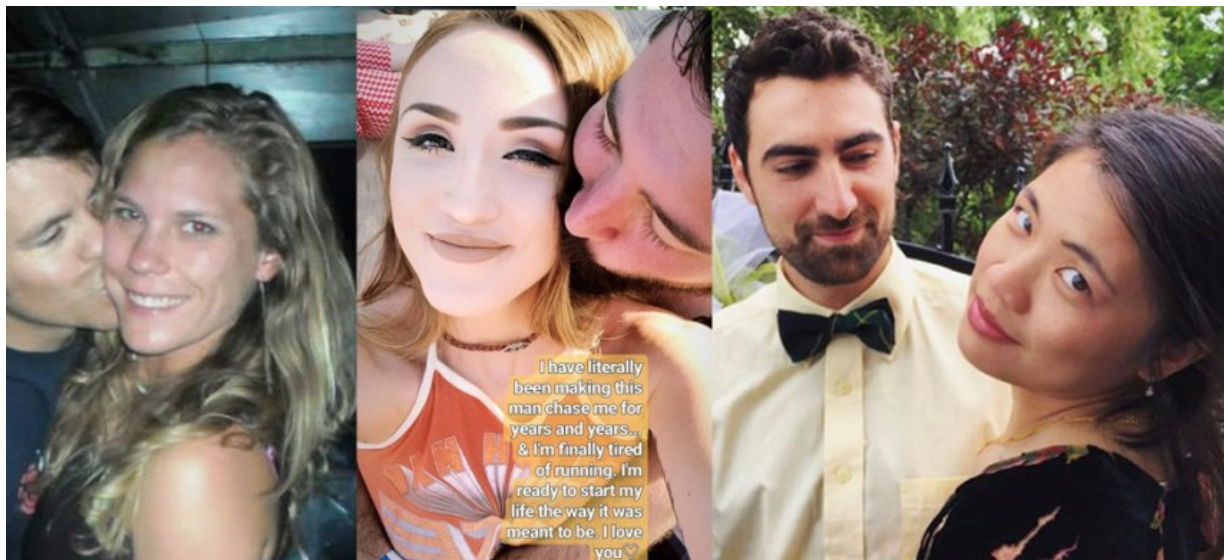


Above are some examples of the *lean-out*. In some of these the latent message the woman's hindbrain is conveying is almost "Get him offa me!", but with a smile so as not to be too obvious. Also notice the positioning of the free hand in most of these pictures. We'd like to rationalize this as a gesture of affection after the fact, but in the context of these shots the unspoken message is a defensive one against the man's *lean-in*. Again, this is one more manifestation of a war playing out between the couple's subconscious.

The Eyes Have It

I also want to draw attention to the facial expressions of these women. Notice the commonalities in gaze direction and the message their eyes and expressions are sub-communicating. Women are keenly aware of the permanency of an image and what that image communicates. I've pointed out in many a prior essay that women's brains evolved to give them a much fuller capacity for communication and a sensitivity to nuances than men. Men prioritize the content (information) of communication while women prioritize context (feeling) of communication. This is a truth we have to consider when we analyze the expressions and physical communication of women in photos.





I joked with the guy who sent me the second image here that she looks like she wants to bang me, not the guy dotting on her. There's more than a bit of truth in that assessment. Women today are hyperaware of how an image can be used to facilitate or handicap their sexual strategy. It's no accident or casual glance when a woman directs her attention towards the viewer. It's not a person behind the camera that she has in mind when she knows she's being photographed, it's the potential audience – an audience that's grown exponentially in the age of social media.

In all these shots the woman's attention is on how she will be perceived by any viewer of the shot. In some other images I was sent the woman's focus was on *anything* other than the men whose only focus was her. In advertising there's a presumption that when two or more people appear in an ad the one with the presumed dominance is always the one looking away or out at the viewer. The submissive party was the one whose attention is directed at the dominant person. The dominant person is the one *telling the story* in the ad. A common complaint among feminists about magazine ads in the 60s through the 80s was that it was women who were always disempowered as a result of being posed in subservient positions where they focused on a male in the ad image. The only exception to this was in what feminists still refer to as the *Male Gaze* wherein the dominance a woman was afforded was limited to her sexual viability and her capacity to hold the attention of any men in the ad and men viewing the ad.

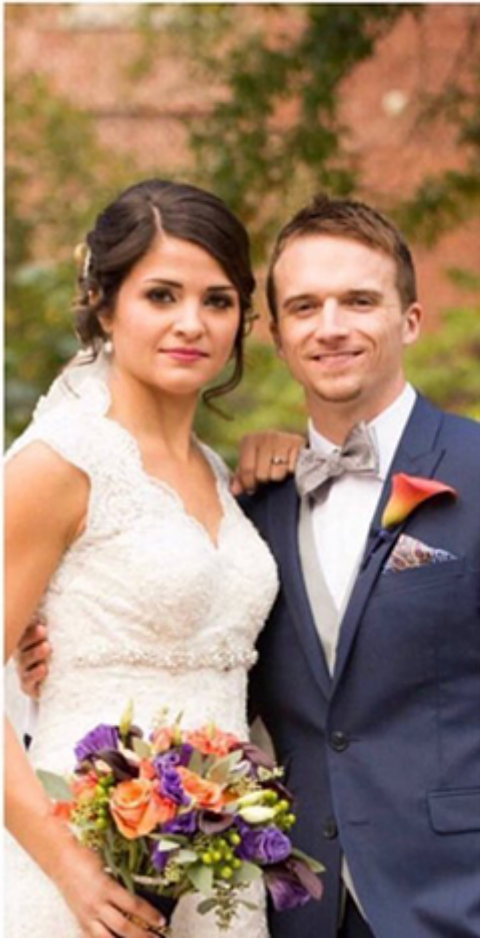
These concepts are an interesting contrast to the millions upon millions of photos girls and women post of themselves on social media every day. Think of the gender power dynamics in all these shots. It may seem like I'm splitting hairs here, but the reflexive impulse a majority of women default to is one of advertising themselves for potentially better options in the sexual marketplace.

Whether or not this is a practiced or unconscious tact, the latent purpose of women's responses to their men's *Beta Tells* is to advertise their sexual availability to the audience. Some guys have said that women default to these expressions as a means of ego aggrandizement and I'm willing to accept that there's undoubtedly an element of egoism (certainly solipsism) involved. No doubt women often enjoy the envious attentions of other women on Instagram in the right context. However, these 'ego shots' almost universally center on the woman in the power dynamic. In each of these images the power belongs to the woman.

My wife's face on our wedding day
compared to when she met Rob...



My wife's face on our wedding day compared to when she met Rob...



Mate Guarding

Another common Beta Tell is the *death grip pose* many men will opt for in their couple's photos. This is a position where the man locks an arm around his woman or drapes an interposing forearm barrier between the viewer and the woman who is trying to coyly escape his mate guarding message.





In a lot of these the woman often has her hand on his hand as if trying to pry him off to release her. It seems like a reciprocation of affection – similar to the hand on the chest pushing him away – but this is afterthought rationalization. *Death grip* is a clingy positioning, but again the battle between his and her subconscious centers on the guy mate guarding and her own subconscious desire to broadcast her sexual availability in spite of him.

I Love Mommy

In almost all of these images the male is focused intently on the woman. From a Red Pill perspective, I see this as a manifestation of how these men have been Blue Pill conditioned to make their women their *Mental Point of Origin*. Even in the images where the man is looking at the camera his sub-communication is one of clear abasement to, or guarding of, his most important priority.

However, the most disturbing trend I've seen in couple's photos is what I've dubbed the *I Love Mommy* pose. Maybe it's my instinctual interpretation of it or maybe it's an obvious Freudian connotation, but in these shots the Beta assumes and almost childlike position of kissing on his woman.





Okay, so the last one is a press shot, but you get the idea. You can see the *I Love Mommy* positioning in a few of the prior photos above as well. I could probably dedicate an entire essay to all of the psychological implications of this phenomenon. I had one critic on Twitter ask me if I genuinely thought this tendency was due to unresolved issues these men had with their mothers; it wasn't until

later he admitted he had a tendency to do the same and was honestly concerned.

I'm sure the possibility exists, but more importantly I think this habit is due to men internalizing the myth that vulnerability is endearing to women. There's this persistent lie that accompanies the vulnerability myth. That's the lie that men can let their guard down and 'relax' around the woman they *feel* securely paired with. As a result they mentally revert to the boy who didn't need to qualify himself for his mother's love and they regress to a subconscious comfort in that vulnerability they believe will endear them to their woman. They sub-communicate all this in the *I Love Mommy* position.

I'll have to return to this *Mother Issues* concept in a future essay, but for now, how do you suppose a woman's hindbrain imperative for Hypergamy will perceive this habit, particularly in light of how image conscious women are in the Instagram generation? My first impression is that it would be one of revulsion, apprehension and resistance. Nothing turns off a woman more than a man indicating that he'd rather be her child than her lover or husband.

Alpha Tells

So, if all of this reads like the overly-critical projection and nitpicking I told you most critics will accuse me of earlier, maybe I can assuage your own judgment by presenting some Alpha sub-communications examples here. Finding these examples can be a tall order in an age where any man photographed in a position not entirely focused on his woman runs the risk of being called 'toxically' masculine. Today, men who are confident enough to default to body language that communicates they are their own *mental point of origin* get accused of 'abuse' or at least being self-centered. But as you'll see this isn't such a bad thing.







The best example of Alpha Tells in couples photos focus on the man being the center of importance in the shot. Yes, this is Vincent Cassel (51) and his wife Tina Kunakey (21). I have no doubt some hater will come up with some reason in the comments why Vince doesn't align with whatever their interpretation of Alpha is, but for our purposes these images illustrate the opposite of a lot of the Beta sub-communications we just went through. So try to look past the celebrity and see what's being displayed here.

First off, notice how Tina's focus of attention is *always* on Vince. Women who hold genuine admiration for their men consistently make them the story in photos. Even in the shot where they look at each other her focus is on him. It's not difficult to assess the power dynamic in their relationship, but you can also feel a genuine desire emanating from Tina.

Also, women who genuinely admire their men are unconcerned that their actions in a shot might be read as subservient or ego-abasing by women's *audience*. I'd go so far as to suggest that the attention a woman receives from a man her Hypergamous hindbrain confirms as Alpha is far more valuable to her ego than any lower quality attention she might temporarily enjoy by appeasing her audience. Much of this observation is rooted in the *Desire Dynamic*. Hypergamy cannot afford to have a high SMV man be confused about her desire or motives. A woman who is proud of the association with man she's paired with is less concerned about the perception other women might have of her actions – in fact, she'll convert any disparaging opinion of them into a point of pride, if that man is above her own sexual market value.



When a little girl thought a little boy on the playground was cute her reflexive response to him was not something she had learned to consciously control at that age. That response is often reflected in the expressions of adult women when their peripheral awareness of an attractive man connects with their Hypergamous hindbrain. The biting of the lip, the beaming admiration, the laser eye focus and the hopeful smile followed by a coy embarrassment of what she's doing when she regains her composure are all the physical cues of a woman whose primary concern is the man she's with.

Now, contrast these images with the earlier ones in which the men are clearly the hangers-on of the women in those photos. I've mentioned before that a natural Alpha man is almost never aware of his own Alphaness and that's what really stands out in these photos – the men aren't trying to evoke the reflexive responses of the women. They fluidly (almost Zen-like) prompt these reaction in women. There is no pretense or the obvious mugging for the audience that you see in shots where the *Frame* is clearly being directed by the woman while the hapless Beta tries to prove how in love he is by kissing on her while she finds something more interesting to occupy herself with. When a woman admires her man he is literally all she can think about.

In closing here I want to reiterate that I'm aware that all of this is going to come off as self-serving or catty. It's impossible to objectively interpret body language without someone resorting to *point & sputter* insults about how they think you're just being petty or you're jealous of some celebrity's life. Be that as it may the discouraging of anyone attempting to understand sub-communications only serves the the party that has the most to gain from a larger ignorance of them. So I hope this breakdown has provided at least some useful references to consider your own, or your woman's, default behavior when the cell phone cams come out at a party.

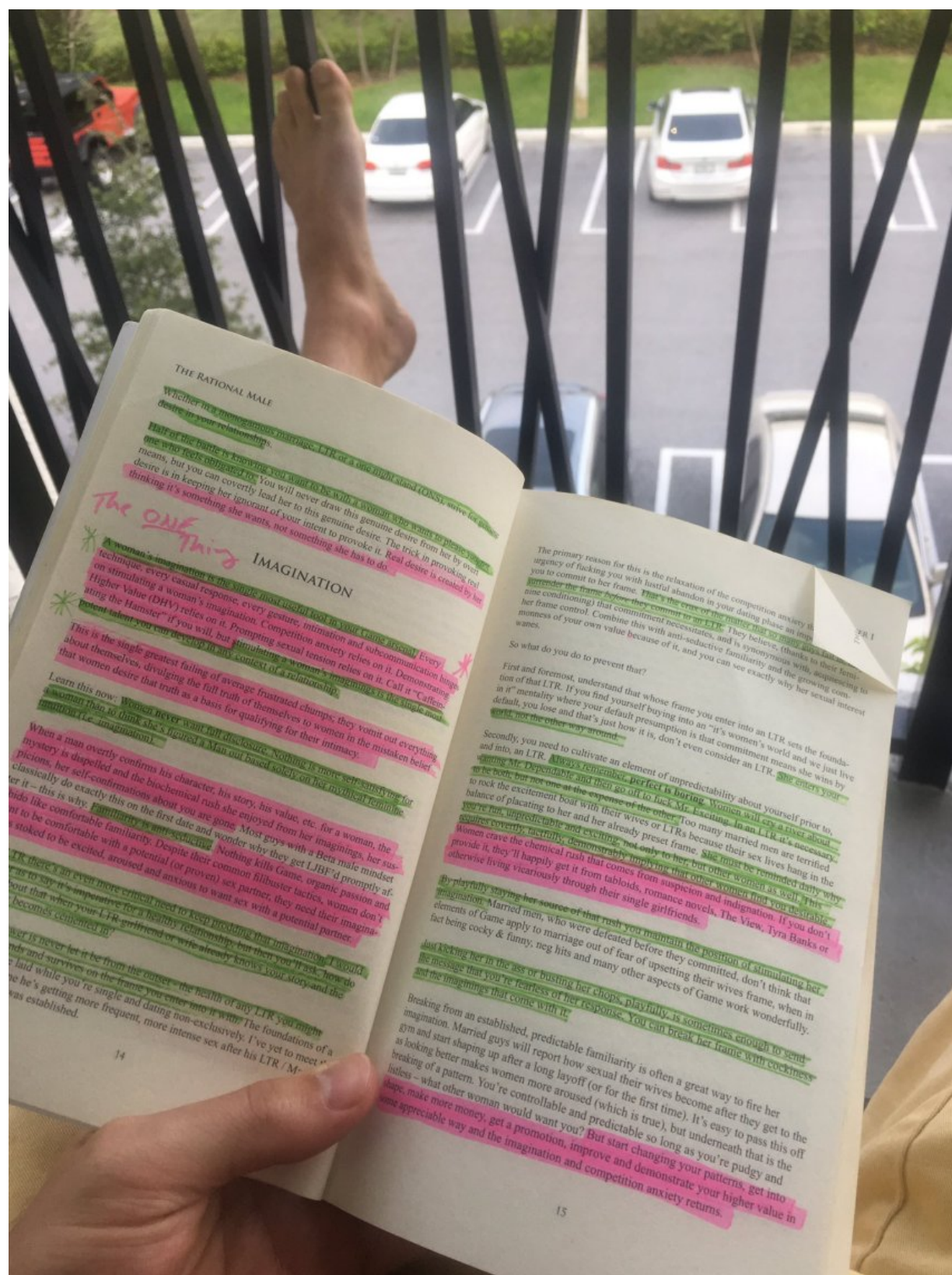
But if you learn nothing else from this post, and you need one take-home message, please, whatever you do, don't be **this** guy in your next couples shot.

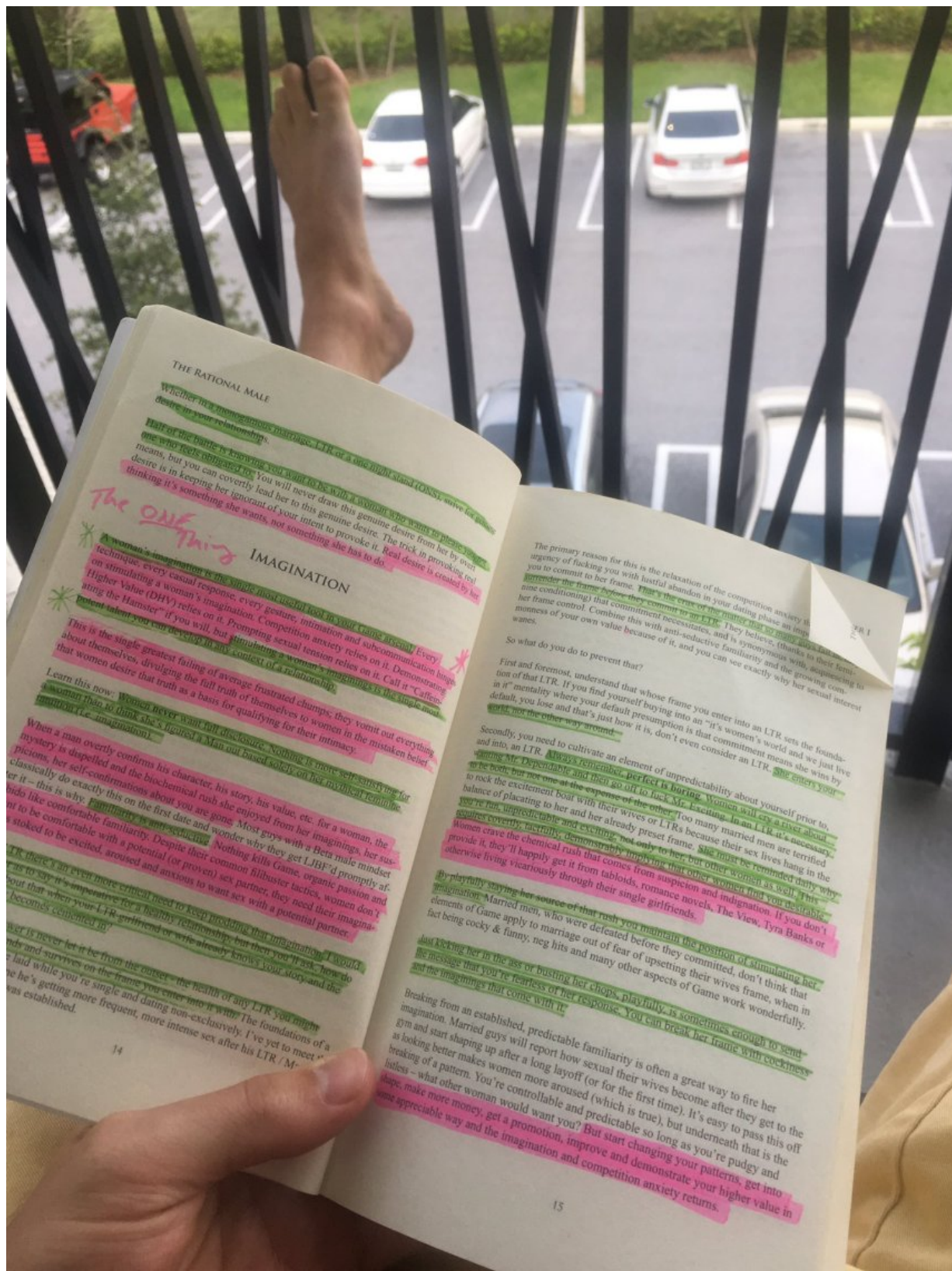




Reminders of Myself

October 9, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I'm writing this post on the day before I head off to this year's 21 Convention and I thought I'd just do something a bit freeform to get a few ideas on the page and let you all know where my head is at these days. I generally don't make a habit of using *The Rational Male* as a sounding board for my personal thoughts. Most of what you read here is what I can best describe as *crafted* essays. Last week's post was a good example of that. I took about 2 weeks to write that essay, but the germ of the idea for building an essay on body language and implied meanings was something I'd had percolating for almost 6 months. When you write about what I do for as long as I have I've learned it pays to be thorough, and I enjoy the building process.

Now that I've said all that, I'm going to break this rule today and do a bit of stream-of-consciousness writing here now.

One thing I've learned since I decided to write intentionally is that I'm never off-duty. I've always been an artist and I've always kept sketchbooks with me to scribble down ideas for larger work, but it wasn't until I started really writing that I began to keep notebooks for my posts and then my books; and now my talks. I presently have 4 small notebooks that I put ideas in. I just finished filling one up and now I need another one. I was never that Emo writer kid who was so artsy and self-absorbed he had to write a diary because he thought people *must* find him fascinating. In fact, I've always thought of art as something temporal.

Now this is changed for me. I find it an absolute necessity to keep notebooks with me to capture ideas in. I think my brain has changed somewhat since I began being a 'serious' author. My mind now works in a way where I get ideas that don't stay for long, but the internal conversations I have to flesh out those ideas can get pretty involved. I've freaked my wife out on more than one occasion when I got up to take a piss in the middle of the night, had an idea and then had to go write it down knowing that it would fade from memory by the morning. I think I'm kind of torn between being a creative thinker and a deductive thinker as a result of applying myself to writing .

I guess that makes me a writer, but I still don't know what I am in that respect. I do know I have an obsessive compulsion to write, but not so much to write as an author of books but a capturer of ideas. Occasionally I read about authors' writing processes and rituals and it sounds really artsy. Honestly, I think a result of the self-publishing revolution is that it created a lot of writers who just wanted to *be* writers. Like they just revel in the identity and love to say 'I'm special, I'm a *writer*'. The same thing happened in desktop publishing when computers started replacing all the analog ways of graphic design. Everyone you knew was a 'graphic designer' because anyone could do it then.

I think it was Stephen King who said writing for him was like excrement. Not in the way that his writing was shit, but rather it was something that just came out of him, something he excreted like hair or fingernails. I think I understand that now. I never set out to be a writer, I'm an ideas man. Sometimes those ideas are great and help change men's lives. Then sometimes I think maybe I'm a messenger for something that just needs to be conveyed in this day and this time.

The Rational Male, my first book, just turned 5 years old on October 1st. Granted, it still needs to be cleaned up and I'm in the process of a reedit with the help of two editors now. Nothing will change as far as content is concerned, but lets be honest, the font size needs to be kicked up a couple points and there are a fair amount of grammatical errors that need to be corrected. So, I'm reading back through the whole book these days and in doing so I almost can't believe that the voice is my own. Although the book was published in 2013 all the material is from essays I wrote as far back as 2002, and a lot of that was from conversations and debates I'd had on SoSuave from back in the day. Re-reading it is like having a conversation with myself from when I was 34 years old.

The book is important in so many ways to so many people now. That's something I have to keep in mind today. *The Rational Male* is a living text. It's not a book you read once and put on a shelf. Readers keep returning to it when the need to be reminded of a relevant truth that they're experiencing in life.

A year ago, when I was at the 21 Convention the thing that struck me the most was signing men's copy's and seeing how well-worn they were. Every one had liner notes and highlighted in at least 2 different highlighter colors. It was then I realized this book was something more than a self-published

book turned out from the print-on-demand mill.

I'm sure I'll see the same this year and it makes me happy to have been the instrument to bring these truths to men. I still get chills when men tell me it saved their lives or it fundamentally changed them for the better. I re-read my work and think 'who is this guy?' I wonder how my grandchildren, maybe great-grandchildren, will see what I was about. And this is what concerns me most when I consider the ease with which I could be *erased* from the online world.

I would be lying to say that recent social events haven't flustered me. The fact that Roosh's books could be so casually deleted from all of his distribution sources is unsettling. He wrote about this, prophetically, about five years ago in *The Most Insidious Method of Control Never Devised*. Roosh has had his *bread* taken from him. And yes, I understand, his right to 'free speech' hasn't been impinged, he still has the *right* to say what he thinks, but this is a reminder that for all the high-minded talk about being 'anti-fragile' we're all more fragile than we think.

I don't know what Roosh's revenue situation looks like, I know he's put *Return of Kings* on indefinite hiatus, but I wonder what men who've made the manosphere their sole source of income will do when their ability to generate revenue from it dries up. This is the main reason I advise men against becoming revenue-dependent on the manosphere. It's too easy to have their convictions compromised for the sake of profit, but it's also one keystroke away from being deleted by platforms they depend on for that revenue.

My main fear is that the vital work I've done with *The Rational Male* might be casually undone through the ignorant vindictiveness of a feminist critic somehow made an authority over what men should and should not read in digital publishing. My fear is that the men's lives who might be saved by my book would be prevented access to it. I made a joke on Twitter a few years ago; I said, 'there will come a day when *The Rational Male* will have to be read in secret, by candle light among secret societies of men like Christians in Mao's China had to do. I don't laugh at that prophecy anymore.

I've always encouraged men to buy the physical, print copy of the book. Mainly this is because I've always hoped men would in fact discuss it among themselves. It was meant to be a conversation (debate) starter because I've always believed in the bottom up approach to making people think in new ways. I want men to physically pass the book on to the next guy they think will need it. I make the least amount on royalties from the print book, but it's what I think is most important – but also because it is a permanency that digital books cannot insure.

The Red Pill community has grown exponentially since I began writing almost 20 years ago. While I don't believe we've hit *critical mass* just yet I do think we're becoming too big to ignore now. The Red Pill forum on Reddit was 'quarantined' last week, and unsurprisingly the latent message sent in that act was one that aligned with a pseudo-concern over what an appropriate expression of masculinity is. Ironically, the redirect from the quarantine was linked to the 'masculinity studies' department of Stony Brook University – every bit the Vichy male plantation for men to align with the definition of masculinity approved for them by the Feminine Imperative – and led by, the now condemned for sexual assault allegations, Michael Kimmel.

What the Red Pill reveals is dangerous and threatening to a gynocentric world order. As the #MeToo movement evolves into the opportunistic weapon of social and political control, our online presence and our message stand out in sharp challenge to its false foundations. I can remember when I wrote *Fem-Centrism* and *The Feminine Reality* and the hostility those posts generated among critics. It's always been a *man's world* they said; how dare I suggest women were the true power behind the

throne. That was 7 years ago. I had a new WordPress blog and although I was semi-well known on SoSuave I was just another blogger who wrote about this new thing called the 'Red Pill'.

The Gestalt Feminine vs. The Gestalt Masculine

In 2018 the stakes are much higher, the game has changed and the tolerance for challenges to an ideology intrinsic to our feminine-primary social order is at its breaking point. There is now a presumption of authority to go along with the presumptions of entitlement for women and default guilt for men. The very platforms that made our coming together possible are ruled by the world views we've always warned against.

I once wrote a post called *Appeals to Reason* and in it I made a rational case as to why it is never in a good idea for a man to try to reason his way into intimacy or sex with women. Most Beta men subscribe to a very literalist mindset. Our Rational Interpretive process evolved to make men natural, deductive, problem solvers. As such, we evolved different strategies and different communication methods apart from those of women. We believe in the statistics, the empirical data, the proven methods, the 'science' behind the processes to make informed decisions. We prioritize information when we communicate.

To the contrary, women prioritize the context of communication – they feel the communication before they apply a rational interpretation to what's been communicated. Even when confronted with a succinctly reason position founded on empirical facts, their first priority is to personalize how that data makes them feel. Their Emotional Interpretive Process is their evolved default.

What I see happening today on a larger meta-social scale is a collective gestalt of the masculine trying to assert their deductive reasoning to assess the disposition of the meta-female gestalt which is firmly founded in how issues of monumental social importance make the whole of the feminine *feel*.

In *Appeals to Reason* I used a guy's petition of women as an example of this. The kid had created a list of questions for women to fill out as to why they didn't want to go out with him on a date and to assess what it is that women want. This is classic male deductive reasoning. For millennia men have tried to apply reason to dealing with women only to find themselves confounded by what women say and what they do. The same is now true in a social scope and about decisions that have global importance today.

However, in today's scenario it is women who presume an authority that is just on the cusp of totalitarianism. It's like we're collectively, as Beta, Blue Pill conditioned men, attempting to logically deduce what it is women want in order to satisfy their desire for a total authority. And when that woman doesn't get what she wants, when men try to reason her into bed, she reacts like a violent child having a tantrum. She says what she feels, not what she needs.

And the gestalt of men turn on one another and blame the other for setting her off. "If only you assholes would give her what she wants we wouldn't be in this mess" they say. Then to make matters worse we pander to her tantrums, we believe her insanity, we take her feelings as facts and the other half of the gestalt masculinity wonders why the other can't see the real story while the other is swept up in female hysterics.

Then the gestalt female is pandered to so thoroughly that we come to the point that we follow their Emotional Interpretive process as the *only* measure of legitimate discussion. This is where we are today, only, to compound things, we've collectively approved for the gestalt feminine a universally effective means of destroying the parts of the gestalt masculine who would dare to challenge their

feelings, their emotional priorities. We've given the feminine the power to wish us away to the cornfield if we upset the child.

And so here we are, at the figurative mercy of the gestalt feminine (and their Vichy male "allies") keeping our collective heads down for fear that they'll deny us our bread if we upset the insane, collective female Id.

There will be more to this essay in my address at the 21 Convention this Friday. I will also be doing various videos from Orlando on my Periscope, Twitter and possibly my new YouTube channel. I hope to see you there.

Past Indiscretions

October 24, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Now that the 21 Convention, 2018, is in the history books it's time to get back to actually exploring intersexual dynamics rather than talking about exploring them. My speech this year was about the state of the Manosphere and what we can expect from an ever expanding, ever more power-ravenous, Gynocracy in the MeToo era. It's never been a more dangerous time to be a man who reveals the truths about intersexual dynamics than now. Even if you do so from the most objective perspective you run the risk of censure at best, personal destruction at worst.

One thing I am very thankful of the convention for is the depth and breadth of not just the speakers, but the attendees. Last year I came back with so many new concepts to explore it finished out my

year of blog essays. This year the attendance was twice as big and I've got a wealth of new material to dig into courtesy of the stories and personal situations men would relate to me. I'll be doing a more complete breakdown of the convention around the time the video of my talk drops on 21 University. Anthony Johnson has fast tracked this video as well as the Red Man Group Live discussions (there were 3) we did on the bonus 5th day for anyone who stuck around for it.

One of the stories I had a guy hit me with was his making me aware of the black market that's opened up in the sale of positive pregnancy tests online. There are forums (not even on the dark web) dedicated to convincing "commitment-phobic" men that their girlfriends are pregnant in order to lock them down either in marriage or an LTR. That blackmarket (if you can call it that) also led me to investigating the phenomenon of women covering for their girlfriends' infidelity or pretending to be an alibi in order to allay any suspicions their Beta boyfriends might have about it. This then led me to another truth about the nature of women:

The Sisterhood will always show solidarity for, provide cover for, or aid and abet a woman trying to optimize Hypergamy, ...unless that woman is in direct intrasexual competition with her for the same optimization.

Right now I'm sure there are guys thinking, "Rollo, we know that women can get really brutal when it comes to competing with each other." And yes that is true; "slut shaming" is almost entirely reserved for women's intrasexual combat, and there are many other ways women disqualify other women from the sexual marketplace if they feel threatened by that woman's direct competition. But women evolved to be collectivist and cooperative in our hunter/gatherer past, and this has given rise to a globalized Sisterhood wherein women buy into the narrative of their own victimhood and most understand their gynocentric position of power simultaneously. If there is a prime directive to the social order it's that all women everywhere are entitled to the best available opportunities to optimize Hypergamy.

Women will almost universally run cover for their sisters' infidelity, and especially so if they are anonymous and there is little risk attached to their involvement. The rationalization is always the same too; it's men's responsibility to "Man Up" and marry a sister and thus subterfuge is justified, or, a woman deserves a shot at hot short term sexual opportunities if that woman is paired with a Beta partner. Either scenario is consolidation of Hypergamy.

Men are never afforded the same luxury of being able to vet women or to abandon one for his own reasons. I constantly get questions from guys asking how to vet a woman for marriage, but the fact that I would be audacious enough to offer advice on this is enough to set most women off. How dare I think that *any* woman might not be suitable for a long term commitment? To the Sisterhood, that vetting is only ever valid when it comes from another woman, why? Because to women only women should ever have control over Hypergamy and sexual selection. And in a feminine-primary social order a man telling another man that he should pass on a woman for commitment is conflated with misogyny.

Case in point, this story is of a guy who discovers his girlfriend used to be a Sugar Baby and had sex with older men for money in her sexual past. He has plans to break it off with her, but naturally every woman and every Blue Pill simp in the thread thinks he's throwing the baby out with the bathwater. This situation isn't all that uncommon. In fact, with the rise of the internet and a permanent social media digital footprint, combined with Open Hypergamy, it's become necessary for women to legitimize **every** woman's sexual past for fear that their own might disqualify her for a man's

commitment.

So the Sisterhood will cover for infidelity, aid in fraud and deception, keep Beta men ignorant of a woman's duplicity and support single motherhood if it means that woman can lock down an optimal ideal of Hypergamy or parental investment from a man.

In an age when a woman's sexual past is part of her digital footprint, a new social convention is needed to absolve her from any preconditions a man may have in vetting her out of his long term investment in her. Solution: Shame men for "judging" her by that sexual history. Men must be shamed as "insecure in their masculinity" if they might ever use a woman's *Party Years* against her in a court of marriage. Likewise, women will fall back on the old tropes of traditionalist sexual repression to amp up the victimhood should a man 'have a problem' with women's maturing sexual natures.

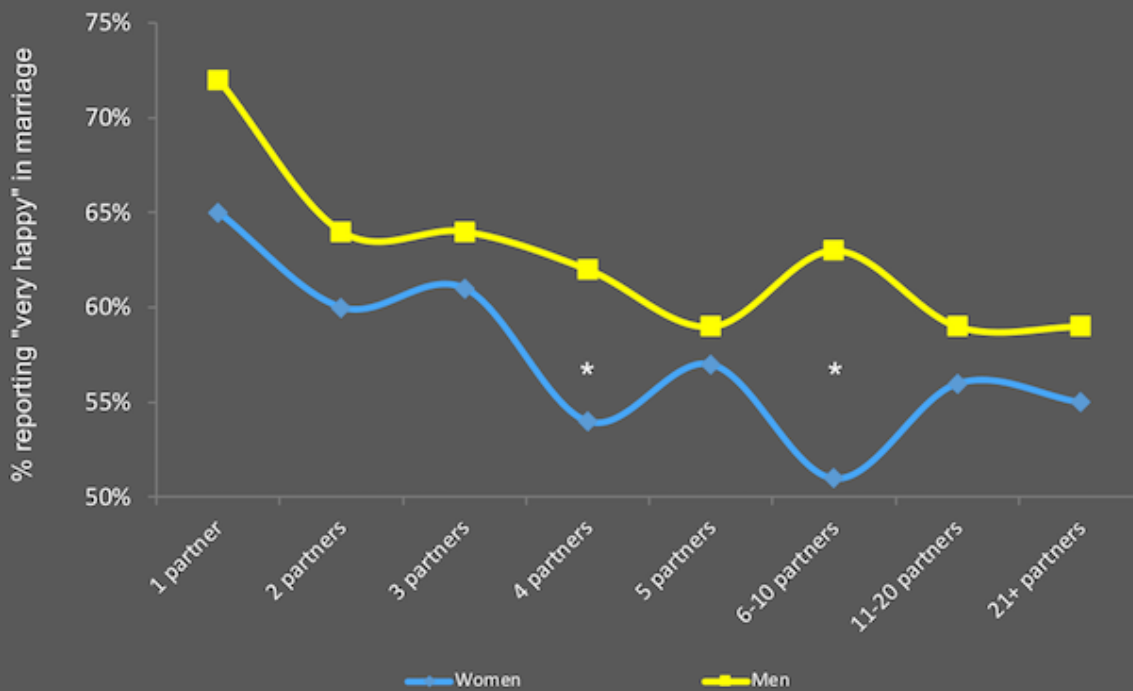
A similar situation occurred with the guy in *Saving the Best* who discovered that his sexually unadventurous wife had some video tapes of herself in amateur porn gangbangs when she "used to be so wild back in college." His response was *Great, I married a slut who fucks me like a prude*. This of course sent the Sisterhood apoplectic and he was the one who had the "problem" for committing to and marrying a woman with that kind of past. That he had no knowledge of the videos prior to it made no difference; how dare he judge a woman's past indiscretions? And then it became an indictment of womankind rather than an indictment of a woman. Men are not allowed to have concerns about a woman's sexual past when it comes to matters of commitment because it implies a measure of control over Hypergamy.

Long term provisioning is a very serious problem for women's subconscious Hypergamy. As it stands today a woman's Epiphany Phase represents the culmination of Hypergamy. It's vitally important that a woman never be judged for her sexual past if she's to ever 'stick the landing' so to speak. If she follows the *Sandbergian plan of Hypergamy* she can't afford to have men judge her for prioritizing Alpha Fucks, short term breeding, in her peak sexual market value years if she's going to lock down a (hopefully still ignorant) *Beta in Waiting*. She must stick the landing and cash out of the sexual marketplace just at the right moment, between the ages of 29-31.

During her *Epiphany Phase* a woman needs to be absolved the 'indiscretions' of her *Party Years*. I'm putting *indiscretions* in scare quotes because those behaviors are really part of a long term breeding and life strategy. They are anything but indiscretions, they are part of the design.

However, most men have a natural revulsion to women who've been with a *lot* of men. It takes a great deal of social conditioning – a lifetime of Blue Pill conditioning – to prepare a man to believe it's his duty as a man to look past what his instinct is trying to warn him about parentally investing in a woman for whom his paternity might be in doubt. I wrote about this in the *War on Paternity*, but there is a part of men's evolved mental firmware that is instinctually suspicious of the certainty of paternity. Our hindbrains want to warn us of bad prospects for a certain paternity with a woman.

Figure 2: The Relationship Between Sexual History and Marital Satisfaction

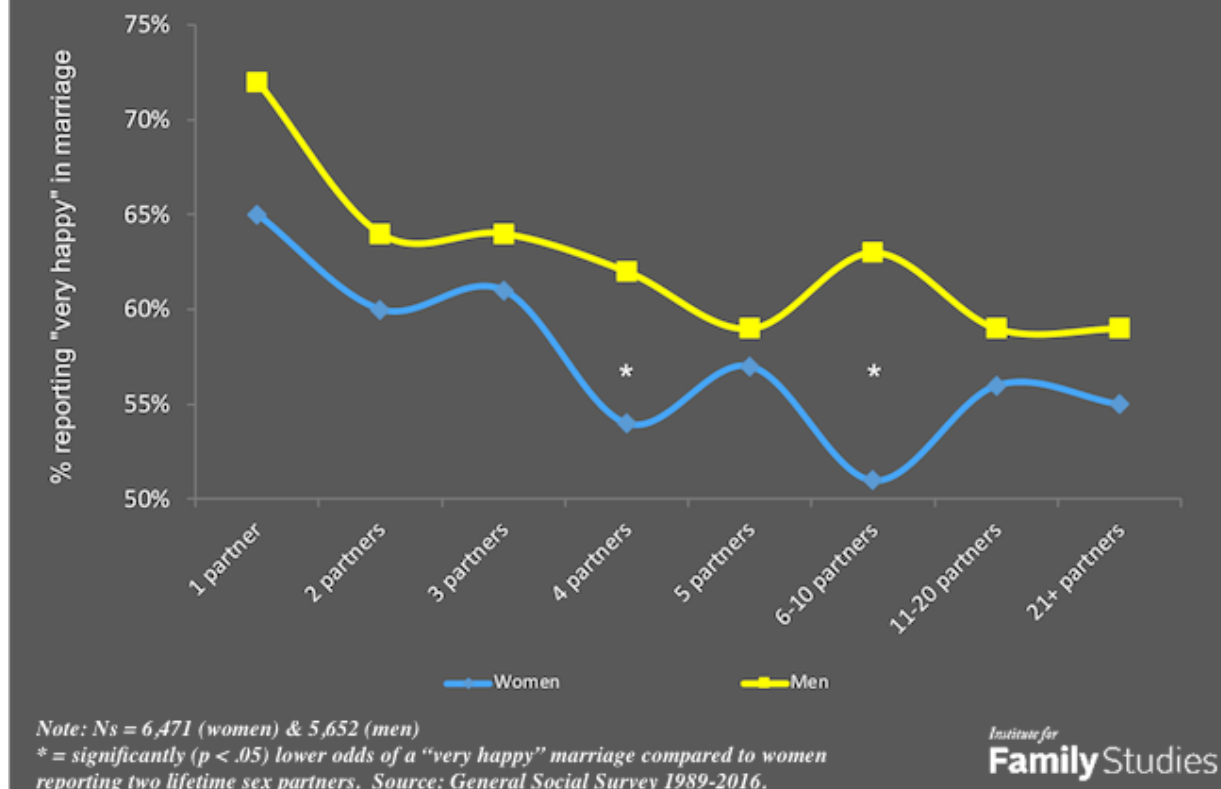


Note: $N_s = 6,471$ (women) & $5,652$ (men)

* = significantly ($p < .05$) lower odds of a "very happy" marriage compared to women reporting two lifetime sex partners. Source: General Social Survey 1989-2016.

Institute for
Family Studies

Figure 2: The Relationship Between Sexual History and Marital Satisfaction



You'll notice here that a higher partner count for men is less deleterious than it is for women. I'll address this fact in a followup to this essay, but for now let's focus on the effects a higher N-count has for women. Our instinct, it seems, is correct when it warns us that a woman isn't suitable for a man's parental investment.

Women with a higher number of sexual partners have more difficulty developing solid attachments, a higher incidence of infidelity and higher rates of divorce. Primarily I see this as being due to the *Alpha Widow* potential (more lovers, more chance one makes a lasting Alpha impression) and the subconscious comparisons to a past lover. This is a workable theory as to why men adapted for a revulsion (or at least a hesitation) of high N-count women.

This instinctual reservation is a survival adaptation based in men's need for certainty in paternity. Investment costs and a loss of reproductive opportunity is so high for men in a state of paired monogamy that certainty of paternity became an evolved mental subroutine for men. Men's biological imperative is to spread seed. This is why we can become aroused on a moment's stimulation, why we can mentally compartmentalize sex from intimacy, and why we generally err on the side of over-estimating sexual interest in women.

Long term monogamous investment in rearing a child costs a man more than just him following his biological imperative. As such, a certainty of paternity became a key element in that tradeoff for parental investment in a woman. So when women shame a man for even thinking that her sexual past might be indicative of future returns it is literally a woman's attempt at getting a man to ignore 100,000 years of an evolution that led his ancestors to have him. You don't just wish away 100,000 years of successful breeding adaptations because it's impolite for a man to question a woman's past or the convenience with which she disregards it at a time when her own sexual strategy might benefit

most.

This tradeoff exists in direct oppositional conflict with women's Hypergamy, and in the context of her very limited sexual market value (fertility) peak. Women between 29 and 31 are on the downside of their sexual marketability with respect to locking down a high value man for long term parental investment. While some women can maintain their sexual value longer than others, the decay is undeniably on the downturn with respect to her intrasexual competition and her reproductive viability. She's gone through her best fertility years focusing most on the visceral side of the Hypergamous equation (short term Alpha seed) and / or investing herself in low ROI monogamy.

In the *Epiphany Phase* she (and the Sisterhood) knows she can't afford suitable Beta provisioning men to have revelations about her sexual past affect her viability for long term security.

Hypergamy is in conflict with the male need for certainty of paternity.

As such, the Sisterhood (and its male 'allies') unites against any reservations, or shames men for being 'judgmental' of her sexual past. This is how Hypergamy fights with men's paternity imperative. Ultimately it's a battle of his resources (sunk cost investment) versus her capacity to optimize Alpha Fucks and Beta Bucks. For more information on this conflict see *The Cardinal Rule of Sexual Strategies*.

Thus, social conventions must be created to prioritize Hypergamy above Paternity. So, being a Step-Dad makes a man a "hero". Paternity is legally defined by the mother / wife, and gynocentric legal and medical doctrines restrict doctors from revealing who the real father of a child is to the "dad". There was a time when being an unwed mother was something society shunned. It was a time when both men and women agreed on a man's priority of his own paternity. If a young woman became pregnant out of marriage, or if a woman slept with a soldier of an invading army, she was shunned and publicly excoriated. That's the degree of importance the social order of the time placed on paternity. Now, the *Village* shames men for ever expecting a child would be his own or that he'd be justified in his concern about a woman's past.

Now the Village conflates men's instinctual desire to know paternity (to even put a value on it) with a social construct. It's not that he's naturally concerned about paternity, it's that he learned to be concerned as part of his toxic masculinity social educations.

Finally, I should also add that part of this social convention meant to repress the paternity imperative is about absolving women of the liabilities of a promiscuous past. As I mentioned, men's reservations inhibit women's Hypergamous strategies. So men are shamed by women for those reservations, but they are also shamed by Beta male sympathizers (symps). This piling on with the women only aids in the deconstruction of their own sexual imperatives, but male 'allies' used this shame as an extension of their *Beta Game* in the hopes of identifying themselves better with the feminine (as they were conditioned to). They see the identifying with women's imperatives as a means to their own reproduction.

Widows & Warbrides

October 31, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I received the following Tweet from a reader this week:

Hi Rollo, thanks for all of your amazing work. I think one topic that you have not touched

upon in detail is the conflict between alpha widowhood and war bride dynamic. If women are constitutionally inclined to move on, then how can they remain sad about their ex alpha lovers? Even if alpha's SMV was much higher than her, isn't the whole point of the war bride dynamic is to enable a woman to move on and reproduce without lingering thoughts of her former lovers? This happened to me recently when I had to end a relationship due to unacceptable logistics (long distance). What followed was extreme anxiety on her part about losing me. So this contradicted with what I always hear about women moving on easily.

This was a great question, and one I haven't addressed before (no, I haven't written everything), so I thought I'd pick this one apart today.

The TL;DR version is this: Women only 'widow' for men that made an Alpha impression on them. If their previous Alpha was somehow 'killed' and replaced by a lesser man, their hindbrains resist that man's authority over her while using her previous Alpha as the lesser man's SMV (sexual market value) benchmark. In the most extreme examples, a woman who's been forced to accept the authority of a lesser man who *defeated* her former Alpha will resist him and/or plot revenge for the idealized lover.

Historical accounts and various cultural fiction are rife with this archetypal story. The woman who is married off to a *lesser* man or becomes the *War Bride* of an undeserving rival (usually by subterfuge or sinister means) is an archetype because it reflects women's deepest evolutionary, existential, fear – to have her Hypergamous sexual selection strategy forcibly chosen for her by a man (or men) who are undeserving or are suboptimal breeding prospects. As I mentioned, this is an existential fear for women; anything less than unilateral control over her own Hypergamous destiny is tantamount to rape. The fear is that she will spend her life raising the child(ren) of a suboptimal man.

War Brides

The premise of the War Brides dynamic is thus: Evolution selected for women who could more easily transition psychologically from one dominant male to another. In our chaotic ancestral past women and girls were a commodity to be preserved for a conquering tribe. While men or boys were either killed or enslaved, fertile age women would be preserved as spoils of conquest for superior, invading, men. Simply put, women have reproductive value – men (and often their sons) were mostly obstacles in the way of resource acquisition and those reproductive opportunities.

That may seem like a bleak proposition to a Blue Pill conditioned mind today. We want to believe in some egalitarian dream of humanism and cooperation, but our evolved, ancestral past is responsible for what we are today in terms of base biological and psychological imperatives. I first proposed this theory in *War Brides*:

“Evolution has largely selected-for human females with a capacity to form psychological schema that preserve their psyches from what would otherwise afflict them with debilitating anxiety, guilt, and the stresses resulting from being continuously aware of their own behavioral incongruities. Evolution selects-for solipsistic women who are blissfully unaware of their solipsism.”

A lot of critics of the Red Pill make two key mistakes in their assessment of basic truths. One is that we don't fully consider the dynamic, and/or two, we think too much about it. The fundamentals we consider about female nature, with respect to women's psyches, are rooted in our evolutionary past. So, when I deconstruct certain aspects of that nature I have to ask the question, “why would a

dynamic be something beneficial to women and/or our species on whole?” When I consider Hypergamy, female solipsism, women’s collectivist mindset, or any number of other characteristics the question I’m going to ask is why is this dynamic still present in modern women, and what are the outcomes of that dynamic in today’s environment?

Look at the obesity epidemic in western cultures today. 68% of adults in the U.S. are overweight today and 34% are morbidly obese. Childhood obesity is at an all time high. Evolutionarily speaking this is the result of how our metabolism evolved to solve certain environmental challenges we faced. Back then food was scarce. Finding a way to insure we fed ourselves and our tribe was at a premium and our biology adapted to give us the best chance of survival. Today this metabolism is a liability in an environment where food is plentiful and what we need to do to get it is much less strenuous. That’s the quick way to illustrate what I’m getting at in the *War Brides* dynamic:

Given the harsh realities that women had to endure since the Paleolithic era, it served them better to psychologically evolve a sense of self that was more resilient to the brutal changes she could expect to be subjected to. Consider the emotional investment a woman needs to put into mothering a child that could be taken away or killed at a moment’s notice. Anxiety, fear, guilt, insecurity are all very debilitating emotions, however it’s women’s innate psychology that makes them more durable to these stresses. Statistically, men have far greater difficulty in coping with psychological trauma (think PTSD) than women. Why should that be? On the face of it you may think that men’s better ability to rationally remove themselves from the emotional would make them better at coping with psychological trauma, but the reverse is actually the case. Women seem to have a better ability to accept emotional sacrifice and move on, either ignoring those stresses or blocking them entirely from their conscious awareness. Women possessing a more pronounced empathic capacity undoubtedly served our species in nurturing young and understanding tribal social dynamics, however it was also a liability with regards to a hostile change in her environment. Stockholm Syndrome is far more pronounced in female captives, why should that be? Because women’s ancestral environment dictated the need to develop psychological mechanisms to help them survive. It was the women who could make that emotional disconnect when the circumstances necessitated it who survived and lived to breed when their tribe was decimated by a superior force. This is also known as the War Bride dynamic; women develop an empathy with their conquerors by necessity.

So how does this relate to the Alpha Widow dynamic? Let’s parse that out a bit.

Alpha Widows

Alpha Widows are women who’ve had an Alpha man in their past make such an impression upon them that any man that comes along after him must essentially fight with that impression in order to replace him as the optimal Alpha in her life. This is usually the man a woman pines for from her Party Years. Often he’s the first guy who ever fulfilled her Hypergamous dance card. Generally, this man is at least her perceptual ideal of the sexual selection criteria she was prioritizing during that phase of her life. Usually this guy is her sexual ideal as well. That sexual impact forms a strong psychological attachment because the memories of the sex she had are associated with hormonal triggers. The memories of a significant Alpha male are enough to prompt a physical arousal response in women.

Furthermore, that Alpha impact is so significant it can alter her future sexual strategy for every man

who comes after him. This is one reason women generally have a *Plan B* man on hold should that Alpha ideal not present himself, or should he not be ‘*tamable*’ by her in the long term. Women’s long term sexual strategies tend to be punctuated by holding out for their ‘soul mate’ who also happened to be the best sex she’d ever had. Lesser men who follow in his wake are simply contingency plans. In today’s feminine-primary social order, where women are encouraged ‘*never to settle for less than they deserve*’, we see generations of women experiencing the consequences of this Alpha widowhood. In fact, we go to great efforts societally to placate to it, to lessen the impact of it, and to plan contingencies for it.

But where does that leave us?

One reason I detailed the *War Brides* dynamic in my earliest writing was because I’d had so many men ask me this question; ‘*Why is it that women can so easily move on after a breakup? We were together for years and it’s like she never even knew me now!*’ The ugly, visceral truth of this is that women are far less convicted to feel remorse, guilt or shame over abandoning (Beta) men who didn’t meet their Hypergamous ideal. We all know the stories of the ‘*ride or die*’ girl who would literally do anything for her man. I once had a reader link me a story about a woman who stole a police car whose arrested boyfriend was handcuffed in the back seat. There are definitely women who will help their man bury the bodies. However, that man almost universally is that woman’s Hypergamous, Alpha ideal. And this is where the power of Hypergamy comes into the equation.

Women’s prime reproductive imperative is consolidating in the long term on a man who best embodies her Hypergamous ideal. Even now I’m not sure readers really understand the influence Hypergamy has over women. Even factoring in the *War Brides* dynamic, there will always be women who will literally kill for a man who best exemplifies what she believes is (or was) the best she could ever do Hypergamously.

I covered some of this in *SMV Ratios & Attachment*. Hypergamy influences women’s concept of love, so much so that it forms the basis of who they will allow themselves to feel ‘love’ for when it comes to reproductive opportunities. If a man embodies this Alpha ideal no substitute will replace him, unless another man exceeds the previous man’s Alpha impact.

So, how does this modify the *War Brides* dynamic? Hypergamous imperatives can supersede the *War Brides* phenomenon in that it incentivizes women to mate guard and even kill a rival to preserve a long term reproductive opportunity with an idealized Alpha man. We can add layers of social and moral doctrines to this (marriage, tribe, religion), but it’s all really embellishments or a cover story for what’s really a biological phenomenon.

Women who monogamously pair with Beta men are far less motivated to feel remorse over that man’s death or replacement by a more Alpha rival. This is where the *War Brides* dynamic comes in full. Hypergamy never seeks its own level and if a woman’s lesser man is defeated by more Alpha rival this only gives her a better excuse for pivoting into that superior man’s Frame. That may seem duplicitous and self-serving, but this is the ugly, visceral truth, remember? The inverse of this is that Hypergamy dictates that women will only become *Alpha Widows* for worthy (Alpha) men – and sometimes even the fantasy of that ideal man is enough to replace a lesser man.

So, it follows that the degree to which a woman becomes an *Alpha Widow* or more easily adopts a *War Brides* mentality is directly related to what her perception of her former partners was. Regret, remorse and jealousy are reserved for what a woman’s hindbrain believes is her ideal reproductive opportunity. In light of this I’ll have to add some caveats to both the *Alpha Widow* and *War Bride*

dynamics. Neither are mutually exclusive of the other, and both depend on a woman's perception of the man (men) involved.

In case you were wondering about the title image here: Dutch and French women who slept with German soldiers during World War II publicly had their heads shaved to shame them for their natural Hypergamous impulses. This is an example of the survival-level conflict between Hypergamy and tribal affiliation.

Rollo Tomassi & Elliott Hulse

November 7, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

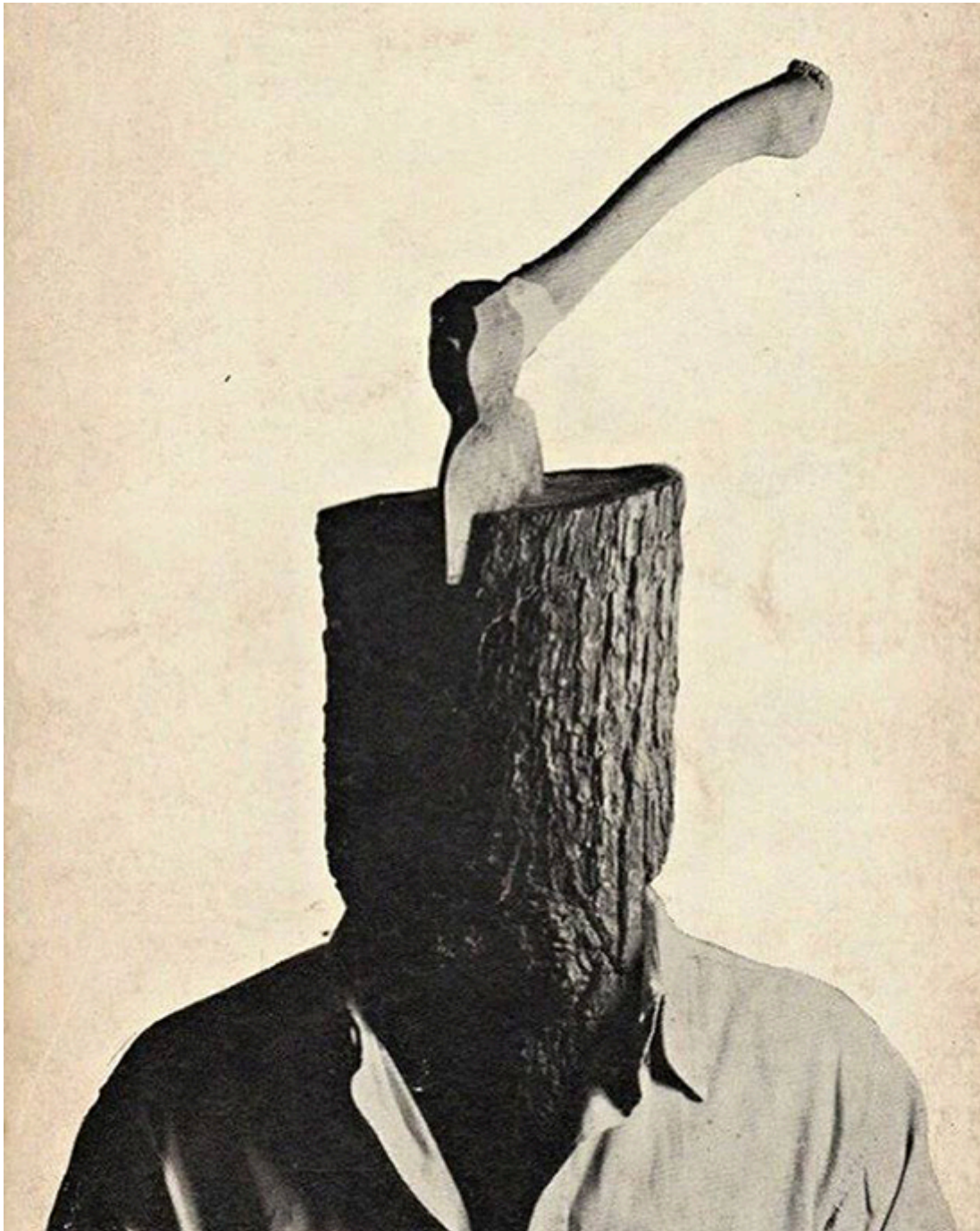
I'm presently working on a new essay series, the first of which will publish this week, but for now I'm proud to announce that the video I did with Elliott Hulse (about 4 months ago) is now up for viewing. This was a great discussion and I think both our audiences will get a lot of value from our meeting of the minds.

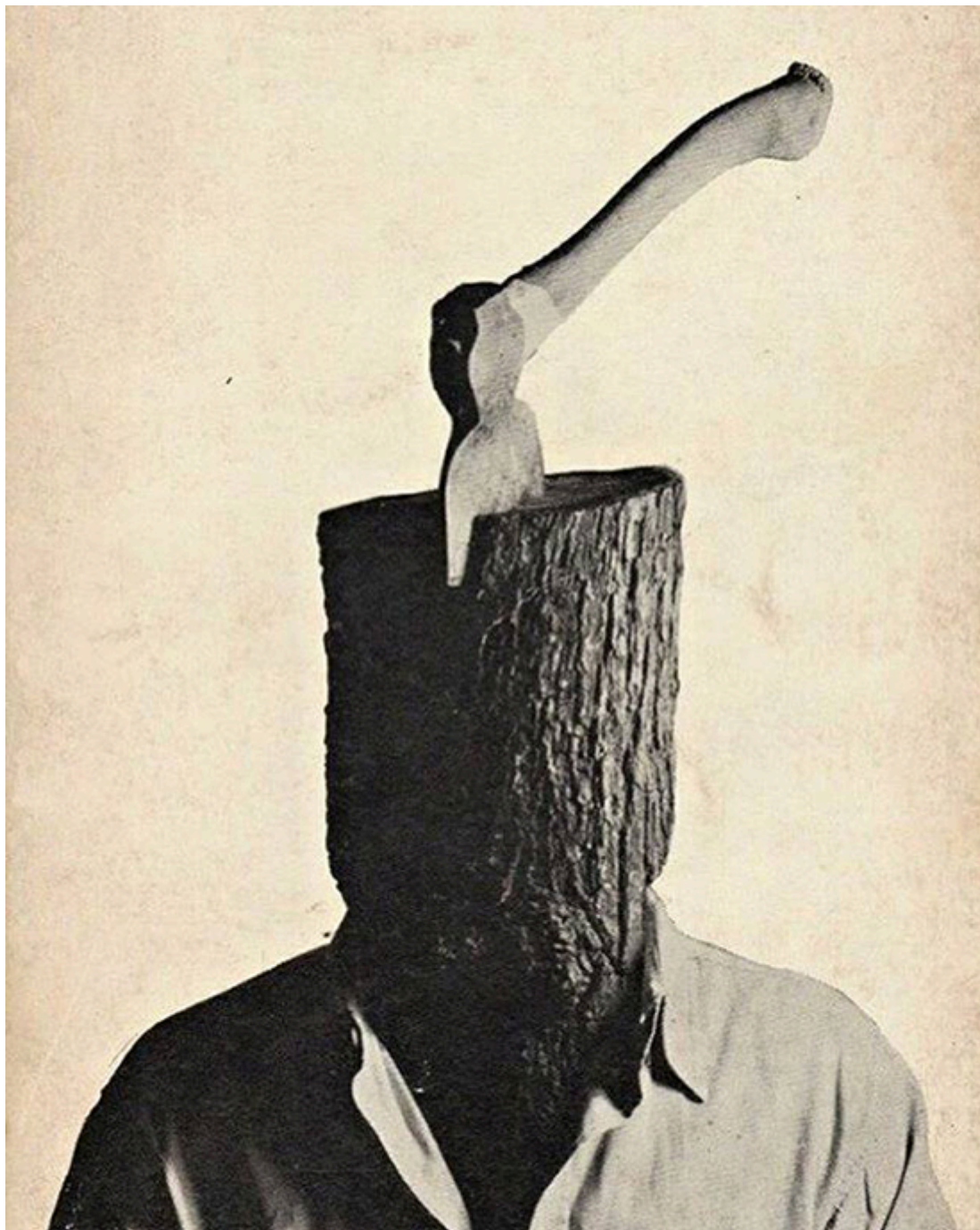
Let me know what you think about this. Would you like to see more of these in the future? Was there something you'd have liked me to cover? Do you have any questions about what we did discuss?

Let me know in the comments.

Male Authority â□□ Be a “Man”

November 14, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





How women and a feminine-primary social order control men by reserving the title of “manhood” for men who comply with female primacy.

In the Manosphere we often discuss the dynamic of men holding the burden of 100% responsibility yet are conferred 0% authority when it comes to intersexual relationships. This didn't used to be the case. There was a kind of default authority imbued in men that was part of simply being a male under the old social contract. A lot of western societies still presumes this is the case in fact. It's one reason popular culture presumes such a thing as '*male privilege*' exists today. They may even have a case with respect to the *Old Set of Books*; being a “man” inferred that a male had some degree of power, authority and decision making capacity over the course his life would take, as well as the lives of any women or children or extended family members who were dependent upon him being a “man”.

Responsibility is what defines men to this day, but the utility in this being hammered home into the psyches of men has become something the Feminine Imperative has found very useful in consolidating power in the hands of women. We're ceaselessly told that responsibility is something

men need to assume, but under the old set of books the incentive for a man assuming that responsibility came with a commensurate portion of authority (power). That was what used to earn a man the title of “manhood”; men were expected to possess the competency to produce surplus resources, enough to ensure the security and survival of his immediate and extended family, and then his tribe, his clan, his nation, etc. We still call this “being a productive member of society”, but now the incentives of a default authority that made assuming that responsibility a reasonable exchange have been stripped away along with all the grounding that a family name or tribal identity used to mean to men. In their place is all the same expectation of responsibility, but not even the pretense of male authority that stems from it.

In prior posts I’ve defined power thusly:

Real Power is the degree to which a person has control over their own circumstances.

Real Power is the degree to which we control the directions of our lives.

How many men today have real *power*; power to direct the course of their own lives? As we commit to various aspects of life, family, business, the military, a woman, we incrementally exchange power for responsibility. Wealth often enforces will, but unless we can be one of the moneyed outliers in life there is no true authority granted to men now in exchange for that responsibility. A man who would even presume to use an authority that might still be implied in these exchanges is labeled a tyrant; a vestige of a Patriarchy that’s now painted as a net negative to society. And that’s just the societal level. In a legal sense that man has no authority with respect to his power over virtually every aspect of his interactions with women or a wife. A gynocentric social order’s prime directive has been to remove all vested male authority and by extension almost all power the man has to direct the course of his own life.

There are numerous ways a feminine-primary social order removes the teeth from male authority today. First and foremost is the social pretense of blank-slate equalism. A default presumption that men and women are coequal agents in every aspect – physical, emotional, psychological, intellectual – is the cover story necessary to remove an authority that was based on the conventional differences between the sexes. To the blank-slate equalist gender is a social construct, but gender is only the starting point for a social constructionist belief set. Social constructionism is a necessary foundation upon which blank-slate equalism is built, but ultimately it’s a means of control. By denying each sex its innate differences social constructionism denies men their innate advantages and strengths. Once this became the normalized social convention it was a simple step to remove male authority.

In order to destroy that authority it was necessary to destroy men’s grounding in the identity of their own gender. The first step was to deliberately confuse men about the evolved nature of conventional masculinity. Thus, masculinity became subjective. Never has the idea of being a ‘*man*’ more reviled, obfuscated, blurred, ridiculed, demonized and loathed by men themselves. Wait for the “masculinity is toxic” articles to follow the next mass shooting incident. The worst shame, the worst clichéd vitriol, will come from male authors stepping up to apologize to women on behalf of *all men* for the violent ignorance of what they think is a learned toxic masculinity. It’s these Vichy men who’ve been taught that gender is a social construct, so there’s really no definitive answer to what makes a man a Man. These ‘men’ who’ve been conditioned in their feminine-primary upbringing who are so confused or gender-loathing with respect to masculinity that they feel compelled to believe they speak for all of ‘mankind’ when they apologize for all of us.

Blank-Slate Equals

But none of this works unless men and women are blank-slate equals. One reason a guy like James Damore is hammered down and erased with such zealotry for suggesting men and women are inherently different is because so much of gynocentrism rides on the social belief in the blank-slate. What's offensive about it isn't the idea that men and women might be prone to innately different strengths or weaknesses so much as it's about the entire system scaffolded by the falsity of equalism. You see, the confusion, the subjectification of masculinity has a design underneath it. This confusion is a means of control; a means of not just denying men authority, but to systematically *remove anything inherently male* from the whole system. I've detailed this removing the man in prior essays so I won't dig into it here, but it's a means of control in an age when men are expected to know their utility and their role in women's sexual and life strategies.

As we progress towards a social order based on a consolidated gynocracy it becomes more important that men not only be confused about masculinity, but also that men be dispersed and isolated. Men who would challenge this social order must be made into suspects and the *suspicious* of an "outdated masculinity" – a masculinity that pretends to be about innate authority based on evolved gender differences. Male Spaces must be outlawed, ostensibly for the misogyny they will surely lead to, but actually because men gathered together as men is a threat to a gynocentric power base. This is why the Manosphere and events like the 21 Conventions are so egregious to the feminine-primary social order; they connect men and their experiences about women. So men must be taught to be suspicious of each other. While masculinity might be loathed or confused, men gathered together can only mean homosexuality – because what other purpose could men exclusively gather for other than to fuck one another?

This is where the facade of blank-slate equalism conveniently slips when it suits the purpose of gynocentrism. Men and women *can* be innately different, but only on the occasions when innate differences would prove that men are violent, abusive, potential rapists, sex addicts or incorrigible homosexuals. On those occasions, the occasions when it serves the Feminine Imperative, women will gladly agree that Boys will be Boys and men are naturally beasts. Through this caveat in the blank-slate society men can be justifiably hated for being men if only because some nebulous male-chauvinist 'society' taught them to be so. So the clichés and the *old lies* get perpetuated because only a belief in the 'masculinity-is-toxic' narrative can justify teaching the next generation of boys to hate their own sex and sustain a gynocracy.

Men must be taught to hate themselves for their maleness. Thus, a form of institutionalized gaslighting of men about the nature of masculinity became necessary, and it is primarily men who sustain it. When men are conditioned to be both gender loathing and suspicious of the worst aspects of 'masculinity' in other men the result is a self-perpetuating cycle of policing one's thoughts while policing the thoughts of other men. There's a default belief that this policing is part of identifying with the feminine that will make these *Vichy Males* more attractive to women of the gynocracy.

But what makes a man a Man in this social order?

As we've moved from a blank-slate basis of gender to an ambiguous, subjective definition of what a man is the Feminine Imperative has found a utility in assigning the title of 'manhood' to whichever man best exemplifies this utility to the gynocentric social order. In other words, the more a man meets the shifting needs of women the likelier he is to merit the title of being a "man" or a "real man". In fact we hear this last one all the time in the memes that serve the Feminine Imperative. A "real man" does [insert whatever serves women's long term sexual strategy] and Betas gleefully

retweet it to prove their quality. In our feminine-correct paradigm, the authority that was inherent in masculinity which allowed men to declare what qualities make a 'man' has been casually assumed by women to be tossed around as whim and necessity makes convenient.

In *Rites of Passage* I elaborated on how, to an older conventional masculinity, Manhood was something merited and conferred onto a boy by his adult male peers. There were rites of passage, rituals, tests and qualifiers that transitioned boys into the world of men. This was a part of his grounding in a *tribal belonging* that used to at least somewhat direct his purpose in life. To be a 'Man' was to be a part of a sum whole – E Pluribus Unum, out of many, one. It was the collective of men who conferred manhood onto another. How this actually played out in real life and the integrity of that collective was always particular to the character of the tribe, but prior to the rise of gynocentrism conferring manhood on an individual was something unique to masculinity.

Today, the Feminine Imperative's efforts to disempower and subdue men means destroying the legitimacy of the tribal aspects of all this. As I mentioned earlier, men gathering together, and pretending to authority is something threatening to a gynocentric power structure. Destroying, shaming, ridiculing, etc. the whole of men, keeping them dispersed and isolated, meant usurping the authority men had in assigning 'manhood' to one another.

Aspects of the old masculine social order, including men's natural inclinations towards duty and honor amongst each other, have always been dynamics that could be turned to the uses of the Feminine Imperative.

From *The Honor System*:

Man Up or Shut Up – The Male Catch 22

One of the primary way's Honor is used against men is in the feminized perpetuation of traditionally masculine expectations when it's convenient, while simultaneously expecting egalitarian gender parity when it's convenient.

For the past 60 years feminization has built in the perfect Catch 22 social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they're conditioned to believe that they're cursed with masculinity (Patriarchy) yet are still responsible to 'Man Up' when it suits a feminine imperative. So it's therefore unsurprising to see that half the men in western society believe women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it's convenient to meet the needs of a female imperative.

In a gynocentric social order both the concept of honor and masculine responsibility is set by whatever is 'correct' for feminine utility. If that means only '*real men*' do something to satisfy women's imperatives, it implies that men who don't are 'false men'. Those men are outside the tribe

called 'men' as well as being unacceptable for reproduction, intimacy and love.

It also implies that only women have the authority to bestow 'Manhood' on men, and then only for performing specific behaviors or believing correct beliefs as set by womankind. It's as if women uniquely hold the '*medal of manhood*' to give exclusively to men who can qualify for her wanton needs. The authority men used to claim innate legitimacy of in the past is now only legitimate when a woman wields it.

Men need to retake this authority and own it as is their birthright once again. I realize that sounds kind of LARPy but it's the best way I can put it. One thing the Red Pill has made men aware of is the social machinations of the Feminine Imperative. Amongst Traditional Conservative 'thought leaders' a popular idea is that we find ourselves in the intersexual conditions we do today because men have dropped the ball. Men have shirked their manly responsibilities and women are the way they are because not enough men care to *correct women's behaviors*. This argument fails on two counts. The first is that it presumes women bear no moral or behavioral agency and as such cannot be blamed for their own participation in our social condition. This presumption, I should add, is actually indicative of exactly the manipulation of honor I mentioned above.

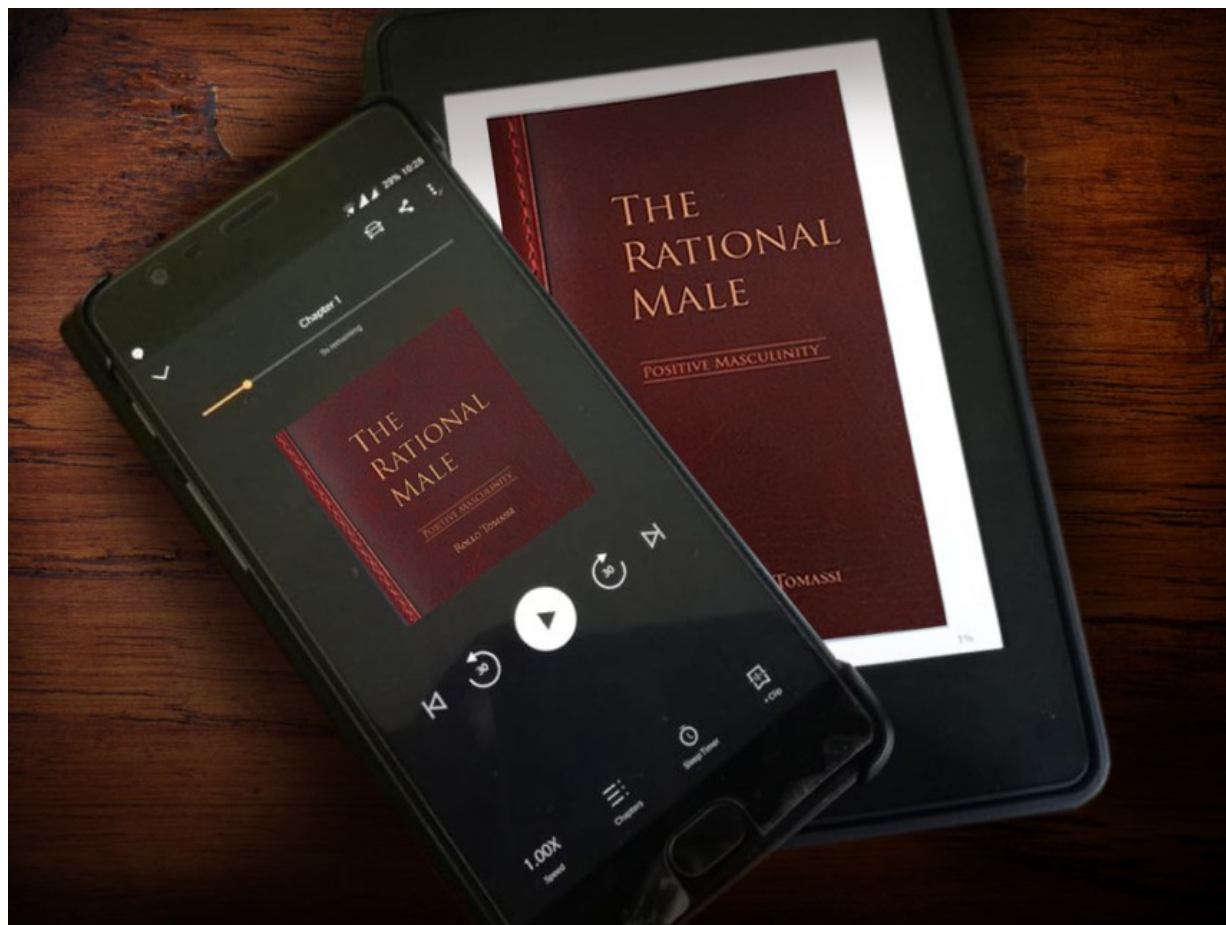
And secondly, more importantly, it presumes men hold an authority they simply don't have. Even claiming masculine authority would smack of misogyny today. Churchy, moralists pretend that men have a headship / authority that our gynocentric social order empirically contradicts. To paraphrase the MGTOWs, your headship counts for shit when all a woman has to do is call 911 and police will physically remove what you think is your authority from the family home, no questions asked. This is a result of the Duluth Model of Feminism which I'll be covering in an upcoming part of this series on Male Authority, but the short version is feminism's design is to remove men, maleness, masculinity from our social consciousness and this begins and ends with which gender has an enforceable authority.

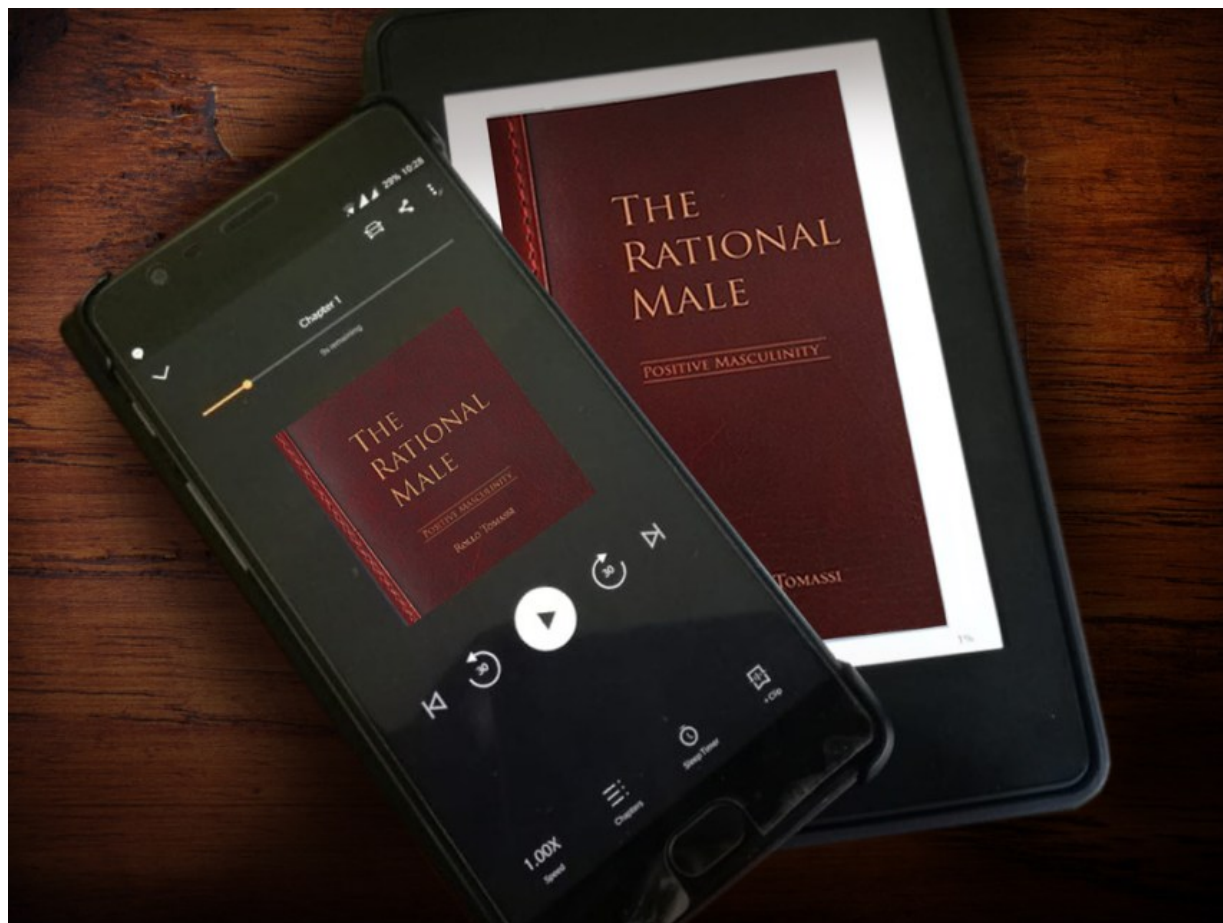
There are guys who'll challenge this idea of female authority. Red Pill thought emphasizes men disconnecting their sense of identity from a female-correct paradigm. In my own work I've stressed that the most important aspect of Red Pill awareness is men making themselves their Mental Point of Origin and this necessitates a realigning of oneself as his first priority. It's easy to make declarations about how your self-worth begins and ends with you and that no woman can influence that image, and in a way that seems liberating. Like you're taking at least that much authority back for yourself. But it's another thing entirely to wrestle with a social order that's now founded on a consolidated female-primary authority.

In the coming series I'll get more into this question as well as what men can do to take back the authority of assigning manhood. Thanks for reading, more to come.

Positive Masculinity â◻◻ Now on Audible

November 16, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Okay, okay, spare me the ‘better late than never’ jokes. The third installment of The Rational Male series – Positive Masculinity – is now available for purchase and download from Amazon / Kindle. The book is once again narrated by Sam ‘The Voice’ Botta and as with the other two books I’m sharing the royalties with him to help him with his absolutely insane medical expenses due to his injuries sustained from his hit & run “accident”.

The book logs in at 23.7 hours and is presently \$29.99. A lot of work has gone into making this title the best we could make it. In addition to Sam’s medical challenges ACX / Amazon has really stepped up their quality assurances requirements with respect to the audio quality. We went through several rounds of edits and approvals, but the end result is really something worth the wait I think. In audio time alone this book exceeds The Rational Male.

Now, all that said, and with the time and effort we put into this title I need to ask my readers & listeners a special favor. If you are starting a new Audible subscription with this audio book, it is imperative that you use the link here to start your sub.

The Rational Male – Positive Masculinity

In August Amazon/ACX altered the bounty payment structure they have with their content providers, authors and narrators. Prior to August of 2018 content providers were guaranteed \$50 per each new subscription. Essentially Amazon rewarded it’s best authors for helping them create what is now the biggest self-publishing monopoly ever known, and authors could rely on the popularity of Amazon to help promote their own work. As of August, all this changed and not for the better. Now ACX pays a bounty of \$75 per subscription, which on the surface seems like a great deal, but now authors/narrators only get that bounty **if** the sale comes exclusively through this affiliate link – the one I’ve posted here.

This isn’t a big deal for most low-volume self-publishing authors, but it’s a huge deal for authors

(like me) who sell a good number of audio books because this is primarily how men consume Red Pill media. Men tend to like listening above reading this material. They listen on their commutes to work and in the gym when they're working out. I've always stressed purchasing the print copy; it's not as 'deleteable' as the digital versions, it can be passed on to men who need the books and a lot of men tend to highlight and liner-note their well-worn copies. That's great and it's exactly what I always intended. However, my subscriptions bounties for Audible went from about 160 per month to around 20 now that this new program – which is being sold to authors as a big advantage – went into effect.

This affiliate link switch has also been applied to all my titles, so if you're looking to start a new subscription with *The Rational Male* or *Preventive Medicine* please use these links. I've also switched the links to the Audible files in my side bar too.

For more info on this please read this article: *ACX The Good, The Bad and The Ugly*

All that said, please pick up the Audible version and let me know what you think about the audiobook here in the comments.

Thanks Sam, and thanks to all of you who make this and all my projects possible.

Rollo Tomassi

The Myth of Sexual Peak

November 24, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The following is a re-blog from the archives of the (unfortunately) defunct aggregate blog The Spearhead. I want to archive this on my own blog because I think it was a fantastic exposé for its time and Chuck Ross deserves props for it too.

by [CHUCK ROSS](#) on NOVEMBER 16, 2009

A common myth is that men hit their sexual peak at the age of 18 while women hit theirs at 30-35. Despite literally no scientific support for this theory, this meme has become “common knowledge” in our society.

The myth never sat well with me. And to be clear, this myth is no straw-man concocted by this writer. It has entrenched itself in our culture to the point that most believe it is true without considering the implications or reasons for such an illogical development.

“Well we all know...” is a precursor heard before recitation of the myth. I worked with three 30-something women as a bank teller. Their excuse for their child-like antics, raunchy sex-talk, and monthly vibrator parties was that they were at their sexual peak. They said it as if they had a moral obligation to live up to their billing as sex-crazed mynx. While I’m not proud of it, when I was 20 or 21 I had a year-long sexual relationship with a 30 year-old woman whose fiance couldn’t keep up with her horniness. She justified her behavior by saying she was at her sexual peak and had a right to satiate her hunger. I got into an argument the other day with a female Bulgarian friend of mine who off-handedly recited this meme. The myth has infiltrated the Eastern bloc. I’ve had many encounters with the myth; I’m sure most readers have too.

I’ve never understood why our creator – natural selection – would put men and women at their sexual peaks at such different points in their lives. More importantly, why would women be at their peaks and more horny when they were less fertile? Every thing we know about evolution and sexual

behavior indicates that natural selection has made it easy peasy for our genes to be passed on through sexual reproduction – why throw a wrench in the system by making horniness levels – or “desire to copulate” levels – incongruent between the sexes and less conducive to reproduction? Since women are most fertile from the ages of 20-24, it would make sense that they would desire sex more than when they were a decade older and half as fertile.

Those purveyors of the myth don't account for Dr. David Schnarch's dichotomy between *genital prime* and *sexual prime*. As spouted by the masses, the myth advocates the notion that these women want sex more rather than the more plausible argument that they are more experienced and comfortable with sex. *If the myth is fully perpetuated, it grants 30-something women sexual liberation while offering nothing to men of the same age.*

From Dr. Schnarch's book Passionate marriage:

“Most textbooks on human sexuality, adolescent development, and family life teach that men reach their sexual prime before they even hit their twenties. Women supposedly reach their prime several years later...and therein lies our problem. Health-care providers make the same mistake as the rest of us: *We've confused genital prime with sexual prime.*

Genital prime occurs when a person has fully developed sexual organs and are most fertile. This occurs during adolescence and shortly after for both men and women. The myth holds men to the genital prime model while holding women to the other; it doesn't compare apples to apples. This has the effect of making 30-something female sex some sort of animalistic expression rather than a more mature concept of sex that men of the same age achieve. The widely-accepted meme of late female sexual peak is a false dichotomy.

So why has this meme succeeded in entrenching itself so deeply in our collective mythology? First, it prevents us from being able to call 30-something sexually-peaking women sluts. Saying that a 30-something woman is at her peak is a PC way of saying she's a slut. But given that “slut” implies something bad (and we know that a woman doing what she wants with her body can never be bad) those myth-sustainers prefer to say she is peaking. A peak implies something grandiose and wonderful. Peaks are achievements of milestones deserving rewards and ticker-tape parades. When the sexual prime myth is used to encourage and support these womens' shady sexual behavior, it violates Schnarch's dichotomy. Myth-purveyors seek to use the genital peak behavior of men at the age of 18 to condone womens' slutiness at later ages by citing the need for equality of opportunity to express sexuality.

Second, older women *HATE HATE HATE* younger women. Sex is power. Younger women have held it in spades over their elders. Being that everyone desires to wrench power out of the hands of people who hold it, older women and those soon to be of that demographic have an incentive to glamorize the twilight years.

Says sex and relationship expert Pepper Schwartz:

“*The bottom line for me: The evolution of the cougar concept is good for every woman and her partner. It keeps sexual possibilities and eroticism alive. And that continued capacity for passion creates lifelong desirability to younger men, older men, or anyone who can recognize a vital spirit when meeting one.*”

The myth has sustained because it gives women hope as they venture into the twilight of their ability

to be incubators of seed and the commensurate degradation of their looks. Sex is power, and attaching that power to women of ever-increasing ages allows women to hang on to it longer. Older women have declared war on younger women. Through wishful thinking they seek to destroy every benefit and short cut that younger, prettier women have even though they benefited from the same attitudes at an earlier point in their lives. We see this by observing the attitudes towards female celebrities who act in sexual ways. When Madonna was younger, she was considered a slut. Her book *Sex* was considered raunchy and disgusting. Now that she's old and in her "sexual prime" she is given a free pass to perform in sexually-suggestive ways. Her behavior today, while not as risqué as that when she was younger, is lauded as empowering and even artistic.

Young starlets are hazed by a certain segment of the population for capitalizing on their sexiness, but that same segment glorifies Demi Moore, Susan Sarandon, Madonna, Cher, Jennifer Aniston, and Halle Berry for rocking it at older ages.

We can easily see that the sexual peak meme is widely touted for the empowerment it gives to older women. Rather than being a quirky feature of our sexuality, the myth that 35 year-old women are on the same level as 18 year-old boys attempts to allow women to hold more leverage over men. As feminism achieves its goal of female economic empowerment, we begin to observe "peak inflation". The peak shifts upward as women delay marriage and children and seek to have fun of the sexual variety at increasing ages. Cougars are a case in point. These women are over 40. Even though the myth hasn't explicitly increased the age range of women at their peak, the cougar phenomenon idolizes women's sexual power at these late ages and glorifies their sexuality as empowering.

You see, the sexuality-as-power lobby wants to shift the reins of control from men to women and from younger women to older ones. Younger women are fulfilling their biological imperative thereby submitting themselves to men or to a scheme that plays into men's strategies. Older women expressing their sexuality is a way for them to hold sway over the purse strings to power. They are having sex on their own terms rather than due to some ingrained chore or obligation. The sex peak myth is a catalyst for creating sexual autonomy.

In terms of species propagation, men and women are most horny whenever they are most fertile; their genital peak occurs at a young age. Both men and women reach their "sexual peak" – their mental maturity – at later ages. The key here is that each maturity occurs at similar ages for both sexes; the myth loses its power when we realize this. The first maturity is biological while the second is social. The myth of the late female peak says that women are hornier in their thirties by trying to equate the 30 year old's behaviors and urges to that of an 18 year old man. This is simply a perversion of Dr. Schnarch's dichotomy. Both sexes have had many years of sexual experience and they have had more time to rid themselves of debilitating sexual hang-ups and phobias. They aren't hornier at later ages, they're just more relaxed with the ideas of sexuality and have thus reached "sexual prime". The late sexual prime myth is a convenient tool that excuses perverse sexual behavior in older women. Sex is power, and it is used as a weapon to pry control from those that have traditionally held it; men and young, beautiful women. By ratcheting up the expectations of older females' sexual inhibition, they wrangle pawns to line their battlefield.

While I feel this is one of the better outlines of the Myth of Sexual Peak, there's a few thing I think Bob didn't touch upon. What prompted me to dig this article up from Wayback Machine was a Twitter exchange I had about the recent *New York Times* article outlining a *study on the ages of peak*

desirability for men and women. This article raised the hackles of online women in precisely the same way that this myth has always triggered women. The Myth of Sexual peak for women is a social convention that refuses to die since it was created in the *free-love* era to now. Even Bob's piece here is almost a decade old. And yet, in spite of the statistical evidence that damns the myth, the next generation of women don't even realize they are parroting back the same tropes their mothers did in their day.

Michelle Drouin, a developmental psychologist who focuses on technology and relationships, was not surprised by the new study — in part because they “align with evolutionary theories of mating” in which youth suggests fertility, she said.

Dr. Drouin pointed out, though, that there are also theories that suggest that “men are just less interested in earning potential or power, and more interested in physical attractiveness.”

When I first published my now infamous *SMV Graph in 2012* I took a *lot* of heat for allegedly not being thorough enough in my estimation process. Honesty and hindsight, I was a lot more intuitive than informational then, but I knew I had it right; at least from the visceral physicality of it from an evolutionary perspective. Since 2012, I've had study after study and correlation after correlation sent to me by readers, or simply fall into my lap, that corroborated the bell graphs, time lines and circumstances I had a basic inkling of. While I think that women peaking at 18 and men peaking at 50, as per this study, might be somewhat exaggerated for outrageousness, it still, once again, confirms the basic form I set out in my original graph.

One issue I think Bob didn't touch upon is the evolutionary logistics of why this myth is timed conveniently at the stage in life that women's sexual market value (SMV) is in decline. He's correct about older women wanting to compete with younger women, but there's a hindbrain understanding that women's only real agency in this life is their sexuality. The Myth of Sexual Peak is a tool in this competition, but it is squarely directed at shaming men for their evolved preference for youth and fertility in women. In a raw, evolutionary reality, men only really need women to reproduce, thus, the most desirable age for this in women stays relatively the same. Conversely, women need men with different qualities for different, and opportunistic, reasons at various stages of their lives and how their necessity dictates. Thus, women can find men desirable to fulfill those purposes at ages from 15-50. And before you give me a ration of shit about including 15 year old boys in that mix I'll point you to the rash of mid twenties female teachers on trial for banging their high school students.

All women (yes, *all*) have an innate understanding of their sexual agency, and all understand its perishable nature. However, there's a trade-off inherent in balancing this agency with optimizing Hypergamy. The longer a woman waits the more that agency declines, but the longer she has to consolidate on a man (or men) who represents her Hypergamous ideal. The reason the social convention of women's “sexual peak” is set at the age of 30-35 is because it attempts to create an artificial sexual value for men. It pretends that their later age makes them better sexual experiences than women 22-24 years old. It's a disqualification of those women for men's long term provisioning considerations, but it also plays on male-shame while simultaneously (artificially) inflating women's self-image. This is why the myth is so pervasive — it satisfies a lot of insecurities. It's 'empowering' for women to believe that men are too infantile to appreciate the better sexual experience they believe they represent.

Furthermore, it's difficult to argue against because it seems plausible and it's almost entirely based

on how women feel about themselves sexually. What a tragic joke that evolution should make women's sexual peak occur when she least able to make it work for her, right? Wrong. In fact it's comical when you see how a study that finds women's peak age of desirability is 18 and mens should be 50 – almost the inverse of what the myth wants us to believe; that 18 year old men and 30 year old women are at their sexual peaks.

Male Authority â◻◻ Provisioning vs. Duty

November 30, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've been watching *Outlaw King* on Netflix recently. There's a part where the wife of Robert the Bruce says '*Power is making decisions*, and whatever course you are charting, I choose you, my husband' It struck me that my own wife had said almost these same words to me in 2005. When I'd decided to take a job in Orlando that would uproot us from family and friends. There was no "...but what about my friends, career, etc.?" from her and I had no hesitation to consider anything but taking the position. She said, "You are my husband, I go where you go."

How many men hold a default Frame in their marriage? Many women are reluctant to even accept their husband's last name today. There's a lot of bullshit reasons for this, but the core truth is that women have no confidence in their man in the long term. They don't trust his 'course'. There's holding Frame, and then there's establishing a long term Frame, a paradigm, a reality of his own, that defines a man's authority in his marriage and family relationships. Women today still want marriage, but few want to defer to their husband's 'course'. They don't trust him with her life.

And why would they? For the past four or five generations men have been portrayed in popular culture as untrustworthy. Either they are Beta buffoons in need of women's uniquely female 'reasoning' (which is really male reasoning with breasts) to save them from themselves, or they're malicious Alpha malcontents (or perverts) also in need of female correction to bring them to female approved justice. It's the retribution fantasy of feminism played out in popular media, but the societal result is generations of women who have no inherent respect of men and even less trust in any beneficial course they might plot out for them as future wives.

There's also the male perspective to consider in this. Most men approach their marriage and long term relationships from what is ostensibly an egalitarian perspective. "Equality", playing fair, being an "*equal partner*" a pretense of egalitarianism, is all a cover story for a power dynamic that is truly based on resource dynamics. In a 'modern marriage', male authority, even just the idea of it, is ceded by default to the woman. I'll explain why in a moment.

Today's marriage stats and the socioeconomic variables within marriage point to a very cold truth; if you make less money than your wife, statistically, your marriage is far more likely to dissolve. In couples where a woman outearns her husband *divorce rates increase*. Virtually every article written about this power dynamic attempts to paint the men involved as '*feeling threatened*' by their wives' success, but the visceral truth can be distilled through the process of women's Hypergamy. As you might guess, our feminine-centric social order can never allow for an unflattering picture of women, thus men must look like ridiculous, insecure, man-babies – this is another piece of the puzzle – but the stats don't lie, only the reasoning for them misleads us culturally.

In an "egalitarian" marriage it is actually financial considerations that imbalance that idealistic fantasy of a "coequal partnership". Men and masculinity are made to look ridiculous, insecure, potentially violent and incompetent on a social scale. This effort to delegitimize anything male has been going on since the late 1960s. The social impact of this has resulted in several generations whose default impression of men in general is one of distrust. Either distrust based in men's potential for abusiveness, or largely more a distrust based in a default presumption of incompetence. Women cannot trust a man with her life because a majority of men are ridiculous buffoons, no better than big children and now we add that almost 40% of them are outearned by their wives.

Is it any wonder women have no default respect for a man's course for their lives? In fact, given these modern circumstances, fantasies of an egalitarian marriage being the ideal notion are really the only way to justify marriage at all for women. Thus, we've crafted a new ideal of marriage that furnishes women with legal and social failsafes to make what looks like a really horrible, life-long attachment to a buffoon or an abuser just palatable enough to have women believe things might work out for them. Don't worry ladies, the egalitarian ideal, that any potential husband worth your consideration will subscribe to wholesale, provides you not only with options that will absolve you of all responsibility for *his* (and your own) failures, but you'll never have to really *do* anything he says. The law is on your side, and the very premise of an egalitarian marriage frees you from ever having to go along with one of his half-baked life plans for the both of you. In fact, as long as you make more

money than him, you'll almost surely be doing the 'course' setting for the both of you.

Needless to say this is not conducive to women entertaining a default deference to men's authority. If women's baseline impression of men is one of incompetence, ridiculousness and distrust, and then you combine it with the fact that over a third of them won't be earning the same financially we begin to see the reasons for the decline in marriage today. If the default perception of men is one of expected incompetence, why would a woman ever want to get married?

This is kind of a quandary. In marriage, a man's authority today only extends to this monetary wealth – there is no inherent authority associated with being male despite what feminist bleat about 'male privilege'. Wealth enforces will, but women still seek to find ways around accepting that authority by assuming control of that wealth. This is one reason why "*financial abuse*" has been fashioned into a form of spousal abuse, but there are many other means of emotional control that mitigates male authority-by-wealth.

Even when a man is the primary breadwinner his means to authority in his marriage is still mitigated. A man's provisioning for his wife and family has always been considered a 'manly duty'. Even the most masculinity-confused, *Vichy Males* are still conditioned to assume providership as a masculine trait that is 'non-toxic' and approved by their teachers. In most Trad-Con thought a man isn't even to be considered a "man" unless he can prove his competence in generating more resources than he needs for himself. The direction of every aspiration he has must be applied to providing for a future wife, their children, likely their (her) extended family and then extended to society. By the old set of books a man can't even be given the title of "man" (or "a real man") unless he can prove he's prepared himself to be a good husband, father and community leader.

While there's nothing inherently wrong with a strong desire to fulfill this provisioning agenda, the men who do accept this as their "manly duty" are conditioned to only see their sacrifices as their expected responsibility. They are actively discouraged from ever assuming any authority might be forthcoming in exchange for their sacrifices. Not even a man's wealth is a guarantee of authority; certainly not if he's been conditioned to believe that an egalitarian marriage is an ideal, much less a possibility.

And now we come full circle – the promulgation of an egalitarian ideal in marriage, in gender equity, in the retribution and restitution that feminism is based on, all of this and more has the latent purpose of stripping men of any concept of authority, while enforcing the ideal of male responsibility. In *The Second Set of Books* I made the case that most (Beta) men today live by, or would like to live by, an old social contract that on the surface seems noble. They believe in an anachronism that promises them that honor, duty, chivalry and a default respect of women will, sooner or later, be appreciated by a woman with the "quality" enough to appreciate it and show that appreciation by accepting him for her intimate attentions. Only later do they come to realize that their dedication to that anachronism is misplaced and the exchange of duty for authority is not only erased, but he's perceived as a "toxic" monster or a ridiculous "macho" fool for ever expecting that exchange. The world is actually playing by a second set of books that expects all of his 'honor-bound' beliefs are his responsibility, but nothing he sacrifices grants him any authority.

Last week I hosted a *Special Edition* of the *Red Man Group* in which we discussed whether a married man today is by default Blue Pill or Beta.



The Red Pill & Marriage



The Red Pill & Marriage

Rollo Tomassi
Hunter Drew
Craig James
Tanner Guzy
Texas Dom

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It's

almost impossible to broach this topic without accusations of bias or personal circumstance coloring a man's perspective of marriage – and that's from either side of the topic. I wasn't endorsing marriage in this; if anything I made a case against marriage based on the same questioning of men's authority I've explored in this essay. By today's standards, marriage is far too dicey a prospect for me to ever advocate for. But how far are we willing to take this abandoning of dominance hierarchies in intersexual relationships? I recently got into a debate as to whether monogamous relationships – outside formal marriage – were even beneficial for men today. In that discussion we dissected the history of monogamy and in human relations it's at least somewhat accepted that monogamy and two-parent investment in offspring was a dynamic that's been beneficial to our own and some other species. I think that in the past, when social circumstance was different, the concept of monogamy and the institution of marriage were instrumental in our advancement and largely beneficial. All that's changed now and much of the *second set of books* I referred to in this essay is predicated on an egalitarianism that has erased male authority and placed it on the shoulders of women who are ill-

equipped (and honestly not wanting) to use that authority.

This last sentence here is going to seem like heresy to those invested in blank-slate, egalitarian equalism and *fempowerment*, but the truth is evident and unignorable that an evolved patriarchal authority has progressed us to an age where we've become prosperous enough to entertain thoughts of abandoning it. Stripping men of authority while still expecting a default, and total, responsibility is a really good summation of the two sets of books – the conflict between the old and the new social contract. And yes, I'm aware of all the arguments that this state of disempowering men is by some political design. Destabilizing the family starts with delegitimizing male authority and confusing generations of men about the aspects of masculinity. Doubt and self-loathing are key in men policing other men for presumptions of authority. It's crabs in the bucket – when one man presumes authority there need to be ten more to pull him back down into confusion and doubt.

So where do we go with this from here? Even the most 'Con' of Trad-Con women will still default to their fempowerment conditioning when presented with a default male authority they are supposed to follow. Can a man be a leader in his own home anymore? MGTOWs will tell you no, and they'd be right. You can't out-Alpha the state. But the state is still comprised of men and women with their own preconceptions and belief-sets. Our evolved firmware still predisposes us to conventional gender roles, and that predisposition is also one of women expecting male competence, decisiveness and dominance. Women still want a man to follow in spite of their conditioning to distrust men's competence. Maybe a new form of monogamy is in order. Egalitarianism is a dead end, it only defaults to 100% female authority and 100% male responsibility. But perhaps at some point, when things get so bad that women are forced to take a chance on the men they think are potential buffoons and abusers, a new kind of "marriage" can come out of the morass that egalitarianism has made of marriage.

How do we get back to a state of male authority based on a woman's trust of her husband? I would like to believe I have this with my wife today, but I know that this is tenuous from the perspective of true, actionable authority. I once came down hard on a pastor who was advising the women of his congregation to "allow" their husbands to lead them. He was basically asking the women to stand down and trust God that their husbands were actually worthy of their trust. He didn't know it, but his entire premise stemmed from women already acknowledging that they had ultimate authority over their husband as a given. Most pastors are pussy-whipped, so this default authority is usually presumed as a sexual threat-point women will exercise over their husbands. What he didn't understand was that women's authority is his default for a much deeper, more socially expansive reason. So even to ask women to allow their husbands to exercise 'headship' is ludicrous – it's something even those women have no power to do because the presumption of authority is *always* in their favor. They can't allow their men authority over them because the social paradigm they live in won't allow them to allow it.

Red Pill 101 â◻◻ Ep. 6: The “Rules”

December 2, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Do you feel like you’re playing by one set of rules while everyone around you seems to be playing by another? Do all the women you interact with seem to have a restrictive set of hoops for you to jump through in order to qualify for their intimacy while they eagerly break their own rules for a different type of guy? Do the married guys you know still cling to their wives rules like their sex live depend on it?

The rules that a woman creates for a man she perceives as Beta carry over into that man’s LTR and marriage. A marriage/LTR usually retains whomever’s Frame that relationship had when the couple first became intimate. A lot of Beta men (and even some well-meaning Red Pill men) carry over this need for female (their Mother’s) approval into their relationships, proudly integrating their personal beliefs into how well they satisfy a woman’s rules and plans for his own life.

Are the ‘old set of books’ social agenda really the same set of personal rules women have for their own approval for Beta men?

Pat and I will discuss these issues and how to help men avoid the most common problems that lead to dead-end and damaging relationships for men.

Bonus: Why ‘Promise Keepers’ issues are really mommy-issues not daddy-issues.

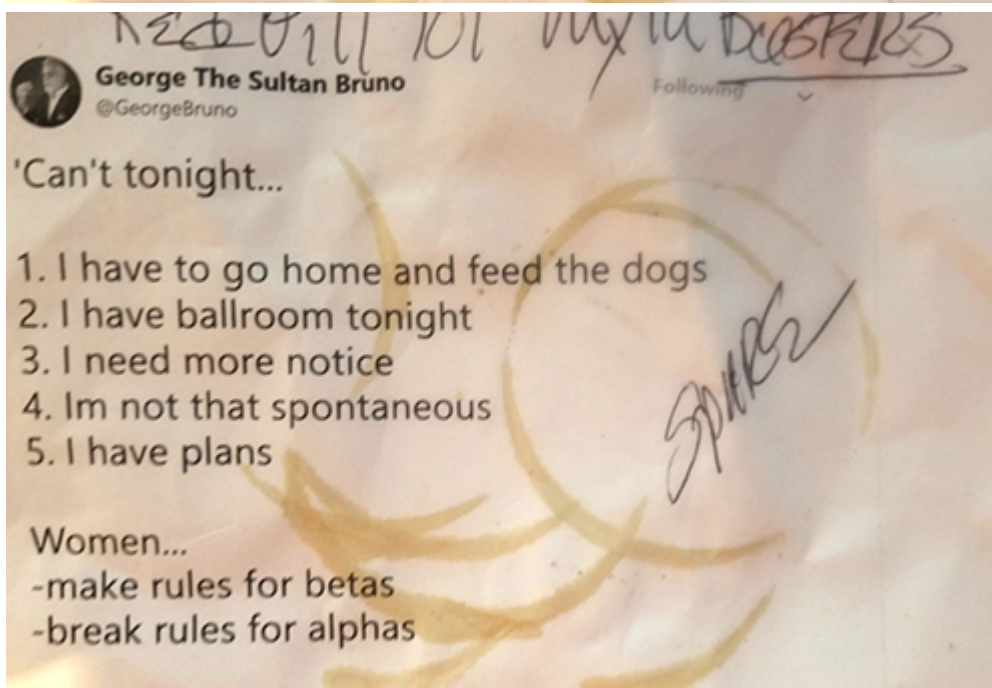
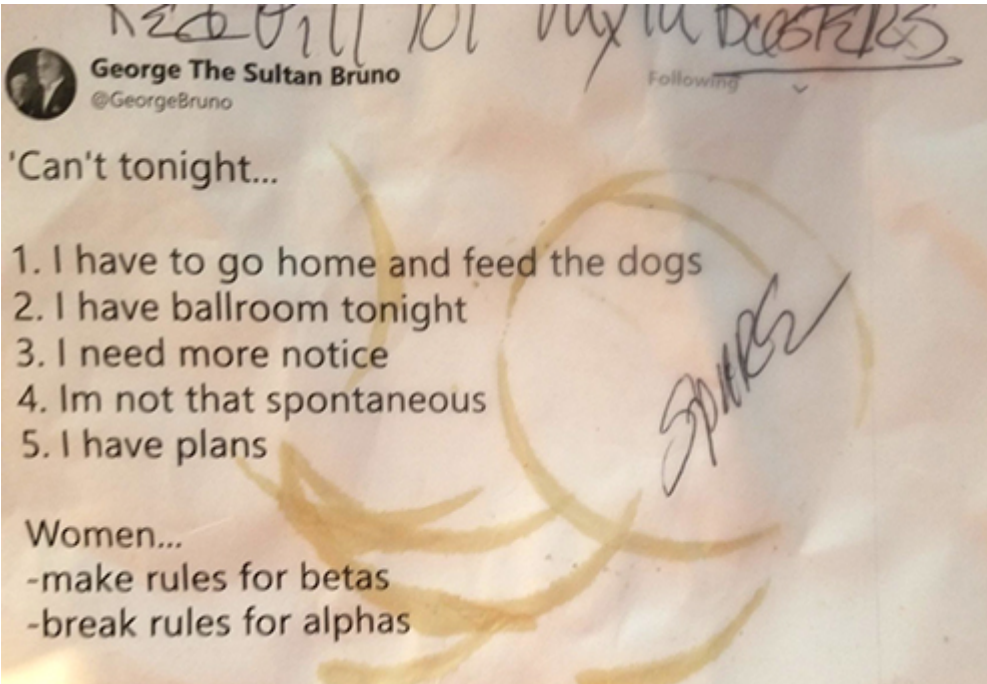
Relevant Links:

| [Promise Keepers](#)

| [Men in Love](#)

| [The Second Set of Books](#)

| [Blue Pill Frame](#)



State of the Manosphere 2018

December 7, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





On October 12th, 2018 I delivered what a lot of men told me was the best speech I've ever given. I worked really hard on collecting my thoughts and observations of the manosphere, but I'm afraid I'm really not much of a speechwriter. My initial intent was to write a full analysis of the state of the manosphere – as requested by *Anthony Johnson* and a few others – and then give an impassioned reading of it.

I couldn't do it. It seemed kind of stale to me to just read what was really a much better essay than a speech. The night before my time to speak I decided to distill the 'essay' down to my key points and use them as a roadmap for what I wanted to convey. I'm actually very good at digital media. I've been a designer and art director for most of my professional life. I could very easily have whipped up a presentation in PowerPoint or Keynote, but for this I want to connect with the audience face to face and distraction free. So I went old school and fell back on my trusty flash cards and notebooks, and then went up to speak from the heart rather than read from my head.

But damn it, I worked hard on my speech/essay. Anyone at the 21 Convention who saw me in the mornings prior to my speech probably saw me, nose in laptop, at the breakfast buffet working on the guts of it. Since it never made it to the podium in whole I thought I would polish it up a little bit for you here and let you in on what my thinking behind the speech was like. This is *not* the speech I gave at the convention, but it is the thought process behind it.

One key element of my talk was the SWOT analysis I did of the future of the manosphere going forward. This is the only part I'm omitting from this essay because I'd rather it not get confused with the actual talk. And that talk, by the way, will be forthcoming either this month or January of 2019 courtesy of the 21 Convention. I will make a blog announcement when the video becomes available. For now, this is the work behind that talk.

Good morning gentlemen.

There's a lot I want to cover today, but before I do I wanted to let a few people know how honored I am to once again be here to relate with you all.

First and foremost, I want to thank my friend and co-host of the Red Man Group, *Anthony Johnson*. Without Anthony there is no 21 Convention, but most importantly I want to thank him for believing in what I always hoped this convention could be. The 21 Convention has become what I believed would be necessary a while ago. There was a point right after I began to see how my first book, *The Rational Male*, was being received that I knew how needed an event like this would be.

If you read me on Twitter or you're a fan of my blog you'll know I've developed a reputation for predicting the future. I joke around about it, but one of my quotes is "*I hate being right all the time*". I'll tell you now, I don't actually have super powers to predict the future. However, I like to think I'm fairly adept at seeing trends and recognizing patterns. I knew there would need to be some sort of Red Pill Summit. The manosphere was expanding then, as it continues to today and something would need to develop if the message was to expand with it.

As most of you know, I'm not a fan of seminars; particularly now. The motivational speaking and the self-help industry has exploded with the rise of the internet – and with that the number of *gurus* intent on cashing in on the insecurities of others (mostly young men, the 'Lost Boys' generation) has exploded too. I knew then that I didn't want to have anything to do with 21st century snake oil reheated to be relevant in today's age. So whatever this Red Pill Summit would be, I knew I wanted to avoid the selling of good-vibes. It needed to be real, and that meant taking chances.

When I met Anthony I was skeptical.

That's a nice way of saying I thought his old format was essentially nine years of *Purple Pill* seminars which were exactly the kind of thing I wanted to avoid in a Red Pill summit. So I turned him down that first time. To his credit, Anthony wasn't put off by that. He had every reason to be, but he'd had his life changed by my own work, was becoming Red Pill Aware and he was determined to take the chance on radically shifting the direction of the 'old' 21 Convention toward something that had more substance than just being an advertisement for some over-priced non-credentialed 'coaching. So we looked to find the right men to create this summit.

This year, and with this roster of men, that idea for a Red Pill summit is finally coming to fruition. So, I want to also thank all of you, the people who believe in this venture, the people who work hard to make it possible and the men who make this convention a priority to attend.

All of this might seem like a long winded way of telling the story of this new convention, but I snuck in a lot of the key points I'll be addressing today. It's an important story to tell because not enough men really understand what it is they're a part of today. I've been part of what we call the manosphere since its inception. Now that's not me trying to establish red pill street credit; it's to say that I was a part of what's now known as the manosphere from the beginning. But it's important to

look back on where we came from to understand where we're going.

I've been called *The Godfather of the Red Pill*. I've been called one of the three 'R's of the manosphere – *Roosh*, *Roissy* and *Rollo* – and while this is still an honor for me, it's also a reminder of who I am, what I've become and how this community has shaped me and the millions of men who've "unplugged" from the Matrix of a feminine-primary social order.

I don't relish the role of being the manosphere's chronicler, but I understand why it's necessary, so I accept it. I would much rather be connecting dots and developing ideas to consider about what we call intersexual dynamics and the true *Red Pill*. But that term, "The Red Pill", has become bastardized to serve as an ad-hoc brand for many pet ideologies and personal beliefs recently. I don't care to talk about the manosphere – I would rather be doing the real work – but I'm one of the few men who have the history to do so accurately.

As the manosphere expands and more men are drawn to this *tribe* the need to accurately know where we've come from is more important. Even I fall into the trap of assuming that men just come equipped with a foreknowledge of Red Pill history and a grasp of the fundamentals of Red Pill awareness. When Anthony and I, and later Rich Cooper, started the Red Man Group podcast I quickly became aware of the need to go back over the basic *Red Pill 101* for men who have become a part of the tribe.

I also became aware that if I didn't step up to tell the real story of the Red Pill that it would be told for us by others who see this community as a convenient niche to exploit and to twist to their messages.

So, here I am.

What is the Manosphere?

For as much as the mainstream would like to demonize it, the manosphere is really a collection of the minds of men. The manosphere is a *Gestalt*. That's going to be an important word going forward here. A Gestalt is an organized whole that is perceived as more than the sum of its parts. And there are many parts of the manosphere.

For some, the manosphere is a convenient collection of like-minded men who share a common ideology. This is where the mainstream gets the idea that the manosphere is a gathering of misogynists. To our ideological opponents any collection of men, no matter the intent, is always suspect of misogyny. We'll get back to misogyny later, but even a gathering of 200 of us here, no matter our purpose, is enough to make a feminine-primary social order very nervous.

To them, men gathered together has dangerous implications.

Keep this point in mind; it is a means of control over the Gestalt Masculine.

The primary strength of the 'sphere is that we are a consortium of men's experiences. We are gestalt; an aggregate of men who've come together to share, debate, to improve, to fight and to agree or disagree on the realistic state of men everywhere – all based on observations, empirical evidence and commonality among all men's collected experiences.

Usually a man's first experience with the manosphere is through his becoming Red Pill aware. I mean this in the sense of intersexual dynamics. I know the "Red Pill" has been bastardized to mean whatever ideological or political bent a person may have, but this isn't where the term originated. Men generally find the 'sphere because they want to improve their understanding of women.

Some become so distraught that they're on the brink of suicide.

It may be from a life long confusion about the decisions they've made with women; a girlfriend, a wife, an Ex. What they find in the manosphere is answers. Maybe they find the works of any number of the men speaking here today. Maybe they find MGTOW, or the Men's Rights Movement. Maybe they find the Red Pill forum on Reddit (or maybe not today since the forum is still quarantined).

Maybe they discover more of the same in Purple Pill hacks – life coaches – who are feeding them just enough Red Pill awareness to them so that it seems novel.

Or maybe they find my blog and books.

Regardless, each of them is looking for a means to improve their lives. We don't advertise in the manosphere. Not much anyway. The Red Pill, by its nature, is something that a man has to be looking for. Anyone who's ever tried to "red pill" his friend or brother to help them avoid a life-ruining decision knows what I mean. It's an unfortunate truth that men are often Zeroed Out and at their lowest when they become most open to introspection.

Men are often looking to understand women, but this eventually becomes an education in understanding themselves. It's never enough to simply learn some PUA techniques. Game is integral to a Red Pill awakening in a man, but it is an incomplete act without internalizing the truths that the practice of Game reveals to men. As men learn about the nature of women they also come to realize why they did what they did, and why men do what they do. I often have men tell me how they wished they had the knowledge of the Red Pill before they made some debilitating decisions in their lives.

And this is what I'm talking about.

Eventually the man who just wanted to learn enough Game to get his '*dream girl*' interested in him, that guy comes to see that solving the problem of himself is the key to that challenge and so many more.

It leads to him seeking mastery of himself.

Men unplug from their life-long Blue Pill conditioning, but in doing so they come to question more than just their conditioning. They question what they've been taught to think of themselves. That self-revelation is often a very rough experience for men who've invested so much of themselves in a paradigm set against them.

The Red Pill, the manosphere, saves lives in a literal sense. As my friend *Pat Campbell* has related, men are living today as a result of their having read my work and the works of others. The manosphere is a vital community that not only saves men's lives, but it points them to a better one. The Red Pill is a set of tools for men to use to improve their lives. It is not a set of rules or a formula for guaranteed success. It is a map to follow while you make your own path as a man. It is concrete, evidence based, and always open for debate among the tribe that is the manosphere.

As the manosphere has evolved there have been various subsets of the community that have hived-off to form their own sub-tribes. I could probably devote entire talks to just these sub-groups. But the nature of men is tribal. Not to steal any thunder from *Jack Donovan*, but it is in men's nature to form tribes and coalitions of *like* men. No matter what a certain misguided pop-psychologist would tell us about individualism, men evolved to be stronger within tribes. The manosphere itself is a tribe and within that tribe sub-tribes will establish themselves.

As I mentioned earlier, restricting men from gathering as a tribe, cutting those tribes off from communicating, is one way a gynocentric social order exercises control over the Gestalt Masculine. If

you've ever wondered why it is that women feel an obsessive need to either join and assimilate, or outright destroy male-exclusive (*Male Space*) organizations while insisting on the gender-exclusivity of their own, look no further than their instinctive, base understanding of male tribalism. Together we grow stronger, we test each other, we form pacts and coalitions, we collaborate in ways that challenge what I call the Feminine Imperative. And the largest gestalt of that Feminine Imperative is now what we refer to as the **Gynocracy**.

In the beginning of the Red Pill, in the beginning of what's now the manosphere, the Gestalt of masculinity, was beneath the notice of our feminine-primary social order.

We were – and sometimes still are – “those small-dick losers who don't know how women work”. We were dismissed as Incels (now re-popularized), misogynists, neck-beards, or “dude-bros”. It was the convenient ridicule stage. And that was made all the easier by the decades of masculine ridicule in sit-com deliberate misunderstandings about masculinity that began in the early 70s.

Now things have changed.

The manosphere has evolved into something that's much more of a threat to the Gynocracy. Once Trump defeated Hillary, the stakes were raised. I'm not here to debate politics, but the gender landscape has undeniably, unignorably, altered in the two years since a hyper-masculinized man put down the bid of a hyper-gynocentrist female-supremacist woman for the presidency she believed she was entitled to. We didn't witness Trump defeat Hillary, we witnessed *HIM* defeat *HER*. The Gestalt Masculine prevailed over the sure-thing, “her turn” presumed victory of the Gestalt Feminine.

Gender Warfare

Do you understand what I'm saying?

This was the first test in a larger gender war that was to come. And make no mistake, we are in a gender war today.

Granted, it is a cold-war at this stage, but the Gestalt Masculine is at war with the gestalt feminine today. Both those gestalts found their perfect embodiment respectively in Trump and Hillary. This defeat gave rise to what is called the **#resistance**. The ‘resistance’ is another name for the Gestalt Feminine; replete with “allies” (Vichy Male collaborators), sloganeering (The Future is Female) and uniforms (Pink Pussy Hats).

You can witness this resistance, the Gestalt Feminine, in every Women's March, in every face wearing a pink pussy hat, in every ludicrous new, weaponized, **MeToo** allegation that strips men of their basic civil rights not in a court of law, but in the court of social media.

There are more manifestations of this Gestalt Feminine than I have time to list in this talk, but each has the express purpose of destroying conventional masculinity. It is no longer enough to inconvenience men or to spray paint “smash the patriarchy” on a stall in the women's bathroom. The true intent is now unmasked, and that is the systematic removal of ALL masculinity.

“Men need to be actively disadvantaged for equality to be achieved”

These were the words I read on a college chalkboard not too long ago. This is the sentiment that's become normalized. This generation sees the advantage of a cover story like “equality” as if it were a nuisance today. They almost begrudgingly speak about equalism as if it's the necessary wink and a nod before they move on to how justified the Gestalt Feminine is in disadvantaging men in the name of equality. But we're expected to know that ‘achieving equality’ is the backstory to systematically removing men from all narratives. In a feminine-correct social order men should already know this is

a facade, but go along with it anyway.

Today, we're moving past the questions of whether or not the Gestalt Feminine should care about issues of equality of opportunity versus equality of outcome. That was a nice distraction, but making a distinction between the two is important, if only insofar as who you're debating it with actually has the capacity to change their minds about anything. The Gestalt Feminine wants what it wants, like the sum total of all the Ids of women who believe in anything they've ever seen, heard or read about their *own* oppression.

Never in human history has there been such polarization between the sexes. In our contemporary gender landscape the Gestalt Male is the openly declared enemy of the Gestalt Female. And no one raises an eyebrow about it.

This isn't how *we* would have it, because it's my belief that the sexes are far better off as complements to the other. We can be, we have been, better together than adversarial of each other.

But any issue of gender conflict, any slight, any instance when a woman's power may be challenged, any time a man might dare to raise a questioning awareness of an issue that is uniquely concerned with men is when the collective awareness of the Gestalt Feminine is roused into action.

I've called this phenomenon **The Sisterhood Über Alles** – *the sisterhood above all other considerations*. Before religion, before race, before political stripe, what benefits the Feminine Imperative is the prime directive of womankind.

As a result of continually feeding this beast we find ourselves in a state of sexual polarization that has gotten so bad that even “woke” male-feminists are now viewed as “stealth misogynists”. The stereotypical Nice Guy isn't ‘nice’ anymore, he's an operative that's trying to fool women's Hypergamous filters. The old trope of men getting in touch with one's feminine side is now viewed with suspicion. Why would a man be motivated to identify with the feminine if not to use it to his manipulative advantage? Identifying with the female is almost more distrusted than openly Gaming women today.

You are never a ‘man’ to the *resistance*. To call you a man would be too old school *patriarchal* and aggrandizing. “Man” is reserved for the Alpha men women want to fuck. No, you are just an ‘ally’ and even then you're only an ally so long as you remain useful. When that usefulness ceases, when you serve your purpose and look for approval from your mistress, when you hope to enjoy some reciprocal intimacy in return for desired behavior, there's now a new and much improved social convention ready made to remove you from the *resistance*.

My Twitter feed is littered with stories sent to me about infamous celebrity male-feminists who are now facing MeToo allegations. We don't even call them misconduct allegation now – MeToo is synonymous with rape, harassment, even social missteps.

To get “*me too 'd*” is now a verb.

Segregation

The mistrust this war is engendering, is leading to a new form of gender segregation. In some orthodox churches it's customary for the sexes to be separated in worship. Being the intelligent, evolved progressives we are, we call this segregation barbaric or demeaning of women. Yet MeToo is leading to a similar, more stringent form of segregation in our workplaces, in our social engagements and now even coming full circle back to the church. But this segregation isn't about honoring old ways of religion, it's based on distrust of women who now possess an immediate means to the

personal destruction of men.

So we cordon ourselves off from women for fear that we might say something that could be interpreted in an unintended way – not by a court of law, but the court of social media. We don't fear the expense of an actual court case, we fear the far more expensive costs of having our *bread*, our reputations and our capacity to make a future living taken from us by the court of social media and the politics of wanton personal destruction.

These are some things I feel we need to wrap our heads around before I consider where the manosphere is going next. Because, in essence, this state, these conditions will guide this tribe into the future.

The mainstream is controlled by the Gestalt Feminine today. In our present gender Cold War that Gestalt is looking for a concrete enemy to fight. *The Sisterhood Über Alles* united behind blocking the nomination of Bret Kavanaugh recently and with that straw man enemy behind them they are now looking for a concrete enemy to unite against today. My fear, gentlemen, is that the manosphere will become the face of the enemy the *resistance* so desperately needs as a focus for its anger.

Lets face it, we're the antithesis of what the Gestalt feminine would teach men they should be. We resist their unending efforts to contain conventional masculinity. We are the last line in keeping that male-defined masculinity viable. We're an easy enemy to vent on, and the more we continue to grow, the more we will be that focus. The mainstream wants *crazy* and the manosphere is a made-for-TV villain that looks a lot like the people Women's Studies professors tell their students it's OK to hate.

How do we, the men of this tribe, define what we call the manosphere?

I've always made it a point to never directly involve myself in issues of politics, religion or race on *The Rational Male*. The only time I address such topics is when they cross over into issues of intersexual dynamics. Now I see just how much cross over there really is.

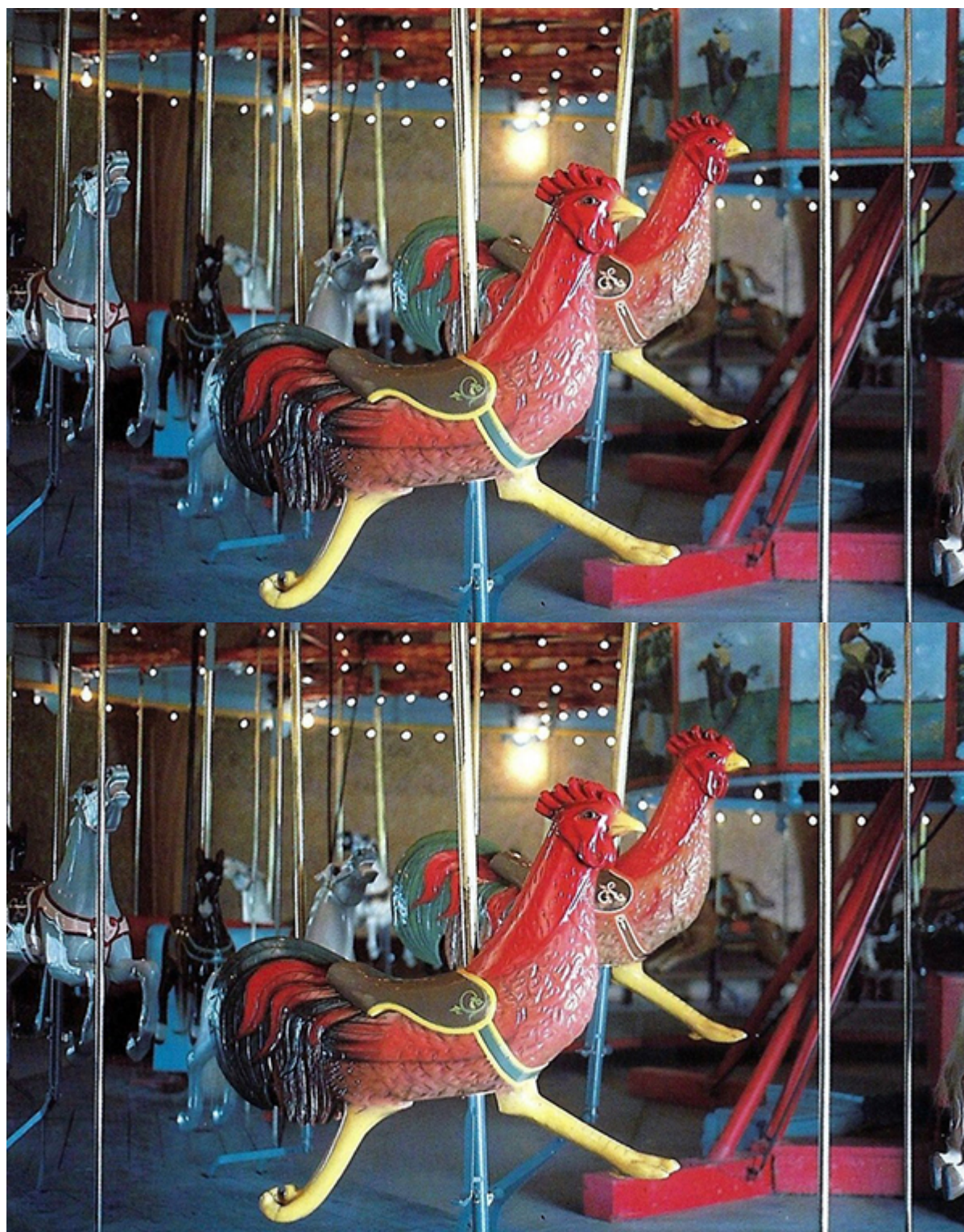
They say everything is about sex except sex; sex is about power. Think about that in the context of today's gender Cold War.

If **we** do not define the manosphere it will certainly be defined for us by others who only see it as a niche market to exploit. The manosphere will fall prey to the **Brand of Me**. The *Success Porn* gurus, the Cassie Jayes, the Purple Pill Life Coaches, the Men's Rights Movement – even Vichy male organizations like The Good Man Project or We Are Man Enough will claim an authority over the manosphere that they've never merited all in order to build their own brands.

And I'll leave you with this as a primer for the rest of my State of the Manosphere talk I delivered at the 21 Convention, October 12th, 2018.

The New Polyandry

December 11, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)



About five years ago I wrote a post called *You Need Sex*. In that essay I asserted a few key points about the importance of a healthy sex life for men. If I'm honest I kind of expected most of the reactions I got from that post and even now it remains one of my more contentious pieces. Even when I was in my Blue Pill youth in the 80s and 90s I'd run across the guys who always wanted to deemphasize sex in some reverse-psychology effort to get women to believe that they were deeper than the guys who just wanted to bang them. These were the guys who'd listen to a girl say

something like, “*I don’t see why sex is such a big deal to guys*” or “*Am I just a piece of ass to you?*“, they’d take it to heart, and then construct some kind of personalized Game around how they respected women and wanted to really relate with them ‘beyond the sexual’.

That’s exactly what the Blue Pill teaches guys; they should always defer to, empathize with and identify with the feminine. This is Blue Pill conditioning at its most basic. It is a boy/man’s imperative to place women’s existence as more important than his own – and with men’s innate protection instincts for women this Blue Pill training is key to establishing a *gynocratic* social order.

But guys also have to find some way to set themselves apart from the competition in the Blue Pill sexual marketplace. They have to find some way to make themselves unique in how unlike ‘*typical*’ guys they are. The miscalculation is, of course, the belief that the more alike, the more they identify, with (as?) women the likelier a woman would select them for intimacy and reproduction.

Men are natural problem solvers. It’s part of our evolved firmware to look for solutions to challenges in our environment. This makes us constructive, creative, often innovative and more ready to take risks. It also makes us competitive and that competitiveness extends to the sexual marketplace. So it’s not too much of a stretch to see how Blue Pill conditioned young men might look for creative ways to outdo one another in the ‘*female-identification olympics*’.

One way this identification competition gets pushed to new heights is in how well a man might better devalue and abase his own sexual strategy to better accommodate that of the woman he believes will appreciate it. Taken to the binary extreme this means finding some way to devalue *all* men’s sexual natures. What better way to set oneself apart from *other guys* than to not be a guy? What better way to empathize with the feminine than to tear down the gender women say they despise?

Does all that seem kind of ridiculous? I used to think this way when I was younger. There was a time I might’ve even jumped on the “masculinity is toxic/confusing/outdated/outmoded/ridiculous” train because I truly believed it was the way to a woman’s ~~vagina~~ heart and mind. Even in the 80s and 90s this was a popular misconception. It wasn’t until I’d been through my first bad breakup that I realized the truth. Then I had nothing to lose by making myself more important than the women I was idealizing and behold! The women I wanted, wanted me – sexually to be sure, but they wanted to lock me down in commitment.

In my 20s I had unwittingly shifted from one sexual strategy to another, and I liked the change. It didn’t happen overnight. I had to learn to adopt the attitude, the swagger, the character that would get me laid, but I found that the most important part of playing the game well was putting my own desires well above those of any woman.

Suddenly I discovered I could *easily* nail the girls I could only jerk off to in my younger years. I can remember the time I first had sex with a girl I thought was the apex of hotness when I was in my teens. She was the best friend of the girlfriend of the drummer in the band I was in then. Both were swimsuit models and I thought I’d finally reached the goal. It wasn’t until after I dumped her to get with a centerfold model that I knew I’d set my sights too low.

Does that sound like a humblebrag? If you’re still held back by a Blue Pill mindset it probably will. I mentioned on a podcast recently that a majority of men will never know sex as anything but a mitigated, compromised transaction. They’ll never know what it’s like to have a woman lust after them. They’ll never experience the dilated eyes of a woman that would give anything to please him in that moment. Not because she’s obligated, but because her ego is validated at the same time her body is aching to have sex with him.

Strategic Pluralism Theory

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market.

More attractive men accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of **less attractive men**, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000). The most straightforward prediction that follows is that women seeking short-term mates, when the man's only contribution to offspring is genetic, should prefer muscularity more than women seeking long-term mates.

from *Why Is Muscularity Sexy? Tests of the Fitness Indicator Hypothesis*

The latter quote here is a simple outline of Hypergamy, but the first part, Strategic Pluralism Theory is what I want to focus on today because this is where the “sex is no big deal” cop out derives from for men.

The first sexual strategy, the one in which a higher SMV (sexual market value) male can enjoy the sexual experience of many women is a strategy predicated on what our most basic, evolved, biological instinct directs us to. It served ancestral men better to ‘hit it and quit it’ and move on to the next girl as expediently as possible for a variety of reasons. This is also a reason why women's Hypergamous filtering is a base part of women's sexual selection process today. The investment cost of becoming pregnant was so high that it became part of women's evolved firmware to be hypersensitive to reproduction cues as well as parental investment cues (provisioning resources) to ensure survival of herself and her offspring. If you ever wonder why rape is such an existential fear for women you have to understand that this fear is written deep into women's evolved mental firmware because of men overriding this filtering process by violence.

The first archetype of Strategic Pluralism Theory we could say is the Alpha archetype. This is the guy who has the luxury, by effort or genetic lottery, to pursue what I'd speculate was our ancestors' pre-agrarian, hunter-gatherer sexual imperative. This is what guys like to call the “Natural” with women. Thanks to any number of intersexual advantages (looks, Game, social proof, preselection) it serves him best to spread the seed and women are only too happy to enjoy him as well. He represents the 20th percentile in the *80/20 Pareto* distribution of the sexual marketplace.

This side of Strategic Pluralism Theory reflects the **r** aspect of the *r/K* reproductive theory. A lot of well meaning Red Pill theologians seem to think that *r/K* reproductive selection is only limited to the female side of the equation. I'd also point out that this applies to the male side as well. Hypergamy is women's evolved sexual strategy, however, I would argue that men's innate, default sexual strategy is unlimited access to unlimited sexuality. This **r** strategy is manifested today in our base predilection for pornography. Untempered by societal restraints, Alpha sexual strategy is what men a majority

would default to if given the choice.

***More attractive men** accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring.*

I'm establishing this perspective to better illustrate the Beta side of Strategic Pluralism Theory. For sake of convenience I'm labeling men who fall into the 'more attractive men' category as Alphas. I don't think this is too much of a stretch for most of my readers, but if you have a problem with this just consider the statistics laid out in the book *Dataclysm*. A majority of women rate 80-85% of men as "unattractive". That last 15-20% are our 'more attractive' Alphas here.

This then leaves the remaining 'less attractive men' as the Beta cohort.

*...the reproductive effort of **less attractive men**, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.*

This then is the Beta mating strategy and if it sounds like the conventional idea of monogamy you're not too far off. This is the **K** side of the *r/K* selection theory. Before I continue I want to stress that monogamy or non-exclusivity is not a value judgement in this essay. Alpha Fucks and Beta Bucks has male sexual strategy implications beyond women's Hypergamy. I refer to Alpha and Beta as placeholder terms here.

For the Beta side of Strategic Pluralism the reproductive strategy is one that, in part, aligns with one side of Hypergamy. The 80% of 'less attractive' men find it necessary to compromise their biological imperative (unlimited access to unlimited sexuality) in order to successfully reproduce. This is the nuts & bolts of what is today being called "enforced monogamy". While this idea is taken to absurd extremes by critics, the premise is rooted in Strategic Pluralism. Since monogamy serves the largest block of men's reproductive efforts it follows that it would be the institutionalized standard for 'civil' society.

Monogamy is Beta

Monogamy is a *social* norm, if not an evolutionary norm. A lot has been written about how monogamy in its present incarnation – one man, one woman – is really the result of a post-agrarian social order that optimized the sexual strategy of Beta men. In essence socially-enforced monogamy serves the largest population of Beta males.

However, the tradeoff for women was long term provisioning, protection (in as far as the man was capable) and parental investment – all thing conducive to sustainable futures for women and their children. All that was expected of women was a compromise on the Alpha arousal side of Hypergamy. And naturally, Alpha men and most women found ways to circumvent this socio-sexual adaptation that benefitted women in spite of Beta men.

Monogamy serves Beta men. Alpha men still get sex, broke or not.

I had the above video passed along to me by a Twitter follower about 2 weeks ago. I think he expected me to take issue with how she was defending 'gold-diggers' but, ironically, she unwittingly detailed the basics of Hypergamy and Strategic Pluralism Theory. She's not wrong. Women's sexual strategy is optimized in conditions of polygamy and polyandry, while men's sexual strategy – the Beta sides anyway – is optimized in a condition of socially enforced monogamy.

What's really ironic is that this girl discounts what so many men discount when they consider Hypergamy. She couches her total perspective on the Beta Bucks, long-term provisioning side of

Hypergamy while conveniently omitting the Alpha Fucks side of Hypergamy. The only consideration she has is for resource transfer – again perpetuating the Beta sex experience – and ignoring the fact that even poor men still get to bang women like her if they’re “hawt”. *‘Monogamy is made to benefit men’*, no it’s made to benefit Beta men; Alpha men solve the reproductive problem irrespective of (in spite of) socially enforced monogamy. *‘Broke men don’t get women’*,...unless they’re hot broke men. I’ve seen Jordan Peterson and more than a few notable evo-psych professors make a similar mistake. They deliberately make Hypergamy solely about the Beta Bucks side of a dualistic mating strategy. Mostly this misdirection is due to personal bias or a want to present the feminine in a positive light. But likewise we also tend to see focus of men’s sexual strategy centering on what long term resources a man has to measure his worth by. Historically, women have generally been the losers in a social order based on a monogamy that tries to ensure that the most men (majority Beta) are solving the reproductive problem. Because women lacked the same resource generating capacity of men, because up until 50 years ago women needed men to solve the Beta Bucks side of Hypergamy, monogamy was at least a workable solution to their own reproductive problem.

In 2018 this is no longer the case. For all of the bleating of women wanting a ‘good man’ once they exit the cock carousel, the reproductive problem they’re trying to solve isn’t founded in the Beta Bucks side of Hypergamy it’s on the Alpha Fucks side. For as much as the women in this video tried to defend their mercenary sexual strategy of being justifiable gold diggers they really didn’t need to. All of the provisioning needs side of Hypergamy is relatively provided for for women in western cultures today.

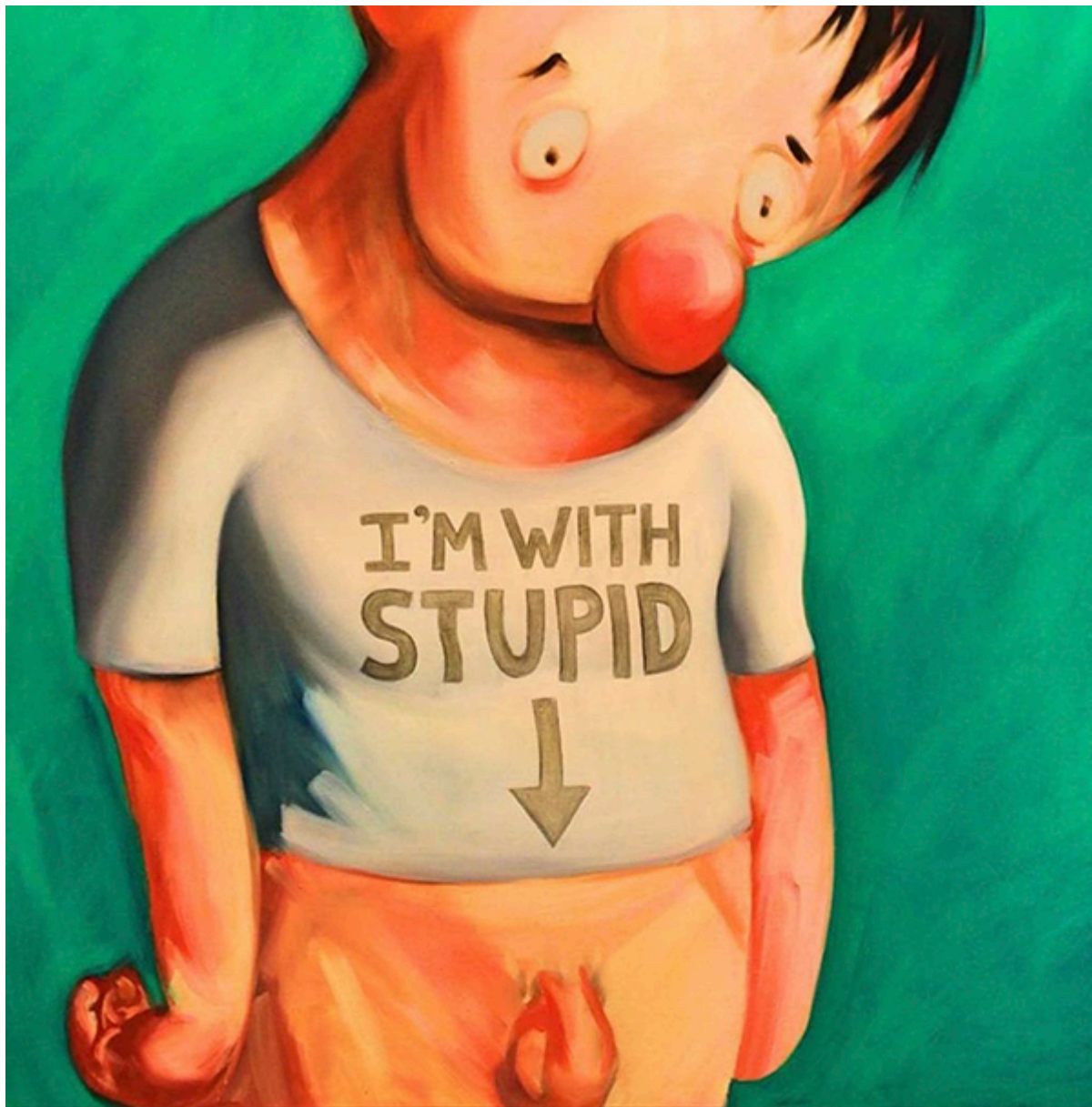
The monogamous priority – the one that tried to ensure that most Beta men reproduced – that priority has now shifted to a *neo-polyandry*. This new social mechanic attempts to solve the Alpha Fucks side of the reproductive problem for the largest number of women. Just as patriarchal monogamy attempted to aide men who wouldn’t otherwise reproduce, the new polyandry seeks to ensure that even the lowest SMV women are entitled to breed with an Alpha male of their choosing.

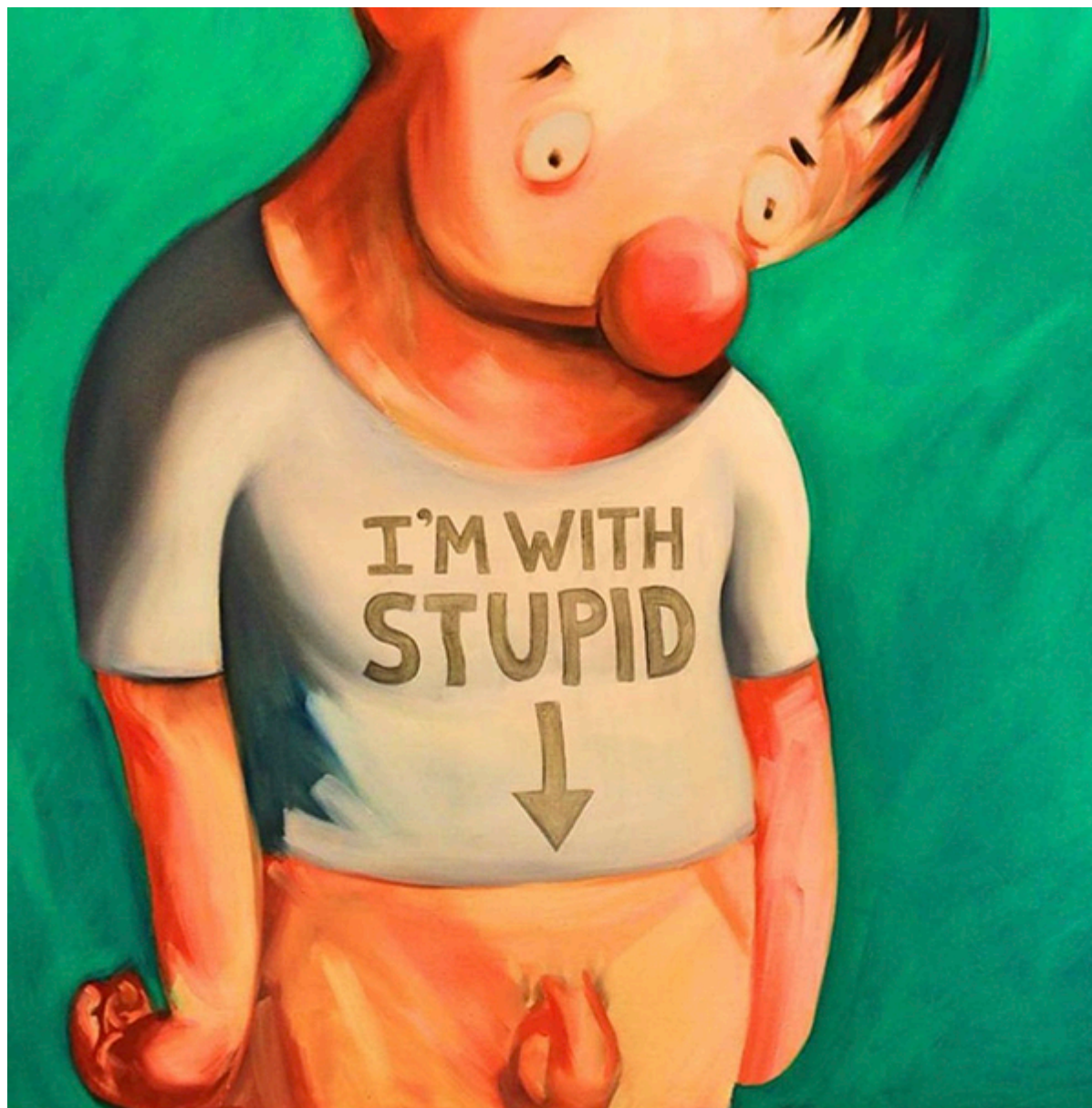
Once all social stigma and religious buffers were removed from Hypergamy (since the Sexual Revolution) it has been a rapid shift from a male-beneficial monogamy that’s been the social norm for millennia to a form of polyandry that benefits the female sexual strategy.

I’ll be continuing this post in the next essay, but before I leave this essay let me reiterate the *Cardinal Rule of Sexual Strategies: For one sex’s strategy to be fulfilled the other’s must be compromised or abandoned*. Think of this on a sociological meta-scale.

Little Big Head

December 22, 2018 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One of the dichotomies I consistently see in the manosphere is the differences in how men approach the importance (or feigned unimportance) of sex. I got a bit sidetracked in last week's essay. I was planning on writing about this phenomenon when I saw the need to explore how it impacted a larger social narrative. So, let's consider this essay an addendum to *The New Polyandry*.

How men publicly and privately prioritize sex is always something that leads to a judgement call about that particular man, how he lives his life, and what it says about his integrity. If you openly make sex a "*big deal*" in your life, or you acknowledge its importance in intersexual relationships, you open yourself up to men's *Beta Game* virtue signaling. The presumption is that if you were a *real* Alpha sex is just something you should have mastery over. If sex is at all important to a man, and he expresses this, that guy runs the risk of being seen as "*obsessed with sex*", a "*pussy beggar*" or in some way less of a man for allowing sex to control his decisions.

Why is this the perception?

Two weeks ago I had a lively debate with the producer of *Pat Campbell's* morning show. While we did have other topics to hit on that morning, she and I dug in and talked about how "*sex is the glue that holds relationships together*." You can listen to the full segment *here if you like*.

As I mentioned last week, the notion that men *need* sex is nothing I haven't covered in the past.

In *You Need Sex* I made a case for the importance of sex and how it was, until recently, something that constituted part of a man's life experience. Now it seems that being a sexless virgin at age 40 should be considered an accomplishment by certain factions in the manosphere:

One very common dismissal of Red Pill awareness I read from Blue Pill men is this feigned, blasé indifference to sex.

*For the most part this false-indifference is really a conditioned, response couched in **Beta Game**. The idea is for the Blue Pill guy to promote the public perception that he's above his sexual impulses in the hopes that any girl within earshot (or reading his comments online) will recognize his uniqueness in not letting his cock do his thinking for him. From a male deductive logic standpoint it makes sense to the feminized male – women have all told him how off-put they are with guys who **only** think about sex, so he'll identify with the women he'd like to get with and "not be like other guys."*

*"All that Red Pill, PUA shit is for guy's who obsess over sex. They only go to the lengths they do to get laid and never see the bigger picture. You don't **need** sex you know? You won't die from not getting laid."*

*[...]That's the Beta Game behind the "you don't need sex" **Buffer**, but there's more to this rationale than that. Technically the Beta reasoning is correct; physically, you're not going to die if you don't get laid. You could probably masturbate to relieve yourself or live a sexless existence due to a physical disability and live a productive life as satisfying as you can manage it. If you don't know what you're missing or if a sexual substitute does the job, what's the difference, right? The line of reasoning is that if it isn't food, water or oxygen it isn't really a necessity for existence.*

You're All Obsessed!

Self-righteous Blue Pill men always look to make their necessities into virtues. It also helps the men who fall on the 80% side of the Hypergamous *Pareto* curve to convince themselves and others that their sexual strategy – one that follows *enforced monogamy* – is the moral one; or the logical, *common sense* one absent the moral context. If you cannot get laid yourself, at least you can make getting laid into an '*obsession*' for the 20% of men who can. By doing so you encourage the 20% of men, who women desire to fuck, to police themselves and women by adopting your own, self-superior, one-woman-per-man sexual strategy.

Pretty much every MRA I've listened to, most *Traditional Conservatives* and a few MGTOWs, like to qualify men who can get laid as being in some way **obsessed** with getting laid. We're told how morally superior they themselves are for essentially *thinking with the big head instead of the little one*, thus confirming their own part in a monogamous sexual strategy. As I mentioned in the last essay, a majority of men tend to fall on one side of the *Strategic Pluralism Theory* with respect to their sexual strategy.

Low SMV (sexual market value) men are basically forced to invest in one woman at a time if they are to successfully reproduce. This is the basis of a socio-sexual order founded on *enforced monogamy*. The larger pool of men benefit reproductively if the majority of men can be relied upon to follow the dictates of socially accepted, socially enforced, form of monogamy.

In the past this emphasis also had a culling effect on the worst aspects of women's Hypergamous

tendencies. If *all* men – including the 20% who could enjoy many women – agreed to play by the old social contract and adopted monogamy as their sexual strategy (in spite of being able to reproduce outside it) then more men would have the opportunity to reproduce. Furthermore, women's Hypergamy would also be forced to accept lower SMV men's monogamous strategy as a buffer to worst aspects of their own.

In the past, religious and social mores used to act as a buffer against Hypergamy, but the compromise for women was that they could expect to have the Beta Bucks provisioning aspects of their Hypergamy more or less provided for by the majority of men who adopted this strategy. In an evolutionary sense, protection and provisioning are already an integral part of the male mental firmware. But all of that went out the window after the Sexual Revolution, unilaterally female-controlled hormonal birth control and the socio-sexual/socioeconomic landscape that sprang from the *Fempowerment* narrative.

Today there is a radical imbalance between the old social contract upon which *enforced monogamy* was a key element and the new social contract dictated by a gynocratic social order that places women's sexual strategy well above that of men's. So it's small wonder that men would revert back to 80% of low SMV men insisting on, and shaming, the 20% of high SMV men comply with a sexual strategy that women readily confirm isn't in their best interests.

On the male side of the strategic equation a majority of low SMV men cannot afford to have Alpha men playing by the rules of *polygyny*.

That *polygyny* is really a form of female-directed *polyandry* (see *last week's essay*), but to the 20% of men who enjoy the benefits of falling on the *enthusiastic consent* side of Hypergamy it just makes sense to go with it. As such, low SMV men are compelled to find ways of discouraging these Alphas from following their *r* selected sexual strategy. They realize women will want, and pursue, Alphas. And in a polyandrous socio-sexual order based on the Alpha Fucks side of Hypergamy low SMV men drew the shortest straw.

Intrasexual Combat

When Beta men shame women for wanting to fuck Alpha men it has the effect of making those Beta men seem more insecure. In a feminine-primary social order one of the highest crimes is to attempt to challenge Hypergamy in any way. Even in a religious context, to challenge Hypergamy is to be guilty of repressing women's sexuality. Today, just this impression is conflated with 'toxic' masculinity.

In truth, it would never occur to most low SMV men to shame women for their sexual strategy because they know that in doing so they reduce their own chances of reproduction. Women simply deem them '*losers*' in the *SMP (sexual marketplace)*. They become scolds, or worse, they become men who are "*insecure in their masculinity*" because they confirm their low SMV status in doing so. In today's socio-sexual environment men policing women's Hypergamy is a lost cause.

The solution then becomes an effort to disqualify the Alpha men they compete with by changing the rules that "*real men*" are supposed to play by. If you can't win the Game, change the rules to better fit your strengths.

The '**Real Man®**' becomes the guy who exclusively invests himself in one '*Quality Woman*' – just like they do.

The apex of masculinity becomes whatever definition best aligns with what they believe *they* represent.

The **'Real Man®'** is the guy who best fulfills a woman's, often duplicitous, sexual/life strategy by adopting the **K** mating strategy of socially/religiously enforced monogamy – just like they do. Oh, and the *Quality Woman* becomes whatever woman whose necessity compels her to agree with and adopt that strategy (*Epiphany Phase*).

The **Real Man®** is the guy who plays by the old social contract rules of *enforced monogamy*, so more Betas might have a better shot at reproduction. True '*Manhood*' becomes a title Betas now feel qualified to bestow on other men; just as women also do with men who help complete their Hypergamous life-strategies.

Trads vs. The Playboy Lifestyle

In order for Beta men to effect this reigning in of the Alpha men women want to tame and breed with, the high SMV man must be demonized and disqualified from the SMP for following his sexual/biological imperatives. The most common way to do this is by conflating his strategy with a degenerate hedonism. he must be made to seem as if he's not in control of his sexual nature. So the effort becomes one of building an archetype around the '*Playah*' – A man who would be a bad long term bet for women's Hypergamy because he lacks self-control. For this straw man character his *little head does the thinking for the big head* making him unreliable as a prospect for parental investment.

If enforced monogamy defines the accepted SMP, and women are presumed to be coequal, co-rational participants in it the '*Playah*' needs to be cast as the outsider. The latent message is the same intrasexual combat method women use with '*slut shaming*'; the '*Playah*' is a bad bet for long term security even if he is the guy women want to fuck.

However, that *Playboy* is a cruel reminder to low SMV men that they'll never be able to fully exercise their own masculine imperative – unlimited access to unlimited sexuality. The closest the majority of men will ever get to this is online porn; which of course is why it's so popular. There is a reason why 68% of Christian men watch porn. They understand that it's the only viable substitute for their sexual imperative that they're likely to experience in this lifetime.

While MRAs and MGTOW tend to reserve a special hate for '*Playahs*', it's the Trad-Con mindset that is the most vocal against the Playboy lifestyle. There's an overarching need amongst *Trads* to confirm their ego-investment in locking themselves into enforced monogamy.

There's two complications to this:

First, Trad men (and women) tend to superimpose their religious and social belief set on their own sexual strategy. It's a sin if they don't accept monogamy as the standard. Today, this belief is a vestige of the old buffers that used to guard against either sex getting too far into their primal sexual impulses and strategies. It's much easier to impose your sexual strategy on other men, effectively policing their strategy, if it's '*God's Will*' that everyone behave according to that old social contract. I should add that this is the primary reason most *Trad* men suffer the worst from having their belief in the *old set of books* destroyed by Red Pill truths. It is galling for men who've invested their whole lives in the old social contract to have it vividly disproved by '*Playahs*' (and women's behaviors that confirm it) who understand the new social contract well enough to make it work for them.

Second, there's the self-fulfilling idea that a man who opts for the traditional monogamous lifestyle is in some way more progressive or evolved, or life-satisfied than the '*Playah*' with the option to enjoy his non-exclusive sexual strategy. These are the guys who play up the 'sour grapes' *Law of Power*:

Law 36 – Disdain the things you cannot have

If there is something you want but cannot have, show contempt for it. The less interest you reveal, the more superior you seem.

MRAs and Trads alike don't like being reminded that sex has always been an integral part of a healthy life experience for the majority of men who've ever lived on this planet. However, to them, sex is almost always a *reward* for desired behavior that they believe women expect of them. For most of them sex is always transactional so they never live out any frame of reference of having sex with a woman in a validational sense. It's likely that they will never experience sex in any other context than the transactional. This is simply one of the visceral realities of a Darwinian sexual marketplace. As such, this pretext colors all of their understanding about what is, or should be accepted as, a legitimate sexual strategy – which unsurprisingly is his enforced monogamy strategy.

“Meaningful” Sex

The low SMV majority have many contrivances to corral uncooperative Alphas to adopt their sexual strategy. However, there's also an involved necessity to convince themselves that their Blue Pill conditioning is the best sexual strategy that would benefit everyone if we'd all just see the validity of it as they do. To effect this they apply a subjective “meaningfulness” to their enforced monogamy (**K** selection) and “meaninglessness” to pursuing men's biological imperatives (**r** selection) or the Alpha sexual strategy.

As a result, low SMV men tend to deemphasize the importance of sex in life. I asked this in the introduction; why is there a perception that a man who enjoys many women is somehow having sex that is less ‘meaningful’ than a man whose sex life is dependent on his relationship with one woman – or, a man who is ostensibly celibate?

The tactic involved here is the control over what constitutes meaning in sex. Low SMV men need this control to direct a *meta-Frame* that foments their sexual strategy; sex is only valid if it's ‘meaningful’ in a way that aligns with an enforced monogamy sexual strategy. Thus, they can disqualify high-SMV men by delegitimizing his sexual experience. The higher the notch count, the less meaningful the sexual experience – and the likelier he can be seen as “*obsessed*” with (meaningless) sex.

“Meaning” is deliberately ambiguous to better salve the egos of low SMV men, but meaning only aligns with what better promotes the enforced monogamy strategy. This strategy conflict actually serves Hypergamy in the long run as well. Women will endorse the importance of meaningful sex since it helps to convince the **r** selected Alphas that they should (eventually) shift to **K** selected commitment and parental investment with them. To the Beta moralist, any sex that doesn't implicitly lead to marriage, children and the formation of families it's always ‘meaningless’.

For the less moralistic low SMV man the idea that sex is something easily had, something inherently cheap, serves in devaluing Alpha men's sexual experience. A popular idea among MRAs is that meaningless sex is something any guy can realistically achieve in a random club on a Friday night. This also serves to debase the value of learning Game; something MRAs never seem to have any facility with. By unrealistically cheapening the process of Game the same ‘meaninglessness’ imperative is created.

If any guy can find a worthless club slut with minimal effort then the low SMV man can raise his value by appearing to have higher standards than to lower himself to doing so. See how that works? This is a variation of the ‘sour grapes’ strategy I mentioned earlier. The Alpha who can easily get women becomes *common*. And by enjoying what Beta men believe should be a common sexual experience that man is reducing himself to his baser instincts. They say he's “*obsessed with pussy*” or

a “*pussy beggar*” because he’s applied himself to learning, in the most marginal way, how to have sex on his terms. And if he plays by a rule set that doesn’t align with the “correct” rules all his efforts become “meaningless”.

I should add here that MRAs and some Trad-Con men also like to foment the idea that because they eschew all that easily-had “meaningless” sex that Alpha men and Low Quality women are engaging it frees him up to pursue more esoteric, philosophical and creatively productive pursuits. Again, this helps to boost their esteem while presenting the appearance of uniqueness in spite of the fact that few of them ever have anything concrete to show for it. Along these lines they also love to imply that famous celibate men of antiquity were somehow more accomplished *because* they had the forbearance of mind to understand sex was a hindrance. When no one believes you aren’t making your necessity a virtue it’s sometimes necessary to paint men more famous than you with the same false-virtues.

The common refrain is that they’ve reached some Nirvana state of higher purpose or that they’ve evolved above the common need for sex. They shame the Alpha’s intelligence by claiming they allow their sexual nature to dictate to their rational nature. This too is a sexual quality signaling (or they believe it should be). They hope that their coequal, co-rational, *Quality* women will respond to it because they presume they’re using the same *enforced monogamy* rule book. Most Beta moralists are egalitarian blank-slate equalists. If they are evolved above their sexuality, then evolved, rational women should be too – but only if they are *quality*.

Remove the Man 2019

January 9, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





In October of 2017 I wrote an essay titled *Male Control*. It was actually the second time I'd covered the topic of how a feminine-primary social order (a *Gynocracy* if you will) seeks to control its male population by deliberately sowing confusion about masculinity into multiple generations of boys, and later men. Prior to this I'd written another seminal post titled *Remove the Man* in which is outlined the ways in which that Gynocracy makes efforts to systematically remove men from our language. Usually this takes the form of 'erasing' the letters m-a-n from the English language wherever it appears in an official capacity (i.e. state bylaws, universities, legislative documents), but also in gender-neutral translations of the Bible now. The only real constant in all of this the deliberate erasure of 'man' and/or 'men' from that language.

But if thought corrupts language, language can also corrupt thought.

George Orwell

I wrote *Remove the Man* back in 2013 in response to one such effort by the Governor of Washington, Jay Inslee, who passed a bill to make state laws gender neutral. The effort actually began in 2007, but in 2019 a simple search for ‘gender neutral language’ will show you the extent and scope of this much larger effort. This essay served and the starting point for a larger awareness for me – that of the push to remove men and masculinity from more than just our language, but rather the removal of all things conventionally masculine. As *Orwell* states here, the thought, the thinking, about masculinity and men is the focus of the corruption.

But language is only one way that the concept of what is masculine is distorted for a purpose.

Today the *American Psychological Association* issued its first-ever guidelines for practice with boys/men’s. In it the concept of conventional (traditional) masculinity is outlined as ‘harmful’.

The main thrust of the subsequent research is that traditional masculinity—marked by stoicism, competitiveness, dominance and aggression—is, on the whole, harmful. Men socialized in this way are less likely to engage in healthy behaviors.

It would be easy to refute this basic presumption with countless examples of how all of these traits, most of which are innate parts of men’s evolved mental firmware, have been key in developing a civil society as well as healthy masculine identity. But what we’re seeing in this is a corruption of language that is leading to the standardization of the corruption of thought.

Stoicism, competitiveness, dominance and aggression are evolved aspects of the male psyche that have served men for millennia. To the Red Pill aware man this is self-evident. What is less evident is the new context in which these ‘educated’ men apply meaning to these terms. Academia has been so thoroughly assimilated by the Feminine Imperative that the men making official decrees about psychological principle no longer have the insight to understand that their perspective is informed by ‘female-correct’ thought.

There are two presumptions being made here:

First, is that men’s predisposition for stoicism, competitiveness, dominance and aggression are the results of a patriarchal societies adverse influence on boys and men.

The belief is founded in blank-slate social constructionism. I addressed this in *Old Lies*:

They hate the very idea that a boy might act in accordance with an inborn masculine proclivity. They hate the idea that a boy might learn to be tough and resilient at the expense of a vulnerability (weakness) because it contradicts the equalist belief set. They hate the idea that boys and girls have innately, biologically, different ways of dealing with emotions that don’t align with their belief in a blank-slate. To force them to accept this would be to force them to abandon deeply ego-invested beliefs that they themselves had conditioned into them by the same feminine-primary education.

Boys don’t naturally emote like girls, but when they refuse to align with the female-correct way of emoting we say that some patriarchal macho man, somewhere, in some movie, in some song, in some household taught that kid not to feel. He somehow learned that allowing his emotions to rule over him, to be vulnerable, to prioritize his feelings above his sense of rational self is what it actually is – a weakness that in our evolutionary past was far likelier to get him killed than to earn the praise of his equalist teachers.

Boys are simply not as emotional as girls – our brains did not evolve that way – but because

we value the feminine above the masculine today we say this kid is doing it wrong. We say he learned to be an asshole from his macho dad or he learned to love firearms because of the latest rap song or a toxically masculine society that doesn't exist.

Now, granted, the men responsible for these psychological practices and their standardization tried to walk back the idea that conventionally masculine attributes weren't "all bad". This is expected because an aspect like stoicism can still be considered useful to a feminine-primary social order. It's just that the larger social order wants the aspects of masculinity to manifest on its own terms and serving a female-centric utility.

A determined hard-driving man is what they want when the floodwaters start rising and women need to be carried to safety, but when a man uses that aspect of his masculine nature for his exclusive benefit, or a purpose that conflicts with feminine primacy, that's when the aspect is defined as dangerous. However, the overall preconception is that there is some sinister influence of an old-school chauvinistic patriarchy teaching boys and men to be 'toxically' masculine. I addressed this fallacy in *Old Lies*, but this is one more example of how fem-centric society must cling to a clichéd parody of how boys **must** be being taught in order to cover the fact that boys are raised like defective girls today.

What is glaringly ignored is that these traits, and many more, are endemic parts of men's evolved nature. Our emotional natures are not the same as that of women's. Our brains are not wired the same as women's. Men and women process emotions differently from the other, particularly negative emotions. This is a feature of the male brain, not a bug. But today the APA has decided unilaterally that men's way of dealing with emotion is "incorrect". Incorrect because the only correct way would be one that aligns with the women's interests they've been conditioned to believe are only beneficial to larger society. To the APA, masculinity itself is a bug.

Secondly, this deliberate misconception relies entirely on social constructionism and almost entirely ignores the biological factors that contribute to masculine gender identity. I'm presently working on another essay that explores the dependency on blank-slate equalism as the basis for virtually every presumption the mainstream has about gender identity, so I don't want to give too much away. However, the whole presumption of gender in humanist psychology depends on the falsehood that men and women are functionally coequal.

Accepting that failed notion of blank-slate equalism is what scaffolds the entire premise of this standard of masculinity. Masculinity is something that cannot be removed from society if its source is something that is unique to only men by virtue of their biology. They cannot ensure female-correctness as a societal standard if men and women are different. People like those in authority at the APA know this. It's why merely talking about those innate gender differences is deemed a hate-crime today. Inspiring doubt in the blank-slate standard risks destroying the scaffolding for all their preconceptions of gender.

In the end this is one more, I think significant, effort in removing men and conventional masculinity from our collective thought. This standardization of how men should be 'dealt with' in therapy, or colored by in just considering men's role in psychology is an ideological power play. Modern psychology officially doesn't 'get men' anymore.

The latest Diagnostic and Statistical Manual (DSM) will now officially list 'traditional' masculinity as a hazard or a disorder for male humans. They can't be called 'men' because that would gender them.

I read a few Twitter threads about this change to the DSM and I think they're worth reading to get a better grasp of the gravity of this standardization:

The link below will take you to the new APA guidance document that defines "traditional masculinity" as unhealthy for men. I encourage you to read it and to evaluate its arguments & suggestions. This matters and I will explain why. <https://t.co/1KAwizWfQy>

— John P Wright (@cjprofman) January 7, 2019

On December 29th, 2018 I made some pretty ominous predictions about what I thought the manosphere and men in general could expect to see in 2019-2020. We're not even a week into the first month and a lot of what I expected is starting to develop. The gender divide is now a gender 'Cold War' and going forward I see the polarization between the sexes becoming even uglier than the 2016 election cycle.

This issuance from the APA is a foundation for how psychology – our Lords of the new church – will define what is acceptably 'male' and what is not. Furthermore it defines what aspects of masculinity is officially hazardous based on social constructionism and science denial.

Going forward I think Red Pill aware men will have to view mainstream psychology with even more suspicion than we do already. My Red Man Group colleague, Rian Stone, has mentioned that this equivalent of a "Papal Bull" from the APA represents a call to action for the Red Pill community and the manosphere in general to help men understand that conventional, "traditional" masculinity is not a disorder.

The Red Pill saves lives. I can only see this standardization as a net negative for men who are already five times more likely than women to take their own lives. Men seeking psychological help will only find their problems compounded by psychologists trained to believe masculinity is inherently toxic. And as a result we need to be prepared to help our Blue Pill brothers unplug and show them their inherent worth as conventionally masculine men.

Gender War

January 17, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Well, once again my thought process for the next post is interrupted by another real-world example of what I've been discussing on this blog for some time now. My *State of the Manosphere* address I delivered at the 21 Convention last October is set to drop next week. I'm not going to tell which day exactly, but I feel it's necessary to break a little protocol to make a larger point in this essay.

As most readers know, in *my speech* I addressed some of the social shifts in narrative that I believe we can expect in 2019-2020. Much of this foreshadowing was about how it will be necessary for a feminine-primary social order to 'till the fields' socially in order to lay the ground work for the 2020 election cycle. On December 29th, on the *Year in Review* episode of *The Red Man Group*, I also made a few more predictions for 2019, in which I said the next Democratic presidential candidate to run against Donald trump will be a woman. Maybe that's not too much of a stretch to believe, but I also predicted that in order to have any realistic chance of success the entirety of western American culture will need to be primed to accept a female candidate that will likely not be Hillary this time.

In my speech, and if you've been following my Twitter feed, I make mention of a coming #genderwar. A lot of this prediction came from the cultural suspicions that in present day America we are now in the midst of an ideological 'cold war'. A large part of that cold war centers on issues of gender . If the U.S. populace is to accept new female candidate they will need to be 'softened up' with a cultural shift that empowers women to degrees never seen before. Furthermore, there will need

to be a reverse effort in disempowering men. This is disempowerment has taken many forms over the past 3-4 years with social pushes for #MeToo and it's later weaponization revealed its latent purpose – it was never about equality or raising awareness of sexual misconduct; it has only been an effort in silencing men and instilling fear. The MeToo weaponization effort came into full view during the Kavanaugh hearing in 2018. No longer was it a grass-roots hashtag ostensibly about raising awareness of sexual misconduct, now it became the weapon of socio-economic threat that the *Village* has always intended it to be.

However, for all the threat MeToo represents as a social weapon against men, it will only be one such weapon the *Village* uses in the coming Gender War. Last week I wrote about the new official guidelines issuance from the *American Psychological Association (APA)* deeming that “traditional” masculinity was harmful to men and boys. The decree was based on the flimsy and biased determinations of an association that sets the standards for licensed psychologists in this country. To act in defiance of this militantly feminist guideline risks the livelihoods of any psychologist who disagrees with it. And this issuance was only the latest, most visible, move against masculinity in a string of public and state university classes and organization attempting to categorize masculinity as a “disorder”. The push is literally an effort to classify “traditional masculinity” as a psychological disorder in the *Diagnostic and Statistical Manual (DSM)* used by all psychologists.

I could bog myself down in how the APA have become the *lords of the new church* in carrying feminist ideological water, but this would miss the forest for the trees. The larger narrative here is what's in play. And that narrative is one of getting a larger society to accept, by default, that the inherent nature of masculinity is evil. It's now less about ridiculing men (though that's definitely still a tactic), and more about establishing a qualitative state of masculinity being a personal and social evil.

In the manosphere we've always sussed out how western society has been *Fempowered* while men have become more and more feminized. Today this is not enough. Today we are being programmed to believe that any masculinity, in all its aspects, is not only anti-social, but an abnormality – a certifiable disease. And anyone who would dare to disagree with this will, as *Roosh* once wrote, *‘have their bread taken from them’*.

In *Male Control* I explored what I saw as a narrative shift coming from the *Village* with respect to masculinity. This post was written after the Las Vegas mass shooting in October of 2017 (for which we have no definitive answers, and even less people asking questions) and in its wake came the predictable series of articles from the *Fem-Stream* media. Usually this narrative starts with appeals for gun control, then it shifts off to how it's always men or boys and ‘toxic’ masculinity, and OMG we need to teach our boys to be better girls. This time though it was different. The narrative shifted to “masculinity itself is toxic”. In that 2017 article I predicted that this would be the new message coming from the *Village* for the foreseeable future. And right cue the concurrent mass shooting events and any incident of “men behaving badly” in the MeToo era was (still is) written from the ‘masculinity IS toxic’ perspective.

Well, the future is now. We are in a post-‘toxic’ masculinity era. That narrative has been replaced by a ‘Masculinity **is** toxic’ message. No longer is it about certain, perceived negative aspects of masculinity being toxic – if you are male, you need to learn to repress your maleness altogether. We are no longer just teaching our boys like defective girls, the *Village* is teaching men they need to become woman-like in order to be an acceptable member of western society.

Less than a week after the APA's holy decree that 'traditional' masculinity is a psychological disorder we see the now infamous Gillette "commercial". In this video men are ubiquitously portrayed as ridiculous buffoons, but also as borderline perverts, potential rapists, oblivious fathers and uncontrollable hard-ons. The message is overwhelmingly "masculinity is this, you males should do the opposite". And this is the message most plugged in men got when they watched the show. What they fail to realize, due to a continuous feed of the narrative, is the overwhelmingly misandrous subtext to the video.

This narrative is the same one I wrote about in *Good Humans*. There was a message that accompanied feminist mothers' boys when they marched in the Women's Marches of 2017-2018; it was no longer 'Boys Will Be Boys' but 'Boys Will Be Good Humans'. This then begs the premise, if you are a boy, if you are male, then you are not a Good Human. This is a fundamental redefining of what it means to be a man, according to the *Village*. In the Red Pill we understand the importance placed on living out the conventional definition of masculinity – manhood is not something to be given or taken away by the ambiguities of gynocentric society. But this is what the *Village* is fostering as it's direction for men. It's not enough for them to withhold your 'manhood', now if you resist their correction, if you embrace your innate male self, you are a "no good human."

I'm hesitant to call this Gillette video a "commercial". In actuality it is a feminist agitprop piece directed by a well-known radical feminist, Kim Gerhig. Kim and her producer, Sally Campbell, are notorious for producing **exactly** this deliberate misandry when they're not creating videos of singing vaginas. This, of course, is the ugly detail the Fem-Stream media would rather the mainstream pay no mind to. Our attention is supposed to be either on the message of "Men need to do better, what's so wrong with that?" or "Only man-babies are crying about this ad."

If this sounds like the Male Catch 22, you're correct:

For the past 60 years feminization has built in the perfect **Catch 22** social convention for anything masculine; The expectation to assume the responsibilities of being a man (Man Up) while at the same time denigrating asserting masculinity as a positive (Shut Up). **What ever aspect of maleness that serves the feminine purpose is a man's masculine responsibility, yet any aspect that disagrees with feminine primacy is labeled Patriarchy and Misogyny.**

Essentially, this convention keeps beta males in a perpetual state of chasing their own tails. Over the course of a lifetime they're conditioned to believe that they're cursed with masculinity (Patriarchy) yet are still responsible to 'Man Up' when it suits a feminine imperative. So it's therefore unsurprising to see that half the men in western society believe women dominate the world (male powerlessness) while at the same time women complain of a lingering Patriarchy (female powerlessness) or at least sentiments of it. This is the Catch 22 writ large. The guy who does in fact Man Up is a chauvinist, misogynist, patriarch, but he still needs to man up when it's convenient to meet the needs of a female imperative.

I wrote this back in 2011, but these truths are timeless. The Feminine Imperative will always fall back on the duplicity of expecting *Old Books* responsibility from men in tolerating *New Books*

expectations from women.

The latent message in the Gillette video is ‘men are bad humans’. Men are no longer even referred to as “men”; they are now “Allies”. The compliant ones are Allies to be used in policing the bad humans who fail to acknowledge and promote the interests of the Feminine Imperative. Just as #MeToo is a weapon to be used against ‘bad humans’, so too are Allies to be used in opposition control. And likewise, Allies use the same social shaming tactics that the *Village* has taught them to use.

But wait, there’s more. Not to be outdone by Gillette, now we get a video from PETA portraying men as,...guess what? Yes, ridiculous buffoons obsessed with their genitals. This is interesting considering that Kim Gehrigs agency, Somesuch, seems to be fixated on vaginas – but vagina wallpapers are okay in this world.

“Traditional” masculinity is DEAD. The secret to male sexual stamina is veggies. □

pic.twitter.com/51DUsqzyO3

— PETA (@peta) January 16, 2019

You’ll once again notice that the APA guidelines are being quoted here as gospel less than a week after they were made public. “Traditional” masculinity is the bugbear again, but it’s almost like this was part of a planned narrative. You can ‘cure’ toxic masculinity by going vegan.

Next we have confirmation of this connection just a day after the Gillette “commercial” went public. “Scientists” agree,...”

Again, it’s almost as if these articles were written in advance of the APA ruling as well as the timing of these videos. Now, I know, that all sounds conspiratorial. It may be some coincidence, or perhaps this is a topic that inspires a lot of writers to write about it immediately. The truth of it will come out in the coming months.

However, my predictions about all this have been remarkably accurate thus far. In fact, if I was wrong about anything it was in my thinking this social narrative campaign would be more gradual. I shouldn’t have underestimated the readiness that the *Village* had in wanting to spit this misandrous venom. They are going to go hard from the outset and I believe the next 2 years will be a defining moment for conventional masculinity versus its distortion and perversion at the hands of women and their allies. The line will be drawn between men who embrace their dominant, beneficent, conventional masculinity and males who toe the feminist line, gender-loathing and hoping for affirmation from their female ‘betters’ by ridiculing men who embrace it.

Understand, all of this is part of the groundwork necessary to create a social condition of distrust between the sexes. This is a Genderwar of the *Village*’s creation. The pretense of equality between the sexes is officially gone. Women are encouraged to embrace female supremacism now:





I would expect the next big dust up in this cold war will be on Super Bowl Sunday. The millions of ad dollars spent on these commercials will be a testament to the message of the companies' position in this Genderwar. Remember, prior to the 2016 elections, many companies poured millions into ad buys and re-scripted their movies and TV shows based on their belief that by then we'd have the First Female President. That was a bad bet for them, but it shows how they operate. It proves how ad agencies and *Village* creatives make cultural assumptions and then sell companies on them. That's exactly what Gillette has done here, but they weren't the first old school company to buy into the feminist hate of masculinity; Campbell's soup was the first to fall.

Bear in mind, these videos, these ads, these movies (Ms. Marvel will be another hit against masculinity) are only the opening salvoes in this offensive. I fully expect that by the time we get into the last 6-8 months of the next election cycle this Genderwar will have the sexes more polarized than at any time in human history. Men must be seen as a vile enemy if the *Village* is to ever get its First Female President. If this backfires on them it will be because they pressed too far in their zeal to debase men. They want to kick men in the nuts so bad that they might engender more sympathy or female backlash than the manufactured rage to prompt women and allies to vote for their female candidate.

Going forward, all politics will be gender politics. The litmus test for all leadership will be about vaginas and penises. We're already seeing this Genderwar rhetoric come to the surface in the

incoming fresh-women class of this year's congress. The only imperative they have is destroying masculinity and raising up female supremacism, and this imperative will be borne out by every word they speak and every policy they concern themselves with.

State of the Manosphere 2018

January 30, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Tonight at 10pm eastern my State of the Manosphere address goes live. I'll be answering question in real time in the chat, but once this is up and on the 21 Convention You Tube channel I'll be answering Q&A primarily on the comment thread of this post.

As I've mentioned in my last few posts, much of what I predicted to come for the next two years, with respect to our gender politics landscape, has come to pass far sooner than I expected. I fully expect the 2019 Super Bowl advertising to be a parade of misandrous hate directed at what the Feminine Imperative perceives as their ideological and political enemies – conventionally masculine men.

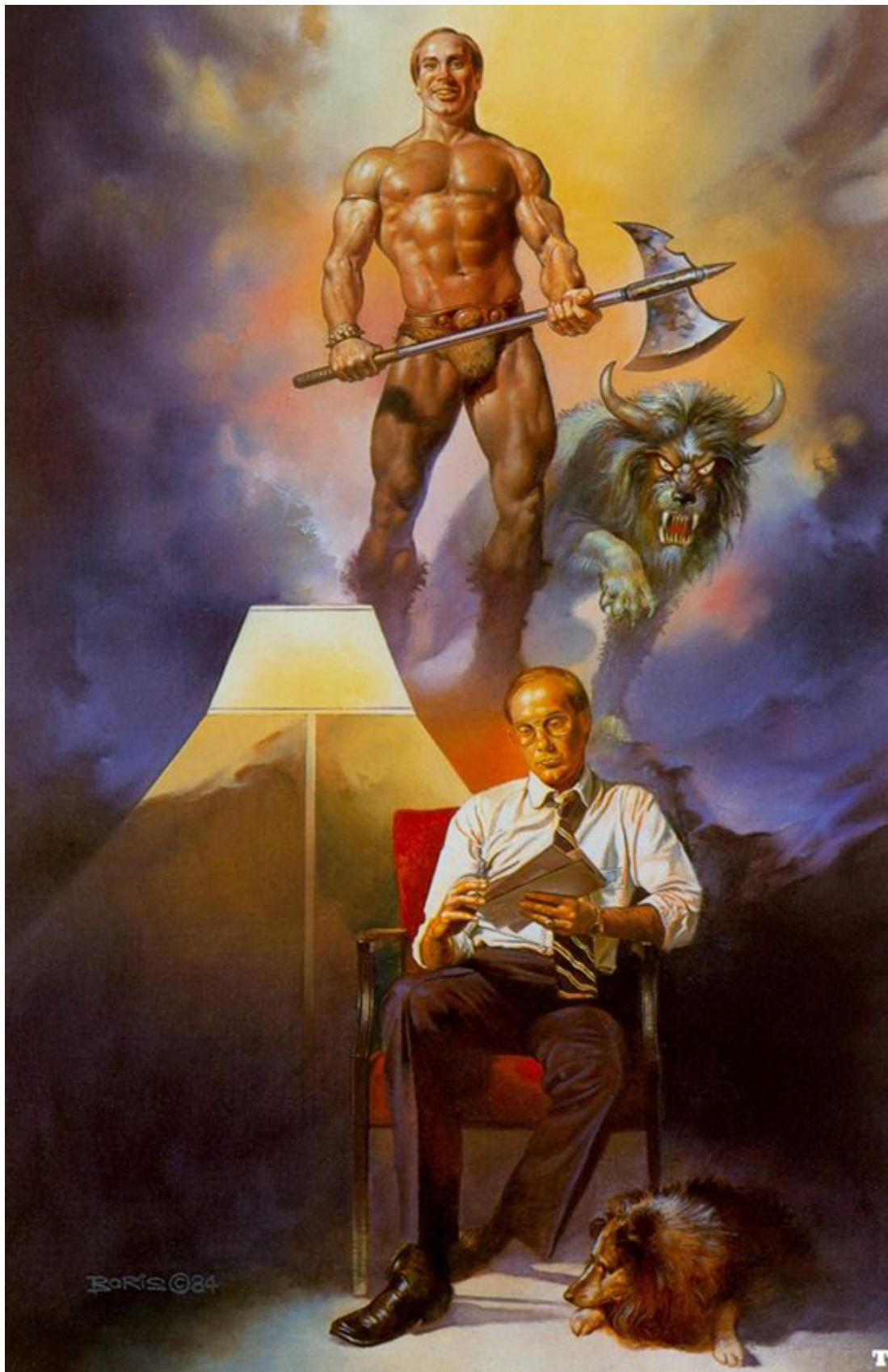
Furthermore, the scope of the *APA's guidelines about masculinity is revealing itself to be much more extensive with respect to ideological purity than any real science.*

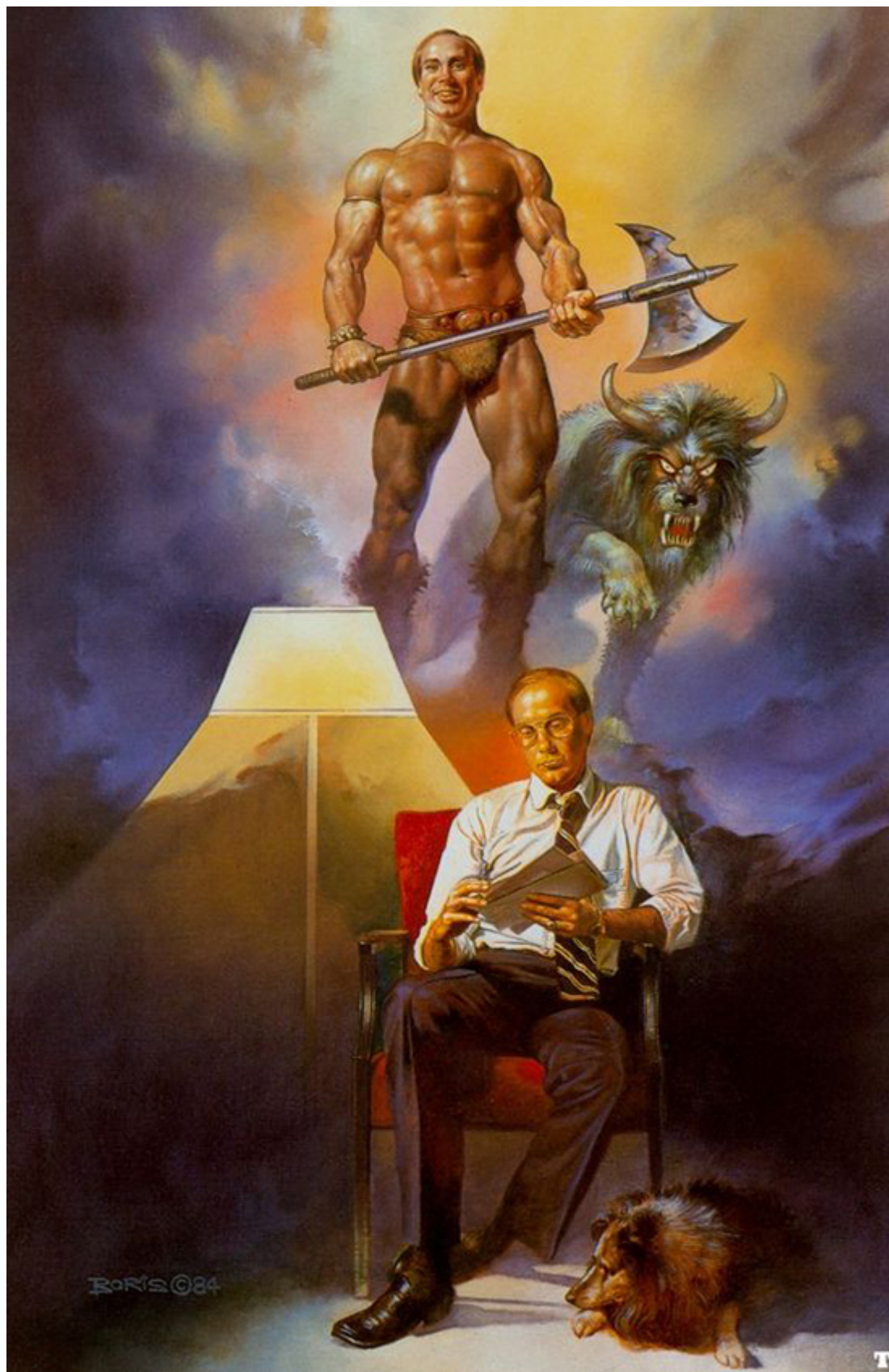
The APA ruling 'traditional' masculinity as a psychological disorder is also proving itself to be a part of a much larger coordinated attack on who the #resistance and #MeToo believe will be their primary opposition in the coming election cycle. The *Gillette* agitprop video and the PETA video were only the opening salvos to build the groundwork against conventional masculinity. I've seen damn near every article decrying 'toxic' masculinity since the beginning of the new year refer to the APA guidelines as a kind of Papal bull for their believers. Expect to see more media use this as a basis for their further demonizing men as we move into the election cycle.

Speaking of which, in the first 3 weeks of 2019 we've also seen an almost entirely female set of candidates declare themselves as running for their party's nomination. Kamala Harris, Elizabeth Warren, Karen Gillibrand, and a few others couldn't wait for the clock to strike midnight on December 31st, 2018. This was also something I alluded to in our December 29th episode of The Red Man Group; a vagina will be a prerequisite for consideration for the Democratic nomination in 2020. Anyway, those were just a few things I saw coming last Fall. Let me know what you think about this talk. A lot of convention attendees told me it was one of my best. I hope you think so too.

The Real You

February 12, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





One thing I'm always asked by guys is "How do I switch from a Beta loser to and Alpha winner?" There's always a lot involved in how a guy can transition from one state to another and to today's generation of low SMV men if you don't have their immediate solution you must be selling snake oil. Most guys want a magic formula. They want a mantra to repeat or a set of steps to follow that will shift them from Beta virgin into Alpha cad.

Well, maybe not 'cad'. Most guys still cling to their Blue Pill hopes and attempt to see what the Red

Pill presents to them as a key to getting to their Dream Girls. As I've pointed out countless times, a majority of men's (80% Beta) only real problem is finding that one girl that fits their sexual strategy as ideal. In *The New Polyandry* I touched on this a bit; the Blue Pill conditions men to expect the old social contract of monogamy to be his default setting, even if he's a high SMV man and could actually pursue a non-exclusive sexual strategy.

However, real change takes time. I know that sounds cliché, but part of that change almost always involves some kind of reassessment of one's life during that process – and that's always hard for the TL;DR generation. One of the more daunting aspects of unplugging a guy from the Matrix is that the goals he had while he was Blue Pill conditioned and 'plugged in' tend to fall away once he's shifted to a Red Pill aware mentality. The "girl of his dreams" loses her veneer of desirability. The previous goal state that was defined for him by Blue Pill ideals is no longer the end he wished to achieve when he started his transformation. I think this is sometimes the hardest aspect of 'awakening' for guys to accept. Anger at oneself for wasting so much time and so much potential for not grasping the truth sooner is part of that process. So too is a sense of helplessness, if not hopelessness, that accompanies the realization that a man might not have what it takes (at the moment) to achieve what he'd like in life in this Red Pill paradigm.

There was a time when I was 21-22 and I first began playing in the Hollywood metal scene of the late 80s that I had one such transformation. By the time I was 20 I'd already been put through the wringer by my cheating ex-girlfriend from high school – who I was sure would be my eventual wife. I was Beta in the extreme, and thoroughly Blue Pill conditioned at that point, but I was going through what I termed the "*Break Phase*" in the timeline I created in *Preventive Medicine*. It took me about a year to shift from that mental state to one of making myself my *Mental Point of Origin*. Once I had – and once I'd decided I wanted to experience sex with hotter women – I found that through trial and error I could direct the path of what my personality would be, and what was going to be acceptable or not. I'd been emancipated from the expectations of being a Nice Guy as Game to essentially not caring what I was supposed to be doing to placate women. I figured out what worked for me.

I finally got into a 'real band' at 21. I played clubs every Friday or Saturday night between the ages of 21 and 25. I honestly only left my parents home because it was less convenient to bang a girl I'd met at a club on the weekend. But with that new identity came a new access to sex with women I could only fantasize about in a *Hustler* or a *Penthouse* magazine. The pivotal point came when one of my girlfriends (I had a rotation of about 4-5) was a bonafide swimsuit model. I thought I had finally 'arrived' at that point because my head was still measuring success by what the 15 year old version of myself thought was 'it'. She was hotter and more fun in bed than any girl I'd gotten with previously. But my mindset was still mired in my Blue Pill ideals. According to those ideals she was the goal. And she was, until I managed to pull a centerfold who happened to live near me in Southern California. (Ask me about it sometime).

The point I'm making here is that a guy has to reconsider what his conditioning has taught him he should consider success based on the foundation of that conditioning. It wasn't so much that I'd made myself my Mental Point of Origin, rather it was that I simply wanted to make the most of that time of my life and to do so meant that I needed to change my mind about who I wanted to be. I had transitioned from one personality to another and I liked it. I was rewarded with women's genuine sexual desire and this served to further reinforce that new *me* as the *genuine* me. This begs the question, what is *authenticity* when it comes to 'just being yourself'?

Later in my twenties I made the dangerous decision to involve myself with a woman who was

clinically, psychologically disturbed. Of course she never wore a t-shirt that said “I’m insane” and I had wound myself up in her neurosis over the course of about four years. You can read the details about this relationship in *Borderline Personality Disorder*, but one thing I don’t get into in that essay is how I willingly became someone else – fundamentally changing my personality again – in order to solve this girl’s problems because I believed that who I was when we met was so flawed it was causing her neurosis. Now granted, I didn’t understand what I was involving myself in, but my point again is that who I was had shifted, but my core, internalized belief set was still very much informed by my Blue Pill conditioning.

People who ride hard on the *Personal Responsibility* belief love to think that something so damaging must be self apparent. No one’s really a victim because they should’ve seen it coming – as they believe they would – but the reality is we *want* to believe that the Blue Pill ideals we’ve been raised with can come true. We want to believe that the ideals we internalized since five years old and on into our adulthood are in fact a possibility. In all my writing I make the case for a need to unplug oneself from the Matrix that is this Blue Pill conditioning. That’s what Red Pill *awareness* is; an awareness of the false existence we used to live out according to what others – often well meaning others – would like us to believe is true, because they want it to be true for themselves too. When I allowed myself to change my personality for my BPD girlfriend I had no idea that I was even doing so because I wanted to believe that she represented the ideal that the Blue Pill had raised me to think would be possible. A woman who fucked like a pornstar and looked like a swimsuit model and “loved me as much as I loved her”. And this came after I’d already check a swimsuit model and a centerfold off of my bucket list.

Personality is malleable, in fact it’s so malleable we often don’t realize we’re forging a new one. In both of these instances I’ve described that shift in personality was not by my conscious choice. I knew what I wanted to do; even in the worst case scenario with my BPD my shift was prompted because I thought if I changed my personality her own psychosis would resolve itself. My Blue Pill conditioning exacerbated this because it always teaches men that any problem a woman has with a guy is due to his own lack of investment, support, sensitivity or not giving enough of themselves. This is a very damning aspect of the Blue Pill and it’s also one that guys will reinforce in themselves and with other men because they believe their sacrifices are what women appreciate.

Beneath all this was my Blue Pill subroutine manifesting itself. Hell, even when I was on top of my game in the Hollywood clubs I still wanted to find a ‘good girl’ to be my girlfriend. I had changed my personality to succeed in getting what I wanted, but my root programming was still Blue Pill. Many a famous PUA has come to the conundrum of trying to make his Blue Pill idealistic dreams come true because he learned how to reliably ‘get the girl’. Good Game doesn’t make a man Red Pill aware. It’s certainly the gateway to understanding women’s nature and the nature of intersexual dynamics, but *killing the Beta* is a long term project.

So how do you shift from Beta Nice Guy to Alpha Cad? These are euphemisms usually meant to disparage the whole idea of changing yourself into something better. Most people don’t have it within themselves to even have the insight to think they’d ever want to change their nature. It’s easier to trot out “*Just be yourself*” when someone has that introspect. People don’t want you to change. Your predictability gives them comfort. You’re an easy element to deal with so they think that if you act in some new way you’re not being authentic. You’re a *wannabe*, a poseur, and they need you to behave predictably because it gives them a sense of control over you. Others want to pigeonhole you. They want to categorize you into immutable personality types or astrological designations that make them

feel better about dealing with you. Again, if they can categorize you, if they can make you believe they know the truth of it, you're just that much easier to control. Humans have a need to see patterns in their environment. The world is a chaotic place so it comes natural to us to think we can set some kind of willful order on it.

Eventually, after I'd finally torn myself away from my BPD girlfriend I returned to that Alpha personality that had been so successful for me, only this time I had finally realized that I needed to make myself my Mental Point of Origin. I looked back on all the women I'd applied the Blue Pill set of rules, ideals, hopes and dreams with. I was 26 and had nothing to show for all the potential that people kept telling me I had. I had done everything according to the old set of books; I was supportive, kind, sensitive, uplifting and empowering to every woman I'd been in a relationship with because I thought that was what would make me desirable. But as I looked back on all of that I realized I had done so at the expense of myself – at the expense of my potential. That sacrifice will **always** lead a man to his own destruction. I thank God it didn't lead to my own.

It was at this point in my life that I realized that I had to unfuck my life and that meant a radical reimagining of who I wanted to be going forward. I get asked a lot about how I became unplugged and my usual answer is that it was a gradual process. This is true, but it was at this point I had to reject all the lies and idealistic fantasies that I'd been raised to believe in; to invest my ego in. I made a point to spell out to guys in *A New Hope* that you will never achieve Blue Pill ideals with Red Pill awareness and this is where that comes from. Unplugging, killing the Beta, reinventing who you are is not only possible for you, but it's necessary to sustain you in a life of your own imagining. This doesn't happen just by reading a book or going to a seminar, ultimately you have to live it and internalize that new you. You have to do this in spite of *friends* who want you to be 'authentic' and stay the old you so you'll be comfortable to them.

All of this takes time, persistence and introspection, but it starts with an act of will on your part. You will only get what you have gotten if you keep doing what you have done. I can teach you Game. I can teach you the habits that would make others believe you're a self-sufficient Alpha success, but only you can change your authentic personality. This is where a lot of guys lose the trail when it comes to being Red Pill aware. They read my books, they open their eyes, but they don't know what to do with the information. Rich Cooper once told me that reading *The Rational Male* was like drinking from a firehose. There's a lot to digest and a lot to confront with regards to how that information shows you, convicts you, of how you lived your life up to this point. But what do you do with it? Knowing is half the battle, the other half is action. The other half is implementing that knowledge to your own advantage.

Ever since I started writing I've always referred to myself as a *Lesser Alpha*. Some people think that's self-deprecating, others think I'm just a married Beta with delusions of Alpha. Whatever. Either way, I'm a guy who took this knowledge and applied it to serve my own best interests and forge a truly authentic personality based on what I understand of what we call the Red Pill. I created a *me* of my own volition based on a realistic understanding of intersexual dynamics, but also of a better understanding of myself in that Red Pill paradigm as a result of it.

So, who is the real you? Who decides what your real personality is and what is authentic for you? What is the estimate that your personality is based on? I get sick of hearing women and men talk about finding themselves. Women love the idea of a journey of self discovery. This is a fantasy of Blue Pill idealism meant to, again, keep one in a state of helplessness and hypoagency. Women use

this garbage as a convenient rationale meant to excuse their past bad decisions.

Red Pill men don't find themselves, they build themselves.

They forge themselves into a creation of their own choosing based on realistic assessments of themselves, their conditions and the world that challenges them not to build himself. I wrote this essay to encourage you, but also to warn you that this building takes time, and you will meet all manner of resistance to the masculine project that is you.

The 21 Convention â◻◻ Patriarch's Edition

February 20, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



If you're a father can you still be 'Red Pilled'? Does being married automatically define you as a Beta, because what *Red Pill* aware male would willingly sign up for the raw deal that marriage represents to men? Especially when he should know better by glean of that Red Pill awareness, right? A lot of critics think this is some new question, but we've been discussing this and other classic debate topics among my blog's commentariat for a long time now. And even before my blog existed these same debates were hashed out on the *SoSuave forums* as far back as 2002. Every so often I'll have a noob criticize me for something he believes I haven't thought of, but I've been writing what I do since 2001-02.

There are many issues that resurface in cycles in what's now the Red Pill / Manosphere. I constantly see the same snarky questions pop up in Tweets or forums from guys new to the 'sphere. I can't really pick on any one faction of the 'sphere for this cycle of criticism. The hardcore MGTOWs have a global hatred of all things PUA to the point that anything that smells like deference to women makes you a "*pussy beggar*". And, of course, it must be because someone is making a buck off of the naiveté of hapless Blue Pill chumps whenever someone dares to suggest a guy might actually want to

involve himself with women.

On the other side is the all-or-nothing PUA camp (a scene that's been contracting more than most critics want to admit) for which Game-Is-All, but likewise getting married makes little sense. Marriage and family only ever become an issue once the 'player' progresses to the point that his ability to 'swoop hot girls' is superseded by his want to make his unresolved Blue Pill ideals come true. Still, marriage is an end to the novelty of new women. Besides, marriage is a fool's decision today. This is an odd point of agreement among the two camps.

Furthermore, this is only the criticism of marriage and family in the modern era. There're always the predictable, cyclic, waves of ignorance about many Red Pill tenets. Some are so predictable Roissy wrote a post about them in 2010 – *The Unbearable Triteness of Hating*. Have a look at how many of these resurface periodically in the Manosphere.

A lot of this ignorance is founded in the process of unplugging. A guy new to Red Pill awareness often struggles with the conflict of his Red Pill understanding and reconciling it with his old Blue Pill ego-investments. They're not *stupid*. On the contrary, it's their intelligence that makes them doubt things, but they are simply ignorant of the work that's come before them in the Manosphere. They understand just enough about what aligns with their own belief set and reject anything that challenges them to drop an internalized ego-investment about women, intersexual dynamics, and what they believe men's role should be in it.

The 21 Convention – Patriarch's Edition

On May 3-5, 2019 I will be speaking at the **21 Convention – Patriarch's Edition** conference in Orlando, Florida.

This will be a unique event in the Manosphere; one that focuses on applying Red Pill awareness to issues of marriage and family. I wrote *Positive Masculinity* to address the questions I was getting from Red Pill fathers asking me for advice on how to go about being a Red Pill parent. This continues to be one of my most asked for advice topics. This convention's purpose is intended to serve men in marriages, divorced men, fathers who want to ensure their sons (and daughters) are prepared to resist a Blue Pill world intent on his servitude.

This event is designed for the Red Pill father, the husband, the man coping with being *Zeroed Out* and young men who plan to be future fathers. This conference is for the man "*awakened while married*", the man trying to turn the ship around in his marriage.

It's not only for the married man though. It's also for the divorced man whose unplugging occurred as a result of his divorce. It's for the guy who wants to pass on his Red Pill wisdom to his kids in spite of the *World Village* aligned against him. It's for the middle age man trying to figure it all out when he's thrust into the modern sexual marketplace.

It's for men with questions. What ended his marriage? How did he come to it? Was any of it worth it? How does he go on with his life after his wife detonated the marriage and he's become Red Pill aware?

And it is for the man who sees a need to return conventional masculinity to its evolved, natural place in society and his own life. There are far too many Purple Pill 'men's organizations' ostensibly promoting a *positive masculinity* that only amounts to apologetics for *toxic masculinity* and a "we promise to do better" message that carries water for a gynocentric social order. We don't apologize for being men. We won't beg permission to express the aspects of a conventional masculinity; even

the aspects that conflict with the Feminine Imperative.

A Convention for Men

This is the *Patriarch's* Edition of the 21 Convention. There's a reason it was named this – it's intentionally triggering to the mindset that despises anything masculine. It's meant as an affront to organizations and individuals who think masculinity is ridiculous or evil, or something to be apologized for. It's intended to be offensive to the *Village*.

Patriarch is a title that doesn't just imply responsibility, but also a deserved respect and authority in being a man. And that masculine authority is sometimes rightly disrespectful to a feminine-primary sensibility. We reject the idea that masculinity is some nebulous, subjective definition of what makes a man a Man. We reject the idea that conventional masculinity is something obscure, ridiculous, "toxic" or inherently evil. And we reject the effeminate redefining of masculinity, often by oblivious men themselves, to better serve a Feminine Imperative.

That said, the reason I prefaced this announcement with the above discussion is because I'm getting some mixed response about whether or not "Red Pill" ought to extend beyond the context of Game (from the PUA side) or simply abstaining from marriage and potentially family altogether (the MGTOW side). Both of these perspectives need to understand that this convention is not intended to promote marriage as some idealistic goal for men. On the contrary, it's about informing men of the very real dangers marriage poses to men. It's also designed to promote conventional masculinity as a much needed solution to the endemic social ills created by an unquestioned female-supremacism that resulted from 50+ years of *Fempowerment*.

If you're one of the men I've described above this is your conference. When this convention was first announced I had a lot of confused men asking me what it's all about. Is this a good convention for me and my son? Is this for fathers, divorced men, men awakened while married? This convention is for all of these men and more.

I will be one of many invited speakers, including *Elliott Hulse*, at this event. Rather than give you an extensive list of the speakers (which often gets added to after I post announcements like this) I'll just encourage you to check out the official 21 Convention site. Please use *my links in this announcement* if you plan to attend this in May. These are my affiliate links and the only way I get credit for the registration you purchase.

The topic of my speech will center on the importance of Red Pill mentorship among men, among families and among parents/mentors in a coming decade that will be defined by the *Gender War* we're finding ourselves in. Furthermore, I'll be doing some workshop groups with men who have specific questions about their own situations and give you some one on one Red Pill counseling. I'm not the only speaker who'll be doing this, so please have a look at the official schedule on the 21 Convention site.

Finally, I want to also announce that I'll be speaking at the upcoming 21 Convention in Poland this July as well as the main convention in Orlando, Florida in October again. No dates are set for these as yet, but the wheels are in motion and the announcements will be forthcoming as they get confirmed.

So, is this something you'd be interested in? *The Red Man* Group has also launched a Patriarch's Edition of the panel discussion show this January. It's a bi-weekly show that centers on many of the topics we'll be covering at this event. This show is headed up by 21 Convention speaker *Hunter Drew* and it goes live every other Thursday evening at 8:30pm EST.

It's always been my belief that Red Pill awareness, a rational, critical, sometimes harsh understanding of intersexual dynamics is not just something limited to picking up chicks or avoiding marriage. It's an understanding of much broader ideas and how they related to varied aspects of our lives as single men, married men, fathers, mentors, influencers and leaders in our own way.

This event is something of an experiment to see how deep the rabbit hole goes with respect to what the Red Pill entails. What is most important to me is that events like this – and especially the shows I involve myself in – stay on Red Pill message. If you watched my *State of the Manosphere Address* video this was my primary concern going forward. It's far too easy to dilute the message when so many voices want to be added to it. The Red Pill as a loose brand has already been appropriated by organizations that have no real understanding of it, but they recognize the reach it has for their own 'brand of me'.

I want to avoid this dilution with everything I do.

So, if this convention is what you've finally been waiting for, understand that as far as I'm concerned you will only get the unvarnished, Red Pill ass kicking most men are in need of. I'm my own worst critic. There will never be an event I attend where I'll sugarcoat the truth for men. There will never be a pep rally or a woo woo metaphysical appeal to what I offer. There will only ever be a nuts & bolts practical assessment of intersexual dynamics. That is the substance I promise you'll get.

Click the banner for info and registration.



The Global Sexual Marketplace

February 28, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Before I launch into today's essay I want to throw out a few caveats. The first is a reminder of my long-time policy of dealing with issues of race, politics and religion; and that's to say it's my practice leave these topics to other blogs and other writers unless those topics cross over into intersexual dynamics that are pertinent to Red Pill awareness. I feel like I need make this clear as I'm going to get into issues of race and how intersexual relations are modified by these issues today. It's always been my belief that the shared input and related experiences of men of all races, cultures and nationality is one of the greatest strengths of the Red Pill. So it's with this in mind that I think we need to address some of these experiences.

What got me on to this topic was the video I've linked above here today. As most of you know I'm not a proponent of the idea of a "Black Pill". That is the 'black' part of understanding the harsh realities of what Red Pill awareness opens men's eyes to. Accepting the uglier nature of intersexual dynamics and how it plays into today's sexual marketplace is often something that drives some men to a kind of despondency. It can be really depressing to have Red Pill awareness destroy your long-held Blue Pill ideals – particularly when those ideals helped to give you a sense of hope in spite of your instincts telling you something different.

When I was at the *21 Convention* last October I had a discussion with Dr. Shawn Smith about the nature of the Blue Pill. His question to me was something like "Don't you think that some guys need at least a little Blue Pill to keep them going?" I'm paraphrasing here, but I've actually touched on this in a few prior essays. In essence, it should follow that human beings can't handle too much 'reality'. This is why we look for escapisms and turn our otherwise rational minds to something like faith. The human mind tries to remain hopeful in the face of dire realities; which also follows evolutionarily. Those humans who stayed optimistic in the face of crushing reality didn't off themselves in despair and consequently passed on their genes.

That's the nuts & bolts of it (yes, I know there's more to it), but is this a feature or a bug in today's realities? Willfully choosing conscious ignorance while your rational mind knows the truth can lead to despondency and depression. It's the *observer effect* – observing a process will change that process – only, you're playing that game with yourself. So, is a little bit of our Blue Pill conditioning a good thing if it gives us a hope that keeps us alive?

I'd have to say no. Because once you unplug from the Matrix going back to that ignorance is really impossible. Something in your hindbrain knows the truth about the fantasy you construct for yourself. Again, it's playing the observer effect on oneself. And it's just this simple truth that makes a lot of guys who are unprepared for the anger and nihilism that comes from Red Pill disillusionment to come up with things like a 'Black Pill'.

But this essay isn't about dealing with that despondency. I've already written that essay in [*A New Hope*](#). This essay is about one of those ugly truths that Red Pill men have to evolve new adaptations for. You see, there is no 'Black Pill' – there is only the space in between a man dealing with his despondency about a harsh Red Pill truth and his crossing the abyss to accepting that truth and doing something with that information to better his life.

Local vs Global SMP

Watch the video I linked here. It's by *Black Pill 101*, a channel that specializes in exactly the harsh realities of Red Pill awareness I mentioned above. It doesn't pull any punches and for that I'm in agreement with them. Men deserve the unvarnished truth; without it they founder. This video outlines the innate difficulties Asian men face in the *Global Sexual Marketplace*. One of the most common requests I get for counseling is from Asian or Indian men asking me to help them improve their game. Many of them believe I have some Game solution to their getting laid with an SMV 6-7 they know from work. Many of them think they might have a chance with a modest SMV 6 if they either had some specialized technique or they could simply earn another \$250K annual salary.

I honestly feel for Asian/Indian men in this respect. When I read about Aziz Ansari's #MeToo'ing I read with morbid fascination watching his story play out with another 'cute' (SMV6-7) white girl. This is the stereotypical interaction. With my Red Pill Lens I saw a girl conflicted by her attraction to Aziz's social proof (celebrity) with her visceral reaction to becoming intimate with a guy she simply wasn't all that aroused by. This is just my personal experience, but I've counseled Indian (and a few Asian) men who all share a very similar frustration – they really want to get with a white American girl but they are sexually invisible to the vast majority of them.

Black Pill 101 lays out this frustration from Asian men's perspective. If you happen to be an Asian or Indian man I'd encourage you to add your own experiences in the comments here. But from my own interactions with these men the story revolves around their investment in locking down an average white woman. They aren't looking to spin plates. They want an LTR with a girl and most of them tend to fixate on one they know from work or a friend of a friend. Maybe that lean towards monogamy is a cultural thing, but they all seem to set their sights on the average, seemingly attainable, American girl. And almost universally they are relegated to the 'friend zone' or the go 'Black Pill' in frustration.

I'm going to look at the bigger picture here while I try to answer why this is so commonly case. In our tribalist, hunter/gatherer ancestral past our naturalistic sexual marketplace was limited to what a very localized group of individuals had to offer. We might've lived in groups of 100-150 'natives' of our tribe. In that tribe maybe there were 10-12 females who would've been potential breeding/pairing candidates for a young man.

There are general arousal cues that are universal to all humans across cultures. Natural cross-culture beauty standards is something that's been widely studied since the mid seventies – globalized beauty standards and physical prowess cues – however, the context in which those cues are expressed are (were) buffered by whatever that *localized* sexual marketplace (SMP) can realistically manifest.

Example: Height in men something universally agreed on as attractive/arousing for women. This is a *globalized* attraction cue in women. Girls all over the world overwhelmingly prefer a man to be taller than they are. This is an evolved preference because the survival implications are that a taller man is (generally) an easily identifiable aspect of physical prowess. Height implies a capacity for protection, an imposed dominance, and is a signifier of presence in a male dominance hierarchy. Whether this is the actual case is irrelevant. All that matters is that a woman's preference for tall men to breed and pair with.

The average height of a Filipino man is around 5' 4". Prior to the Spanish colonizing the Philippines all Filipino women knew of men was that 5' 4" man. And to the 4' 11" average Filipino woman that was attractive. A 5' 6-7" man was a giant by the *local* SMP standards.

But the *global* SMP standards are simply 'taller men are more attractive'. So when the

Spanish/Western peoples came to the island it introduced Filipinas to a new standard: the 5' 7" Spanish man. Now the *globalized* SMP began to modify the *local* SMP. Then, eventually, along came the first 6 foot tall Caucasian European guy. Then the first Black man, etc. Gradually the *localized* (previously tribally-defined) SMP to include the new possibilities of women breeding/pairing with men outside their own tribe.

Localized Contingencies

This is only one easy example of how a globalized standard of what defines the whole of the sexual marketplace redefines, and often replaces, the localized standard of attraction/arousal for women. There are many other ways this out-tribe influence introduces a new global standard for the SMP. This can include force as well as by invitation or local social norms shifting to accommodate the new global SMP. When a tribe is conquered by another it forcibly alters the other's sexual marketplace standards (*War Brides*).

As such, societal standards shifted to favor social practices that defended the local SMP integrity of that tribe. This is nothing groundbreaking – tribalist humans have been creating social and religious contingencies to buffer against women's Hypergamy, and to solidify the integrity of the local SMP for millennia. And these norms affect both the men and the women of that culture.

Cultural norms that forbid intermarriage (really interbreeding) of women with out-tribe men are common, but there are also:

- Prearranged Marriages
- Guarding/Prioritizing Virginity
- Buffering Against Hypergamy
- Socially Enforced Monogamy

I should also add that there is the *Samson Contingency* which is a buffer set against (powerful) men taking out-tribe wives. It may've been acceptable to have sex with out-tribe women (rape or prostitution), but for the integrity of the tribe, that man was only to form lasting bonds (via marriage) from within that tribe. This kept vital resources within that tribe.

A Modern SMP

In an upcoming essay I'll be exploring the deeper reasons why Blank-Slate Equalism is so difficult to purge from our present-day social order. However, I need to detail a bit of this now. We live in a feminine-primary social order (the Gynocracy), but without the Blank-Slate much of the preconception of it collapse. One reason Blank-Slate Equalism remains a social norm (despite a world of empirical proof that destroys it) is because it serves to disguise the ugly realities of a sexual marketplace defined by human evolution. Particularly so in an age of expanding SMP globalism. It's not just culture, politics, ideology and socioeconomic considerations that are tied to globalization; a global scale sexual marketplace is following among all of this.

In the age of global mass communication our localized (tribal) SMPs are replaced with a global standard. That global standard destroys the old local SMPs, but it also selects-out the men who don't measure up to its standards. This is something I think most MGTOWs and all Incels instinctively know: according to the global SMP selection criteria there are some men who will simply not be selected-for. If the *Black Pill 101* video about how Asian women don't select Asian men for mating opportunities is any indicator, I think Asian and Indian men are facing this head on today.

Now, I expect the first rebuttal to this proposition will be that the present, *global* SMP is a reflection of Westernized beauty standards and horribly distorted expectations. Asian/Indian men seem to want nothing to do with the native women who are ruthless in expressing that they want nothing to do with them. What globalized demographic is really left for these men? The same might be said about socially inept white men seeking an easier sexual marketplace in Asian women. All of this is simple deductive *adaptations* men will naturally resort to when it comes to solving the problems of sex and reproduction.

I'm totally accepting that there is a societal influence in all of this. However, I think the incentives to look into the opportunities that a larger global SMP offers is still based on Darwinistic principles. Even Western romanticism is still founded upon natural female arousal cues that define the larger SMP. The global SMP is rooted in the naturalistic, evolved (not socialized) elements that trigger arousal, incentivize parental investment and play off women's dualistic sexual strategies (Alpha Seed/Beta Need).

The Global Social Order

Finally, I want to point out that while our expanding globalization has given rise to a global SMP, that expansion is rooted in Gynocentrism. Since the time of the Sexual Revolution an unfettered, unconstrained Hypergamy has dictated this global sexual marketplace. The world-scale SMP is driven by women's prime-directives, not men's. As women are afforded more authority to direct society, their reproductive interests are what defines the global SMP. And all unchecked and unbalanced by any male interests. This is important to consider when we see the old tribalism, local SMPs decay to extinction. The checks and balances on Hypergamy that existed in the past were the creations of a smaller localized SMP. One that was familiar with the risks and results of allowing men and women of that particular tribe to reproduce without thought to the integrity of the tribe.

This is why Blank-Slate Equalism, as big a lie as it is, is so necessary to maintaining the unfettered Hypergamy that the global SMP is based on. Without its social constructionism, without its presumption of coequal agency, the Gynocentric power base is replaced with conventional, evolved gender norms that would favor men's influence in the global SMP. Gynocentrism needs Blank-Slate Equalism to disguise its authority and influence. Notions of 'Equal Value' and social constructionism are needed to cover the ugly Darwinsim that unchecked Hypergamy thrives in.

Women's Existential Fear

March 12, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Is He Really The Best I Can Get?



Is He Really The Best I Can Get?

One of the primary perspectives of the Red Pill as a *praxeology* in understanding intersexual dynamics is evolutionary psychology. Even the ‘*Classic Era*’ pickup artists referenced evo-psych, often without realizing it, in explaining various aspects of Game. Mystery Method itself was fundamentally rooted in the understanding of women’s (and men’s) evolutionary ‘circuitry’ as a basis for developing modern Game techniques. These were the first forays into women’s *evolved mental firmware* as a means to understanding the mating game we experience today – and how to use it to our best advantage as men.

However, that was really just the starting point. The Red Pill is much more dynamic than Game applications. As I’ve developed in other essays (and *talks*), the fundamentals of how the sexes relate with one another follow our biological realities, but also the environmental and social realities of our ancestral past. We’re still using the same circuitry in this era that our ancestors did in the past, only the context has changed. Today I want to explore the influences the legacy of this ancestry places on men and women, and also attempt to answer some questions as to why men and women fear certain aspects of the other’s evolved nature.

In my *last article* I made a distinction between our ancestral, *localized*, sexual marketplace versus the *globalized* SMP we find ourselves in today. This is a good starting point. In our hunter-gatherer beginnings our potential mates either came from within our tribal groups, or, when our tribe managed to overwhelm another tribe, we took *war brides* to breed with. This is what defined our localized SMP in the past. In fact I’d argue that a deficit in ‘marriageable’ females from within a local tribe was actually a prime motivator for going to war with an outside tribe. This is an important distinction because a lot of those same motivational dynamics are reflected today’s *global* SMP, and how modern intersexual dynamics have evolved.

A Need for Control

A lot of the need for social control we see coming from women and feminism today is part of an ancestral, evolved desire on the part of women to seek security in a chaotic world. Ever since the advent of unilaterally female-controlled contraception, the Sexual Revolution, and the rise of the Gynocracy, an unprecedented power over the birthing process of the human race has been transferred to only one of the two sexes necessary to perpetuate our species.

“Abortion is Eugenics” (or dysgenics) is a saying I’ve been seeing on Twitter recently. Since the Sexual Revolution we’ve not just ‘empowered’ women, but men have systematically *ceded any claim to our own paternity* while at the same time presumed that women *should*, by default, be trusted with knowing what’s best for the human birthing process and raising new generations. But it’s not just abortion that *is* eugenics, it’s also Hypergamy and the dozens of other aspects of intersexual dynamics that western societies just presumes women should know best how to proceed with. We took the women of the *Baby Boom* generation at their collective word that they’d be more merciful rulers than men if we just gave them the option to be sexual with us. We foolishly believed women would police the worst aspects of their own sexual strategy after *we willingly ceded power in exchange for sexual access*.

Last month a reader sent me a link to a story about how Ireland had just ceded more of its own authority over their country’s reproductive fate to women by legalizing abortion. The very Catholic island of Celts has made Hypergamy its ruling motive after many years of feminist pressure. Irish women celebrated the decision to allow them to kill their unwanted children. In fact many Catholic countries all over *South America are in various stages of legalizing abortion*. But the sentiment about

abortion in this decade is no longer one of it being a necessary evil as it was in the time of *Roe vs. Wade*. Today it's cause for overt celebration among women and men alike.



Before I get run up the flagpole by critics here, my opposition to abortion does not (primarily) stem from moral reasons, it stems from objectively following the power dynamics involved and the latent purpose for abortion. Abortion **is** eugenics; it is the ceding of any claim to influencing paternity that men may have had for the past 100,000 years of human evolution.

So, why will women fight tooth and nail for the 'right' to free and safe abortion over the course of multiple generations? Why is the right to end her (and the father's) child's life in utero such an imperative for women?

Ask women and the feminist boilerplate answer is always "**My body, my choice!**", but why is it so important to cut men entirely out of the reproductive process? What is the motivation for legally disenfranchising men from even 1% of a say in a child that is at least half his genetic legacy? This is also one of the greatest of offenses to women; that a man might have some control over women's bodies. "**Hands off my uterus!**" that too is another rallying cry, but why is it such an abhorrent

thought that men might have some influence in who gets born and who doesn't?

Existential Fears & The Hypergamous Filter

There are certain fears that human beings are born with. Our evolved mental firmware is highly attuned to our own survival. That may seem simple, but we're born with certain instinctual reservations about our environments. Snakes, spider, animals with sharp pointy natural weapons are critters we don't have to be taught to stay away from. That fear, that caution, is part of our onboard system when we leave the womb. The same is generally true of heights and tight confined places. We also have a very defined natural instinct for revulsion. There's actually an entire area of evo-psych study devoted to the human revulsion response. Part of our innate firmware makes us disgusted by feces, dead carcasses and putrefaction. If it's unsanitary and might make us sick or diseased ourselves we're repelled by it – unless we're conditioned not to be.

The above are some pretty basic *existential fears* most people have. We have evolved inbuilt firmware that does its best to keep us alive, but there are other, more complex fears and accompanying revulsions that look out for our wellbeing too. The one I want to focus on here is what the Red Pill refers to as the *Hypergamous Filter*. That's kind of a loose way of saying women have innate revulsions and distrusts of men who would otherwise like nothing better than the *experience* of having sex with them.

From our ancestral past right up until the Sexual Revolution in the mid-1960s a woman having sex was fraught with dangerous consequences. For about 100,000 years evolution wrote a breeding subroutine into the hindbrains of every human female – always doubt a man's quality.

The *Hypergamous Filter* has many ways of determining quality. Last week I mentioned that women universally use a man's height as a physical qualification for arousal/attraction. That's one obvious criteria; check the height box, move on. I have mentioned in other essays that Hypergamy is always based on doubt – doubt that a man is the best she can do – but also the doubt as to whether that guy will stick around and stay committed to parental investment.

This Hypergamous doubt is an existential fear for women.

“What if he's faking it?”

“What if he really isn't who he claims to be?”

“Will he stick around after sex?”

“What if I get pregnant with his child?”

These questions, these doubts, do not stem from a woman's *Rational Interpretive Process*, they are deeply rooted in her *Instinctual Process*.

These questions are asked beneath a woman's cognition, and as such they comprise part of an unconscious Hypergamous filtering process that is linked to both the revulsion instinct and genuine sexual desire. This is a risk aversion instinct that has very real, life-threatening, implications to it. This is a self-preservation skepticism on the limbic level and it is the primary existential fear a woman has. And women will do anything to alleviate it. Women will do anything to ensure they have failsafes against the life-threatening consequences of having that Hypergamous filter deceived.

Why is there a ceaseless effort to criminalize PUAs approaching women on the street? Because it implies a deception of a Beta male impersonating an Alpha male for the purposes of sex. This is a crime against the *Existential Fear*.

The *Existential Fear* in women is that their innate *Hypergamous Filter*, their *Feminine Intuition*,

might be fooled, and by being fooled she may either die or have her reproductive potential compromised for her lifetime by bearing and raising the child of man who is a suboptimal Hypergamous choice for her – a man who exerted his will over her Hypergamous choosing filters. In our ancestral past, pregnancy, and/or parental investment, could be a death sentence if a woman's *Hypergamous Filter* wasn't supremely sensitive and obsessively refined. The *Hypergamous Filter* also evolved as a contingency against men's biological imperative – unlimited access to unlimited sexuality.

That's not to say pair bonding wasn't a feature of our ancestral past, it was also a foundational aspect of mating, but it is to say that a man's investment cost was much lower than a woman's when it came to reproduction. That's simple biology defining a sexual strategy for men. Pair bonding would usually last as long as it took for that child to reach survival autonomy (4-7 years). And that's not accounting for men's proclivity to seek extra-pair mating opportunities while pair bonded. I'll explore this in the next essay.

Fast Times in the 21st Century

Now lets fast forward the *Existential Fear* and the *Hypergamous Filter* up to the last 60 years or so. One of the most socially destabilizing inventions of the 20th century was affording women the *option* to invest herself, or not, in the choices she made about her own sexuality. Unilaterally female-controlled birth control was effectively the greatest Hypergamous failsafe ever invented. It released women from the responsibility of a bad Hypergamous decision. But what it didn't do is erase that filtering process from women's psyches. We take it for granted, but HBC (hormonal birth control) unfettered Hypergamy for the first time in human history. And as a result men ceded more and more of their paternal interests in the human reproductive process over to women in exchange for the promise of pregnancy-free sexual access. Ostensibly, unlimited access to unlimited sexuality. Needless to say this also exacerbated women's sexual strategy to tactically filter out unwanted males and emphasize sex with chosen males.

But the greatest sexual bargain of the 20th-21st century catastrophically backfired on men because, for all the boons of HBC, it couldn't rewrite 100,000 years of evolved Hypergamy. And, if anything, it exacerbated women's desire for failsafe's against the *Existential Fear* of having her *Hypergamous Filter* fooled by deceptive men.

The social and political power men ceded to women in the wake of the Sexual Revolution has been used for one unitary purpose by women – to ensure against the *Existential Fear*. Why is abortion now something to be celebrated rather than mournfully accepted as necessary evil of this century? Because it alleviates the *Existential Fear* of bearing and raising the product of a bad Hypergamous choice.

Why did no fault divorce morph into the misandrous divorce industry we have today? It alleviates the *Existential Fear*. A one-sided divorce industry ensures security, support and resources that would've otherwise been her undoing in times before *the pill*. Why are the stigmas of single motherhood that existed just 60 years ago now replaced with rewarding women for their choice to become single mothers? It alleviates the *Existential Fear*.

When women were afforded unprecedented power and influence their first order of business was directed at changing laws to alleviate the *Existential Fear*. Virtually every social change, every political change, every egoistic "you go gurl" self-entitlement since the Sexual Revolution that women have initiated has had one latent purpose – alleviating the *Existential Fear*.

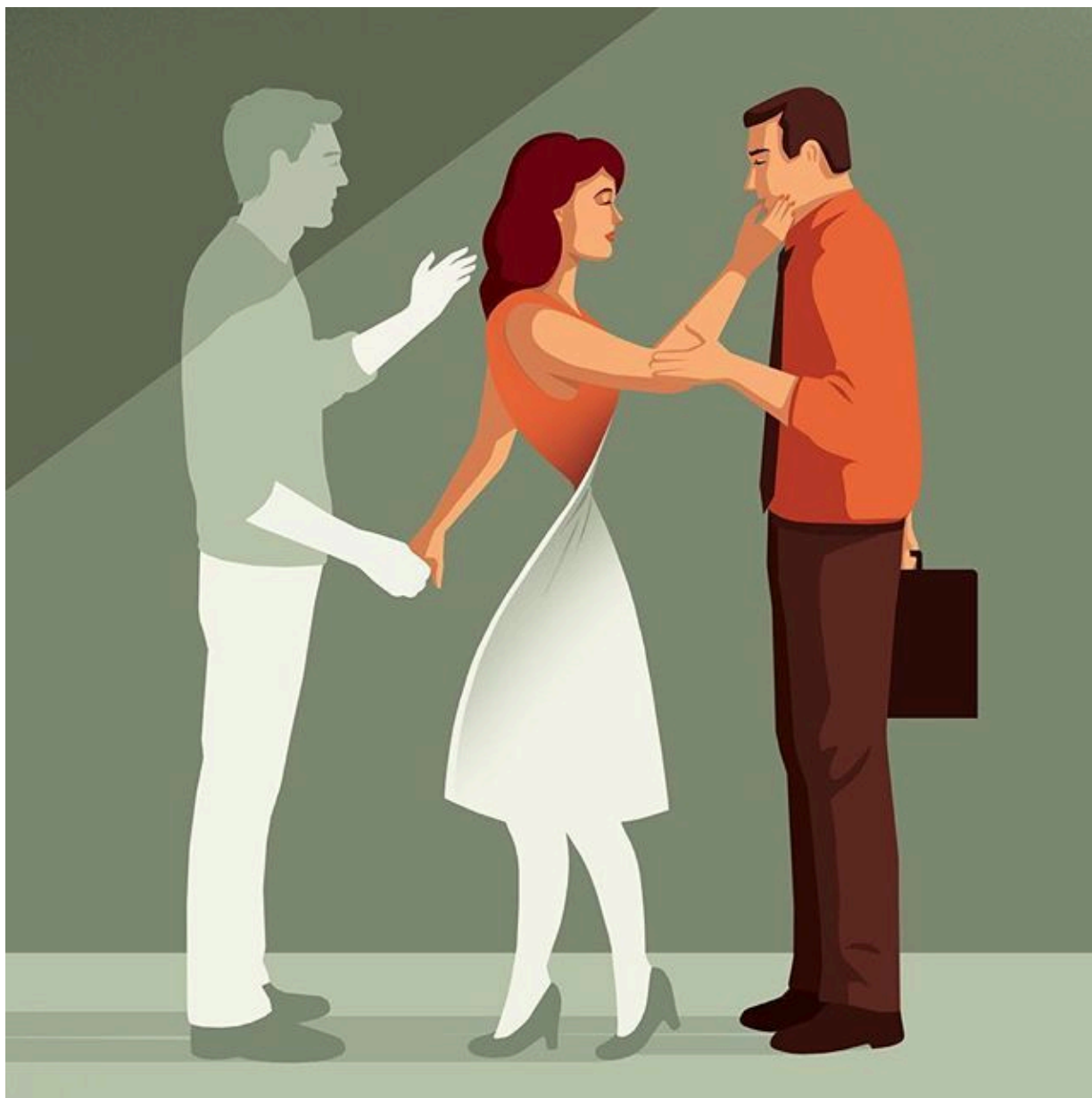
And finally, why is it that Red Pill awareness, practicing Game, a united Manosphere, and yes, even MGTOW, are perceived as an existential threat to the Feminine Imperative?

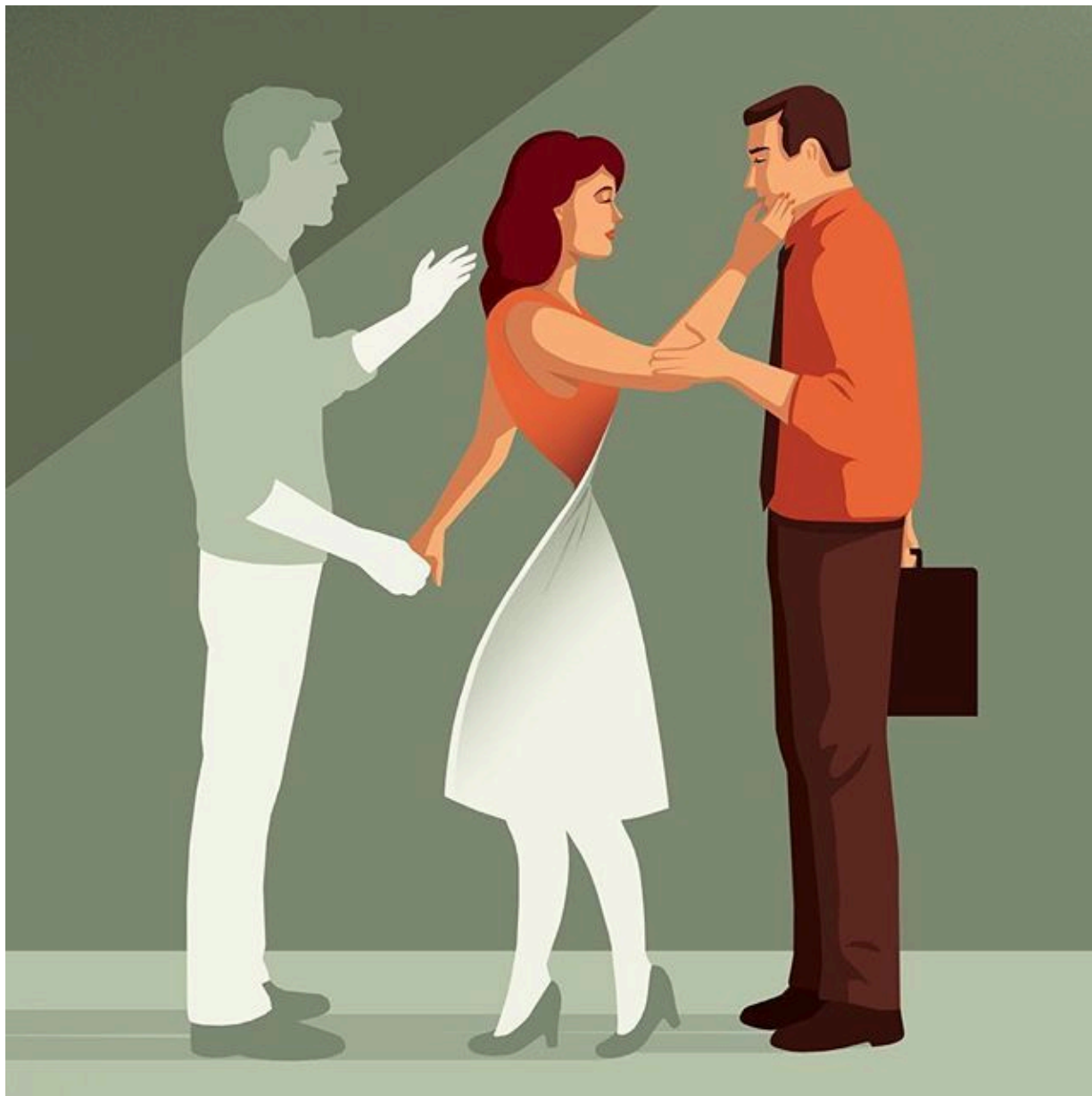
Because it all threatens to upset the security that women believe they're entitled to in creating failsafes for women's *Existential Fear*. Exposing the machinations of the Blue Pill and teaching men to unplug from a system that makes them a utility in a female-correct social order is an intolerable threat to women's security from the *Existential Fear*, but it is also a new challenge the power base that security is built upon.

This is part one of a blog series.

The Existential Fear â◻◻ Men

March 20, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





You need to understand WOMEN HATE BETAS in fact they hate them so much that they would prefer to work soul destroying jobs to support themselves than attach themselves to a Beta provider that wants to fuck them and impregnate them with his shitty beta genetics.

Incubus Rising

This was a comment that I meant to include in last week's essay, but I'm glad I saved it for today's article. It serves as a good starting point for men's *Existential Fear*. If there's one buzz-term that's been bandied around by women since the rise of feminism it is "*fear*". Men fear this. Men fear that. Men feel "threatened" by a *strong* woman. More recently it's, "Men fear working with women today over concerns of workplace sexual misconduct." So, I want to state here from the outset that I'm using the term *fear* in both these essays for lack of a better one. But what really gets the point across?

"Rollo, why does it destroy my soul to imagine my ex-wife / ex-girlfriend banging another man? I can't sleep because I'm imagining her giving up herself sexually to a new guy."

Some variation of this question is something I get a lot from guys I counsel who are going through a breakup or divorce. Sometimes it's from men who've been separated from the woman for a long time. This is to be expected from Blue Pill conditioned men, but even guys who are *Red Pill Aware*

will still feel the rage of infidelity even after the breakup has been official for years. Guys will tell me they won't even go out socially or associate with friends so as not to be in the same space as their ex for *fear* that they would do something rash if they saw her with another guy. There's just something in their DNA that's unsettling about imagining their ex giving herself willingly to another man – and they're conflicted because the fem-centric world tells him he's "insecure in his masculinity" for his possessiveness.

I can remember the same anxiety after I'd mercifully split from my *BPD girlfriend*. Even years after it was all over I'd still have nightmarish dreams about her. What the hell was that all about? What is our subconscious trying to get across to us with this?...

“Why am I so jealous and suspicious of my wife / girlfriend cheating on me? Should I feel bad that I root through her texts and IMs? Am I just ‘insecure in my masculinity’ if I feel like that? Why am I so possessive?”

This is another common one I get from men I counsel. I detailed a bit of this in *Gut Check*. Our subconscious mind has a way of warning us when our ‘aware’ mind is unaware of, or ignoring, the inconsistencies in our peripheral awareness. We're actually much more *aware* of our environment than we appreciate, we simply refuse to acknowledge these inconsistencies. More often than not that denial is conditioned into us for purposes that aren't always in our best interests. And sometimes it's outright manipulative of male nature.

In *Gut Check* I related a time in my life where I had instinctively been suspicious of my wife because my instinctual awareness turned on the warning lights in my head. I had no *rational* reason to believe my wife was cheating on me, but I had a very real, evolutionary, reason that my *instinctive* mind would be suspicious of infidelity. Millennia of evolution has written anti-cheating failsafes into our mental firmware.

“Why are DNA tests illegal in some countries? Why is it illegal for a doctor or their staff to tell a “father” that the child he thinks is his own really isn't biologically his? Why do we legally protect women's cuckoldry?”

More and more we are seeing feminine-primary social conventions and legislation crop up that can only have one purpose – the systemic disempowerment and disenfranchisement of men's interests in the reproductive process. The cover story for this *Removing of the Man* from any semblance of reproductive authority is what I call the *Cult of the Child*. I'll be publishing a full essay on this soon, but the short version is that anything that serves women's sexual strategy is always deemed to be “in the best interests of the child.” The interests of children has become the shield of what is really the interests of women's sexual strategy.

For decades now, feminist ideology has successfully convinced most western societies that what serves the female reproductive interests is *always* what serves the a child's interests. Men are superfluous at best, and pose a danger to the child at worst. This presumption is rooted in the Duluth Model of feminism, but women's sexual strategy always comes at the cost of the reproductive interests of the man/father. I wrote about this in *Children of Men*. There is an open *war on paternity* today, but as with all intersexual conflict we need to look deeper to determine what the latent purpose of that conflict is all about. What interests are served in unilaterally disenfranchising men from the reproductive process?

Existential Fear

The answer to all of these questions finds their root in men's *Existential Fear* – All men have an evolved need to determine and ensure his paternity.

Ascertaining paternity, and ensuring his parental investment is vested in perpetuating his genetic legacy, is the prime directive of men's existence. This is a male imperative that virtually all higher order animals share.

Despite what many blank-slate academics still promote, men and women are *different*. Contemporary thinkers would have us believe the sexes are more alike than not, but the truth of it is we are different in fundamental ways that most *equalists* are uncomfortable admitting. Yes, we are the same species, but the fact remains that our differences, and in particular our sexual strategies, conflict in profound ways.

The Cardinal Rule of Sexual Strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon its own.

In last week's essay I outlined the the *Existential Fear* women hold in their evolved unconscious – that of the Hypergamous doubt. "Is this guy the best I can do?" is the question that their hindbrains ask. Since the time of the Sexual Revolution, and the systemic *Fempowerment* that followed, women have collectively used this authority to ensure the preeminence of their sexual strategy (Hypergamy) in our social order. I outlined many of the resulting social changes we see were the result of this in last week's post, but this preeminence came at the cost of men's interests and influence in the larger, meta-conflict of the *Cardinal Rule of Sexual Strategies*.

Men's evolved reproductive interest is very simple; ensure that the child a woman bears to him is his actually his own. Up until the last 60 or so years *patriarchy*, true, legitimate *patriarchy* has always been the order of society. Despite the ignorance of feminists protesting it, patriarchy has been a beneficial aspect of our advancement as a species since we formed tribal hunter-gatherer bands millennia ago. But that patriarchy depended on a simple doubt that formed men's base sexual strategy – ensure his genes were passed into the next generation.

There are two ways a man can achieve this outcome. In *The New Polyandry* I explained men's *Strategic Pluralism Theory*:

*According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. **More attractive men** accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of **less attractive men**, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.*

Essentially, men follow an '*r*' or '*K*' *reproductive strategy* according to their (perceived) sexual market value (SMV). Since a majority of men fall on the low SMV side of the reproductive equation social conventions that served those men's reproductive interests had to be developed and standardized. The resolution of men's *Existential Fear* needed to be instituted and standardized to ensure the largest number of men could be relatively certain that the children they sired were indeed their own.

A lot is made of women's reproductive costs in academia. In a fem-centric social order it pays to focus on women's suffrage/victimhood narrative. But, men bear reproductive costs in this equation as well. Men's biological imperative is unlimited access to unlimited sexuality. Our best shot at sending our genes into the next generation is 'spreading the seed'. Our biological hardware is made to do just this, but there are costs and obstacles to solving the reproductive problem. And the easiest solution for men has always been exercise their direct control over women's sexual strategy. Imposing our natural strength (in many forms) on women has historically ensured that it's women who were the ones to compromise their sexual strategy in favor of men.

Patriarchy & Monogamy

Socially enforced monogamy was the least barbaric of those compromises, but in this century destroying that monogamy has been a priority for the Feminine Imperative. In theory, socially enforced monogamy was the most beneficial mating strategy for largest number of (low SMV) men to solve their reproductive problem. But the fact remained that it was still an exercise of control over women's Hypergamous natures. In essence, monogamy worked for men, and it was beneficial as a compromise in parental investment for women, but it also assumed direct a control over women's sexual selection process.

Patriarchy and monogamy answered a woman's Hypergamous doubt for her, and that is the crux of women's *Existential Fear* – to have the control of her Hypergamy, her selection process, and ultimately the cost associated with that choice determined for her. This fear is exactly why the primary goal of feminism has always been the maximal unlimiting of women's sexuality and the maximal restricting of men's sexuality. It seeks to replace the social-scale compromise of the *Cardinal Rule of Sexual Strategies* with the total capitulation of the male strategy. Today, the Gynocracy has achieved this almost entirely.

But for one sex's strategy to succeed, the other's must be compromised or abandoned. For a gynocentric social order, only men's abandonment of their own strategy is acceptable – and this abandonment insists men deny the evolved imperative of their own *Existential Fear* – insisting on paternity.

In the evolved scheme of things men's reproductive best interest involves sacrifices. When a man commits to parental investment with a woman he takes on sunk cost risks. The time he spends investing himself committed to one woman and the children they produce comes at the cost of reproductive opportunities with other women. Women's sexual strategy necessitates he compromise or abandon his biological imperative. Naturally, both men and women have adapted ways to circumvent monogamy to optimize their sexual strategies (infidelity, short-term breeding schema), but the basic equation is the same; if a man is invested in one woman it limits him from seeking other (potentially better) reproductive opportunities. If you want to know why *Plate Theory* irks women so much look no further.

The only way this compromise of sexual strategy can be advantageous to men is if he can be relatively assured that the child he's raising is his own. This is where men's *Existential Fear* of paternity fraud begins. He cedes his own strategy and the sunk opportunity cost for reproduction in exchange for the certainty that he's invested in a child that bears his name and his blood.

I call this men's *Existential Fear* because denying men the certainty of paternity presents the same existential anxieties as a woman's control of Hypergamous doubt taken from her. Women fear the idea of being forced to birth and raise the child of a suboptimal man not of her choosing, while men

fear the idea of being deceived into raising a child not of their own genetic lineage. And until the advent of DNA testing only a woman could be certain that the child was her own.

This is root level stuff here. So important was the determination of paternity for men that an obsessive concern for it was written into our mental firmware. The risks of falling for paternity deception was *that* important, and the men who evolved this compulsion were selected-for. The reason we *Mate Guard*, the reason our hindbrains default to jealous suspicions, the reason we cannot bear the thought of another man mating with *our woman* is rooted in the fear of investing ourselves in a child not our own.

In the previous essay I mentioned the natural revulsion response humans have towards things that are inherently harmful to us. A revulsion or revulsion of snakes, spiders, feces, rot and necrosis are part of the evolved firmware we're born with. I would also argue that the revulsion women feel towards "creepy" (low SMV, Beta) men and the revulsion men feel towards "slutty" women is part of this. Both these revulsions are adaptational protections against our respective *Existential Fears*. Each represents our *Instinctual Interpretive Process* letting us know what our ancestors had to avoid.

The Mentor

“But Rollo, isn't it a noble thing to adopt or mentor a child that is not your own?”

I get this response a lot when I discuss this, and yes, it absolutely can be when the choice to do so is of your own making. In fact, the reason adoption/mentoring seems such a noble undertaking is exactly because it requires a man to repress his natural concern for his own paternity. Kinship affinity will always play a role in men and women's relationships with the next generation. Human beings are innately tribal and familial because tribalism promotes the advancement of selected genes. So repressing this innate predisposition is exceptional, maybe even noble depending on the social context, but it is so because it requires a man to ignore his natural wiring. For what it's worth, I think multi-generational mentorship in Red Pill awareness is going to be a new imperative in the coming decades.

It's just this pushing past our natural, evolved, concerns about paternity that's been the operative dynamic of the Feminine Imperative in consolidating power. The human revulsion response can be molded. Usually this is through some form of operant conditioning. Revulsion can even be conditioned to be associated with pleasure. The Feminine Imperative has been remolding men's evolved need for paternity to its own ends for some time now.

The popularization of '*Poly Relationships*' is one of the more recent redirects of men's paternity need. As I mentioned above, the goal state of the Feminine Imperative is ensuring that women's sexual strategy – and anything that foments it – is the socially '*correct*' imperative. Men must become more like women if they want to be accepted by a social order defined by women's experiences. Men's sexual strategy is only acceptable when it serves a woman's purpose, so men's existential imperative of ensuring paternity is always going to be in conflict with women's strategy. A man insisting on his own paternity and the perpetuation of his name is in direct conflict with women ensuring she chooses to breed with the best specimen and be provided for by the best male she can lock down.

This being the mechanics of it, it comes as no surprise that the social conventions of this era encourage men to abandon that evolved need. We make "heroes" of men who marry the single mother and assume the parental investment costs of the man she chose to breed with. A fem-centric

society makes this a noble responsibility – “He Manned Up for the loser who wouldn’t take that responsibility” – all while ignoring the simple fact that this ‘hero’ is only completing women’s Hypergamous imperative. And it’s come to the point that a man abandoning his sexual strategy is part of women’s expectations and entitlements of Beta men.

For the men who insist on their own strategy, the message is one of shame. Only a man who’s “insecure in his masculinity” would think that a child would need to be his own. In fact, the very title of “father” is offensive to a social order based fulfilling women’s imperatives. Father’s Day must become, ‘*special persons’ day*’. Men should never insist that a wife assume his last name. And of course, DNA testing to determine paternity (even in light of life threatening illness) is to be discouraged if not outlawed.

Now You Know

In *The War on Paternity* I explored a lot of the ways our feminine-primary social order ensures women’s sexual strategy stays the operative one. Our divorce laws, our child support and custody laws all center on one thing – making sure women’s imperatives supersede men’s need for paternity certainty. Even when a child is not biologically a man’s, he has no right to know the truth, but he has every expectation to be financially and emotionally responsible for the “best interests of the child.”

Going forward I think the Red Pill aware man must embrace his existential need for paternity – and do so fearlessly. If a new beneficent patriarchy is to take root then men will need to reject the social conventions that insist a woman’s sexual strategy be the preeminent one. I think mentorship of the next generations of young men should also be emphasized, but I think this needs to be a conscious decision of the men doing so. Today we have the decision to be a ‘cuckold’ made for us proactively and retroactively by women and a feminine-primary social narrative. If you’re an adoptive father then I salute you, but understand, at least you had the decision to make yourself. Most men’s decisions to be the step-dad only amounts to him acquiescing to supporting the decisions of women. 43% of births today are out of wedlock, either electively or based on a bad decision by that mother. We also call single mothers ‘heroes’.

My advice to men today is to be aware of the game you’re involved in with respect to how your need to know paternity is being used against you. That need is well known to the Feminine Imperative and has always been a threat to its interests. Make your own decisions to mentor based on that knowledge and never marry a single mother. If you do so understand that your sacrifices of this paternity need will never be appreciated by women. You may believe it’s the “right thing to do”, the moral choice, but in doing so you absolve both the woman who made her decision for you and the biological father of their total responsibility (and the underlying evolutionary reasons) to consequences of that decision.

Remember,...

WOMEN HATE BETAS in fact they hate them so much that they would prefer to work soul destroying jobs to support themselves than attach themselves to a Beta provider that wants to fuck them and impregnate them with his shitty beta genetics.

Are you really willing to accept that your paternity need counts for so little? Are you willing to accept this truth and fulfill a woman’s life strategy in spite of it because you believe it’s your moral imperative to do so?

Sexual Selection & Existential Fear

April 2, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Way back in the early years of this blog I wrote a post flipping a common feminist trope on its head. In *Women's Physical Standards* I laid out the case that it is women, not men, who hold the most stringent and static standards for ideal male beauty.

...from a purely physical perspective, it is women's idealized masculine form that hasn't changed in millennia. While there may have been a Rubenesque period when men loved the fatties of the 1600's, no such era ever existed for women's physical preferences. The classic broad chest, wide shoulders, six-pack abs and squared jaws of greco-roman athleticism are still the idealized male form that has graced EVERY romance novel cover in existence. I'm still waiting for someone to post me a link for a dating site that caters exclusively to women's fetish of BBMs – Big Beautiful Men – average to good looking, fit, women specifically looking overweight men. Executive Introductions caters to women seeking affluent, influential men, but women just looking for overweight men, that site doesn't exist.

I wrote this essay in a time well before apps like *Tinder* and *Bumble* became household names. Since then (September, 2011) the sexual marketplace has fundamentally shifted to exactly the state I saw it going to then, and all it took to prove it was a handful of ~~fucking~~ 'dating' apps to facilitate Hypergamy. In 8 years women have proven they are every bit as viscerally motivated by men's physical appeal as I spelled out in this post. Back then I was run up the flagpole for suggesting women were the ones with "unrealistic beauty standards", now it seem matter of fact.

Of course, the double standard has gotten much worse with respect to men having *any* sexual selection standards. In Maryland we have the instance of high school boys being pilloried on a global

stage for daring to *rate their female classmates' looks on a 1 to 10 scale*. Ironically, the the same teen girls who took such offense to this will think nothing of swiping left or right on a potentially lover on Tinder in just a few short years. In fact, they'll think it's *normal* for a woman to base her sexual selection on the physical, yet the same is sexual objectification for men to do the same. Certainly, men will never be allowed to voice their physical preferences without the fear of personal destruction in our *Global Village*.

About 5-6 months ago, *Pat Campbell*, my co-host on *Red Pill 101*, linked me to a pair of stories about how offensive some social justice warriors found it that young men were avoiding trans-gender 'girls' as potential dates. The *logic* was that more evolved heterosexual young men should feel attraction towards a trans-gender, biological male, if he was presenting himself as a female. The *natural* sexual selection process for those young men, and by extension all men, was being circumvented by the social imperatives of others.

Pat also linked me to a story where a popular, heterosexual, high school quarterback accepted the Homecoming Dance proposal of another homosexual young man. As expected, the story was written as a heartwarming victory for modern progressivism and a young man "*secure in his masculinity*" praised as a hero for essentially accepting a social control over his sexual selection process. Naturally, the predictable hate to overcome would be from 'less evolved' guys alleging the quarterback was really gay.

This is the pre-written script we expect will follow (the clichéd triumph over *homophobia*), but the real story here is that a young man's sexual selection process has been removed from his direct control. If the quarterback had refused the proposal the best he could hope for would be that no story would be written about it – but the more likely story would be him having to defend himself against *his* homophobia. In essence, the threat of a global online mob ruining his future makes accepting the proposal a necessity.

In 2019 men's control over their sexual selectivity is something women don't want to hear about. Part of ensuring that Hypergamy is the defining social dynamic today includes exercising as much control over men's sexual selection process as possible. As fluid as men's selection naturally is, it's still out of women's total control. The method to that control is social pressure. Women's need to insure against their own *Existential Fear* of pairing with an unacceptable guy is so obsessive they will resort to social engineering.

Tinder and *Bumble* are social engineering programs as much as they are facilitators of women's Hypergamy. *Body Positivity / Fat Acceptance* (exclusively for women) is equally a social conditioning effort. But for these and more the latent purpose is the same – convincing men to repress their evolved sexual selection proclivities in favor of accepting women's selection process as the 'correct' one. The *Cardinal Rule of Sexual Strategies* states that for on sex's strategy to succeed the other's must be compromised or abandoned. In today's feminine-primary social order, the Feminine Imperative wants nothing less than complete abandonment from men – and it will use every social and political means available to insure men do.

Men must be raised up and conditioned from the earliest age to accept women's strategy and their role in it as the only acceptable one. Men's selection of a mate must be made *for* him according to women's standards. Many times I'm asked how to go about "vetting for a wife". I'm asked what the criteria, what aspects, what traits should a woman possess to make her "marriage material". From a Red Pill perspective a lot of what I lay out seems highly offensive to the sensibilities of men and

women conditioned by the Feminine Imperative. But the qualities, and the reasons I define them being desirable, are nothing any man who is invested in his own sexual strategy wouldn't find mundane.

It's not difficult to figure out what attributes in women would make for a good pairing – what's offensive is that a man would ever have the temerity to **require** a woman to possess them at all.

It's offensive to feminized sensibilities for a man to speak aloud the things he wants from a woman. How dare he ever have the presence of mind to create a list of acceptable qualities for a potential long term mate. Who is he to make demands? Has he not learned that Hypergamy and women's needs now define his existence?

I've written in the past about how women commodify their own sexuality. We've pandered to the security needs of women for so long they feel entitled to their being met. We've developed a social order that's prime directive is to insure against women's *Existential Fear* of ever having to worry about a bad Hypergamous decision. We ensure that they can voluntarily reproduce at will via sperm banks and frozen eggs. We demand that men find them arousing no matter what their physical condition and in spite of 100,000 years of evolved arousal cues. Gynocentrism demands men be nothing more than willing participants in women's sexual / life strategies.

A day ago I posted this quote on Twitter:

Women only see men as breeding stock or draft animals.

Women and their 'allies' lost their collective minds. Follow that link, see for yourself. It's a litany of middle school blathering and presumption about my motives for making public what most of these feminists confirmed. All the responses are the predictable boilerplate you'd expect from a generation of women used to parroting back what the *Village* has taught them to respond with for so long.

But what is my observation revealing here? Nothing that we don't already know – women define the reproductive process in western culture. And again, most of these feminists proudly agree with the observation. They say, "Yeah, as it should be", while their oblivious male 'allies' seek affirmation.

The boys at the Maryland high school got caught in the gynocratic gears. They weren't properly conditioned to know their place. They did what most guys in high school do, they compare notes, they make comparisons, because they still believed they might be allowed to have a preference of who they want to date, bang, have for a girlfriend, have for a wife. How dare they!

When the Beta Bucks / provisioning side of the Hypergamous equation is more or less accommodated for by the social order the only thing left is Alpha Fucks. This is Hypergamy on a meta-scale. Why would any woman bother with the notion of *Value Added* to make herself more 'marriageable'? Men aren't allowed to have preferences. They should feel *lucky* that a woman would date them in the first place. Feminism has taught her that if she is to be the ideal *Strong Independent Woman*® she is "never to do anything for the express pleasure of a man." And besides, the exciting guys, the bad boys, the cool boys, the commitment-phobic boys, the crazy boys who she does swipe right on; those guys don't care about 'value added' – they care about fucking.

The New Polyandry I described is an extension of ensuring women's *Existential Fear* is always compensated for on a societal level.

The goal of feminism is to remove all constraints on female sexuality while maximally restricting male sexuality.

I've quoted this in other essays. Usually I'm asked why this would at all be feminists goal?

"You think feminism is all about controlling your dicks?"

In essence, yes, but really it's about affording women unilateral control over their Existential Fear and absolving them of any consequences for the bad decisions made in controlling for it. In the last essay I stated that Abortion is Eugenics, but isn't affording women total control of human reproduction eugenics? Isn't socially engineering and conditioning men's behavior to accept women's sexual strategy as the "correct", normal one eugenics as well?

I would say yes, except, the Sisterhood doesn't have a 'master race' planned. There is no uniform conscious direction to this eugenics. It's all driven by women natural, evolved mental firmware and impulses – all facilitated by the power afforded to them by men. We've unfettered Hypergamy. We've allowed women to do something unprecedented in human history, we've given women the reins of the direction of human reproduction.

And we've done this at the same time we've maximally restricted male sexuality. Dr. Jordan Peterson once predicted that in the future any expression of male sexuality will be illegal. I would amend that: any Beta male expression of sexuality will be deemed offensive or illegal.

Raiders of the Lost Covenant

April 21, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I hate to begin an essay with an apology, but I feel like one is in order this time. For the past year and a half I've been invested in writing my fourth book, *The Rational Male – Religion*. This required a degree of perseverance, dedication in research, feedback, interviews and general behind the scenes dialoging that I've never had to involve myself in before. As a result, I'm less able to devote myself to writing this blog as well or as regularly as I believe I should. For that I'm apologizing here for

skipping a week more often than I should.

I'm enjoying every minute of the work I'm putting into the new book, but it is taxing. A criticism I always get is that my books are just re-edits of this blog's essays, and "Why should anyone buy your books if they can get it all for free here?" Ironically, these are also the critics who berate me for selling out, or they assume pushing my Red Pill books is all I do for a living [*insert eye-roll here*].

Well, not this time. This time the book will be (almost) entirely fresh material and this takes time, effort and concentration. There will be some material from a handful of past essays, but about 85% of the book is new material.

This process began prior to my publishing *Positive Masculinity* in July of 2017. I knew then, while still writing my third book, I wanted to do a book on how the Red Pill awareness of intersexual dynamics intertwined with religions and religious mindsets for the series. I began to do some casual research in Spring of 2017 as an aside to the third book. This quickly snowballed into a part time job for me. Now, add this to my schedule with:

- *The Red Man Group*
- My own *YouTube* presence
- A few regular live spots and interviews I do
- *Red Pill 101* I do with *Pat Campbell* every Sunday
- The keynote talks I'll be giving at three *21 Conventions* in 2019
- Producing a new liquor brand for my real job this year

Anyway, that's my way of saying I feel bad for missing a week or two on this blog. *The Rational Male* will always be my comfortable place to come home to and I want to let you all know, just because I'm posting less in the comments doesn't mean I don't read every one. In fact, this is one of the only forums, among dozens, I make a point to keep up with consistently.

Covenant vs. Contractual Marriage

Since digging into the new book I've gotten in the habit of comparing notes with various religious personalities who I think might give me a better perspective into how aspects of the Red Pill dovetail into religion. Everyone from Jewish Rabbis to Greek Orthodox ministers (?), to the Muslim faithful, to Evangelical pastors have been on my discussion list for two years now. One notable of late was *Dr. Everett Piper*, the recently retired president (chancellor?) of *Oklahoma Wesleyan University*.

Dr. Piper has a regular segment on the *Pat Campbell* radio show that comes on a half hour before I go on with *Pat* every Friday morning at 9:05am EST. The link to all our archives is in the sidebar.

[Listen to the full discussion here](#)

Last Friday *Dr. Piper* and I had a discussion about the state of marriage today. I'm loathe to call it a proper "debate" because there's a lot that he and I agree on with respect to the *value* of marriage for men and women – at least, the *value* of what marriage had in the past and *should* mean to men and women going forward. Marriage is always going to be a persistent hot button issue in the Manosphere. Depending on what your personal, moral and/or rational beliefs are, marriage is something to be actively avoided or something only to enter into with the most serious degree of vetting and caution. Today's marriage is defined by the dangers it poses to men. Unfortunately, this caution is rarely a consideration for most Blue Pill conditioned, Beta men.

Another area that *Dr. Piper* and I (and the Manosphere) agree on is the '*feels before reals*' priority

our feminine-primary social order has embedded in our social consciousness. Today, the “*correct*” way to address a decision is to lead with our emotions, but it’s exactly this ‘*feelings first*’ idea that leads men to disregard the life-damaging potential that modern marriage poses to them.

I took the pro-avoidance side of this discussion. And, as usual, I always have to qualify my doing so first; Yes, I’ll be married for 23 years in July. Yes, I’m still happily married to the same woman and have never been divorced, nor have I ever considered divorce. My marriage’s success is directly attributable to my Red Pill awareness and putting it into practice. Mrs. Tomassi and I are still very much in love, we’ve raised a gorgeous and smart daughter to adulthood, and I think my marriage is as close to most people’s ideal as can be.

And yes, I would still never remarry were I to find myself single tomorrow – I simply cannot endorse marriage, as it exists today, as a good idea for any young man. Remember, this is coming from a guy with a damn good marriage. As MGTOWs are fond of saying, endorsing marriage today is leading the lambs to slaughter. I agree. It is simply, statistically, the worst decision a man can make in his life at present, yet so many men want to believe they won’t be one of those statistics.

This confuses a lot of people. Fundamentally, I think the institution of monogamous marriage has been one of the bedrocks of success for western civilization. Marriage is a good *idea*; it’s how we execute it in the late 20th and 21st centuries that makes it one of the worst prospects imaginable for men. So, I’m technically not anti-marriage; *I’m anti-never-saw-it-coming-Pollyana-how-could-she-do-this-to-me?-hypergamy’s-doesn’t-care marriage.*

This was my position going in to this talk with *Dr. Piper*. Have a listen to the whole segment if you have the time, but what we distilled it down to is the idea of a *Covenant Marriage* vs. a *Contractual Marriage*. This was the premise used to describe the divide between marriage how it should be done – religiously, personally, devotionally, how it was done in the past – and the way marriage is now – the worst contractual liability a man can enter into. Needless to say a lot of qualifications followed this.

By my understanding a *Covenant* marriage presumes a mutual religious reverence and understanding of what is expected of a man and a woman before they enter into marriage. It is founded on the agreement of two individuals who believe they are better together than they are apart. On paper this sounds good, but it presupposes quite a bit – particularly on the part of that woman today. I’ll detail the reasons why in a bit, but I take the *Covenant* definition of marriage to mean that there’s a mutual understanding between the man and woman that they are marrying for love in accordance to what they believe is their religious and monogamous obligation. Fine. We’ve got a model for marriage that is set apart from the *Contractual* model.

The *Contractual* marriage is one based on mutual support and an insurance that this support will continue even if the marriage itself dissolves. MGTOWs liken this to a bad business contract that, were it not marriage, no right-thinking man would ever agree to sign off on.

Contractual marriage is the standard for today. Dr. Piper sees this model as the “*what can I get from my partner marriage*“, but you can decide for yourself if you listen to the discussion. I think this is a bit disingenuous since it implies that men’s only consideration for agreeing to what amounts to a bad business contract would in any way make sense due to a desire for *getting what he can* out of what’s already a bad deal. Why marry at all if what you’re taking away from it is nothing you can’t get outside of marriage without the risk?

Essentially, *Contractual* marriage is the **marriage-divorce-support** structure that men are wisely

hesitant about today. Dalrock once noted that sometime after the *Sexual Revolution* “we moved away from the marriage model of child rearing and into the child-support model of child rearing”, and I think the *Contractual* model of marriage becoming the default was an integral part of this.

If you’ve ever watched the documentary *Divorce Incorporated* you can see the machinations of the *Contractual* form of marriage at work. This is just a taste of some of the real world consequences that accompany *Contractual* marriage’s liabilities. However, I think going in – and with the emphasis on leading with our feelings – most men have idealistic, *Covenant* marriage, expectations for their marriages.

It sounds pretty good, right?

And for the premarital sex mindset it’s the *only* game in town if they want sexual access. So, it serves a purpose to convince oneself that a man’s spouse is necessarily on the same page as they are with respect to his *idealistic concept of love* (versus a woman’s *opportunistic concept of love*). This is where most Beta men get themselves into trouble. They presume their ‘bride’ to be shares his mutual idea of love, and combined with a potent cocktail of dopamine and endorphins, he leads with his *Emotional Process* rather than his *Rational Process*.

Off the Books Marriage

While we also discussed the issue of *Responsibility vs. Authority* in marriage, what got me was his marching back the question about separating a ‘*Covenant*’ marriage from the ‘*Contractual*’ marriage. This is something I’ve discussed with MGTOWs occasionally. Would marriage work if you removed the state and any entitlement to the cash & prizes liabilities from the equation?

I brought this up because this “private ceremony”, off-the-books unofficial marriage is what saved my friend Anthony Johnson from losing his ass in his own divorce. He wasn’t wise enough to see through *his ex’s deceptions*, but he was smart enough not to involve the state in his marriage.

I was genuinely surprised to hear Dr. Piper disagree with the idea of separating the marriage models we’d discussed at the time, but to have him state that he wasn’t willing to somehow give up on the heroic fight to reform the ‘*Contractual*’ marriage was, in hindsight, kind of disingenuous. In both instances, with respect to headship and authority, and the reluctance to let go of the contractual definition of marriage (especially after making such an impassioned case for a covenant marriage) I can only come to the conclusion that Dr. Piper’s position on marriage is influenced by the feminist undercurrent prevalent in the church today – and without his really realizing it too.

Once again the fiscal considerations of not offending women’s (feminist influenced) sensibilities comes to the fore in another religious leader. This has been a constant theme among the Pastors and church leaders I’ve been interviewing since I started the fourth book.

Churches are business franchises today and if you want to keep the tithe checks forthcoming in order to keep the lights on pastors and church leaders need to prioritize the sensibilities of the *primary consumer in the western world* – women. It’s gotten to the point now that church leaders have internalized that women’s eyes and ears will be judging their words minutely in sermons and public appearances to ensure their Pastor is on ‘*team woman*’. This is why opposing a separation of *Covenant* marriage vs. the *Contractual* is literally a ‘*no brainer*’ for these men. They don’t ever think about it any other way because they’ve already adopted the feminist zeitgeist that’s assimilated their churches. To endorse that separation is to deny women their potential for cash & prizes if a man displeases God by making them unhappy.

I think maybe I expected more from Dr. Piper. I was hoping to find some common ground, but I think he may be committed to a doctrine that panders to the *Feminine Imperative* without realizing it. When we got to the part about headship (Corinthians) he came right out the gate with pre-qualifying headship vs. being a domineering asshole. I've come to expect this from a female-primary church that deemphasizes male authority. In fact, it redefines that 'authority' as responsibility before you get to discuss any other aspect of what women might *allow* as "headship".

It's like a mental illness with these people. If a wife isn't perfectly happy and beautiful it's the husbands fault.

It's a disgusting view of marriage which can only increase unhappiness for the average Christian couple because there's no way to keep a woman happy all the time, and, age means women are going to get old. It's part of life, and it is enough for a woman to age gracefully without these Pastors trying to brainwash men into thinking that any lack of beauty is their fault.

7817 dalrocks Blog

Imperfect Men Vet Imperfect Women for Imperfect Marriages

The "*You should've vetted better*" or "*You should've married a 'real' Christian woman*" excuses are something I encounter a LOT from Christian church leaders. Dr. Piper also used this one too. It's really the Christian version of the *Quality Woman* dilemma.

As I'm working my way through my fourth book and on *The Red Pill & Religion* this is one cop out I get regularly. Apparently no '*real*' Christian woman would ever initiate divorce and if men were only Godly and wise enough to discern from the outset of '*courting*' that their "*bride*" wasn't a fully devoted woman of Christ then it's their fault for marrying her – or their fault for screwing up God's perfect plan for his married life later in the marriage. This is ex post facto rationalization that reinforces moralistic beliefs, but also justifies the reaming you're going to take in divorce court for not being wise and Godly.

It's basically another play on the No True Scotsman logical fallacy. "*They not 'real' Christians/Muslims/Jews/Krishnas/etc.*" should be the subtitle for my new book, I've heard so many times.

Deus Vult

When it comes to debating church leaders I simply cannot win the "*God says so*" clause. This is another obstacle to discussing Red Pill ideas in a religious context. It's an appeal to faith that is always the go-to response to issues I bring up that they have no real answer to. That, or they don't want to answer for fear of offending the *Feminine Imperative* in the church today.

"*Contractual*" marriage is an all-downside proposition for men today. I tried to make my best case for why men shun it in the discussion. Naturally, there's a common impulse for *Publicity Pastors* to *AMOG* from the pulpit and shame men for avoiding marriage, but they can't argue against the marriage stats and the life-destroying fallout of divorce for men. It's all too verifiable. The marriage & divorce rates today are unignorable, so men deductively go with the pragmatic response and avoid marriage or go MGTOW.

All that means nothing to the faithful Christian mindset. "It doesn't matter if contractual marriage is one of the worst decisions a man can make today – "*God says you should marry.*"

“What about the incentive of cash & prizes women have in divorce?”

“Doesn’t matter, God said get married”

So I can’t argue with the divine creator of the universe. God says jump, so you jump. That’s the absolutist-moralist win button for any rational argument to the contrary.



[Alternative link to the interview is here](#)

[Discussion at Dalrock's Blog](#)

The 21 Conventions â◻◻ 2019

April 30, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Once again it's time to announce the dates and locations of this year's 21 Conventions. By now I'm sure most of my readers know I've been getting myself 'out there' a lot more and this year is no exception. The one event I'm doing with any regularity is the 21 Conventions (yes, there are others in the offing). I think I've been somewhat instrumental in helping Anthony Johnson reform these events into the Red Pill Summits they've become. There's really nothing that comes close to the scale and comprehensiveness of these gatherings and I only expect them to grow into something the mainstream will soon be unable to ignore. The 21 Conventions have gone from what I can only refer to as *Purple Pill* to being the only real Red Pill event in existence.

For the last couple of years I've been a silent partner in these events. Many of the speakers are men I've had some personal connection with over the years. Most of them my readers will be familiar with from my mornings on *The Red Man Group*, but it's been my mission to see that the roster of men speaking at these events are on message with respect to intersexual dynamics. While the upcoming *Patriarch's Edition* is focused more on family, fathers and leadership, the two other conventions slated this year have something for every man – even the guy who's newly *unplugged*. Unlike certain Men's Rights conferences (primarily organized by women), the 21 Convention is *for* men, by men.

The conventions are *about* men, not just "men's issues" or a lot of top-down awareness raising. They are also not fluffy, "feel good" pep rallies with more hype than information. You get real content, not a lot of hype.

My involvement in this convention has had only one goal; to give men the nuts & bolts, actionable information they *need* to conceive and develop the lives they want to lead. Lives that align with the truths that Red Pill awareness represents. If you're looking to get laid, we've got that covered. If

you're trying to resolve a sexless marriage, we've got you covered. If you're looking to become the best version of yourself, you want to be a Red Pill father, you want to fight feminism? This convention is the only event that delivers '*real content*' based on the difficult truths men need to acknowledge in their lives.

I get it. That seems like a hard sell. But there needs to be some kind of gathering of minds in this sphere. I will continue to put my name on this event until it ceases to be about the charter or shifts to a different message. My constant concern is ensuring that this convention stays committed to objectivism. Critics want to claim that the Red Pill is only a cult. It's only interested in "ideological purity". This is a false narrative. The Red Pill is obligated to objective truth. It only seems 'culty' when that truth clashes with the ego-invested beliefs of ideologues.

The 21 Conventions serve as a TED Talk for the Manosphere. At no other venue will you hear these topics and pro-masculine information discussed. We live in an era where free speech is limited by platform and the ideological bent of its owners. It's long past time we developed a forum where Red Pill awareness can be discussed free from censorship – this is it. The only way to test the strengths of an idea is in the crucible of open debate. And that debate requires an open marketplace of ideas in which to test them.

POLAND – July 11-18, 2019





Ol'm pleased to announce my first European talk will be delivered this year in Warsaw, Poland. I can't stress enough how this venue is the ideal location for a Red Pill discourse. Given the sociopolitical state of most of Europe today, it's probably the only country that would welcome honest perspectives on gender, intersexual dynamics, conventional masculinity and men's personal development.

Although I've been to several European countries, Poland will be a first for me. This will be a personal pleasure for me also as I also have a Polish translation of *The Rational Male* that I'm very proud of. I've been working with my Polish team for 2 years now and it will be an honor to finally meet up with these guys.



If you live in Europe and haven't had the opportunity to come to the U.S. conventions this will be your event. At the time of this posting the registration is already moving rapidly, so please don't hesitate to register now. Please use [my affiliate link](#) in the banner above to register. This is how I get credited for the attendees.

At the time of this posting the speaker's list for Poland is:

- Rollo Tomassi
- Anthony Johnson
- Andrew 'Cobra' Tate
- Jack Donovan
- Richard Grannon
- Nick Krauser

- George Bruno
- Socrates
- Ivan Throne
- Jack Murphy
- Alexander AJ Cortes
- Kyle Trouble
- Steve Williams
- Johnathan (MLD)

Thats the confirmed list and it's likely to expand before the event

ORLANDO – October 24-27



This is the main U.S. event. In 2018 the convention sold out and attendance more than doubled from 2017. 2019 will see this event is even larger. Anthony has also added independent workshops by individual speakers on a variety of relevant topics for attendees to the main conference talks. Check the 21 Convention site for more info on these workshops, but these side talks are part of the registration and an added value for attendees.

And these workshops are in addition to the offsite, after hours meet ups, dinners and extra-curricular events that will be going on over the extended four-day convention. No matter which convention you attend I make it my job to engage with every man I meet at the conferences. You will have personal time to discuss the matters that concern you most. This is my favorite part of doing these events.

Again I need to stress that the registration goes quickly for these events. The way it works is that the price progressively escalates to regular attendance prices the longer you wait as the event date nears. I used to think this was a clever pricing scheme to get men to commit to attend, but now that the convention has become the '*Woodstock of the Manosphere*' it's even more important that you get on these registrations as soon as possible before they sell out.

Please use the link in the [Orlando banner](#) above to get to my affiliate account. Again, this is how I get credit for my attendees.

Orlando is the main event and the list of speakers for the four-day event is truly awesome:

- Rollo Tomassi
- Anthony Johnson
- Elliott Hulse
- Hotep Jesus (Bryan Sharpe)
- Jack Donovan
- Ed Latimore
- Dr. Robert Glover
- Dr. Shawn Smith PsyD
- Hunter Drew
- Tanner Guzy
- Donovan Sharpe
- Goldmund Unleashed
- Rian Stone
- George Bruno
- Socrates
- Texas Dom
- Ivan Throne
- Jack Murphy
- Alexander AJ Cortes
- Steve Williams

And that's the list of speakers we have confirmed at this time. As you can see, there is no other Manosphere gathering that compares to this event. It's not just the TED Talk for the 'sphere, it's the friends you'll make and the men you'll connect both inside and outside the conference. The 21 Convention is much more than the men speaking or the workshops about the issues and topics that are important to you, it's about the experience of sharing ideas with other men that no other venue allows for.

Finally, there will be discount codes for both events:

- All men 25 or younger – U25
- Military (active & retired) – MILITARY
- Law enforcement and firefighters (active & retired) – LEO

These codes will get you 25% off the registration, including the VIP upgrades. These codes do not stack.

My goal for these conventions is enabling men to get access in any way possible. Some critics claim the price is too restrictive or it's overpriced for what they believe is men "*selling their snake oil to unsuspecting dupes*". This is also my concern. I want you to have access, but obviously the conferences can't be 'free admission'. A lot goes into bring together a convention of this magnitude. But "*Why go at all when all the information is free on your blog Rollo?*" Why indeed? If the cost is too prohibitive for you then you can always read my material here for free. I encourage you to do so in fact. I consider the Red Pill to be *open source*, so please, don't put yourself into financial difficulties if attending would do so.

But also know that if the 25% discounts above aren't enough for you, I will find a way for you to attend using one of my limited discounts, getting you on the volunteer staff, or some other way. That's how important I think these events are for men. So if you're struggling financially, but you really want to attend, hit me up in my email or Twitter or the comments on my *About* page here and I'll make a way to make it happen.

And if you think it's "all just salesmen hawking snake oil", I will also find a way to get you a discounted registration on my dime so you can attend and see for yourself what these events are really all about.

I joke with Anthony that my 'workshops' start the moment I enter the hotel lobby. I'm guaranteed to lose my voice before the the end of the 3rd day, but it's worth it to me to give you the most of what you're paying for. That's my commitment to you. I know that most men only have finite resource, and only get so many weeks a year for vacation. That is the foremost thing on my mind when I'm speaking at these conventions. I want you to get the most of your investment in a weekend that's guaranteed to change your outlook on life. And I'm confident all my fellow speakers feel the same.

False Positives

May 6, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A consistent criticism I've received over the years is that the Red Pill is so *negative*. Why cant the Manosphere just sweeten up? Its truth is definable and self-evident, but why can't Rollo adjust the 'tone'? I've lived and written through several waves of newcomers to the 'sphere and in each generation the same want for a 'kinder, gentler' Red Pill is always there. The idea is that if you just changed the delivery of the truth it would somehow make it more palatable to a wider audience.

Who's It For?

I want reiterate here that it's never been my goal to write *for* an audience. Whether it's writing on this blog, my books or when I'm discussing things on various podcasts my only imperative is to convey the information I think is relevant to the topic of intersexual dynamics. My obligation is to picking

apart and considering as close as I can get to an objective truth. And I don't do this by way of some sense of duty to objectivism – it's just the way that's always seemed most efficient to me to come to a usable truth. It's pragmatism on my part, not dedication.

Yes, I know, true objectivism is impossible for human beings. Yes, I also know that even biases we're unaware of will subconsciously influence our rationality. Spare me the classicist intellectualism, I've been at this long enough to have considered all that. But the fact that objectivism is never perfect doesn't mean we should strive for our best attempt at it – nor replace it with moralism.

I don't write *for* an audience. I write *about* what I see going on around me and I connect dots. Writers today, of all medias, will tell you to “*give your readers what they want*” if you want to be successful. Writing about uncomfortable truths that rattle people's cages is counterintuitive to the *write-for-success* mindset. If you want to sell books, if you want to monetize blogs, if you want to get more channel subscribers you gotta give the folks what they want, right? That's how most churches work today; cater the message to the congregation if you want the tithe checks to stay consistent.

And always write to appeal to emotions too. People don't enjoy thinking, but boy do they ever love *feeling* something – particularly in an age when female emotiveness is the order of the day.

When I began writing regularly it was in a forum environment. We hashed out many ideas and weren't afraid to get ugly. It was a necessary part of the process. There was no pretense of appealing to an audience for money, traffic or readership. The sole focus was debating the truth about a dynamic. That debate was always a hot kitchen, but the results were something greater than the process.

As a result my essays carried over a lot of the heat from the *SoSuave* days kitchen. I wasn't writing to impress readers or increase traffic to the blog it was just to document and codify the objective truths I came to. There is no monetization and the comment threads have never been moderated (besides spam and trolls). Almost 8 years later my charter is still about the same objective debate.

The drawback to this commitment to objective truth is that it rarely appeals to emotionalism. No, it's not the ‘*tone*’ or the feel of the information being related that's so off-putting – it's the information itself, and how it makes one feel, that determines whether it's perceived as positive or negative.

Feels Before Reals

Most people who are still plugged into the proverbial *Matrix* are living in a world that prioritizes *feels before reals*. The purpose of consuming really anything is to judge it by how it makes us feel; and especially so in an era defined by the female experience. Emotion always comes before reason in women's natural, unlearned, interpretive processes. This is also extended to men who've been conditioned to prioritize emotions before reason. And this is exacerbated by their need to be better *feelers*, better *emoters*, than those other ‘typical’ guys if they want an emotional woman to ever bear their children at some point.

Anything that prioritizes reason before emotion will always run the risk of being perceived as negative. Even if the sum of the information is positive, the fact that you had to come to the truth by way of reason rather than emotion will make it negative.

If you used your head instead of your heart to figure something out, in Girl-World, at best it's bad form. At worst, you're a negative pessimists or a cynic.

Usually those designations are reserved for the men who make a habit of using reason to the

exception of emotion to relate an objective truth that's unflattering to the feminine. Again, it's the information, not the tone, that's offensive to the emotions-first prioritization. To the Blue Pill mind, any strong idea that conflicts with this prioritization is an affront to the personal investments they've made in ideas that it challenges.

So, understand, I'm not a negative person by nature. I'm an artist. Few people know that my 2nd degree is a BFA. I draw, I paint, I play four instruments, I used to do Shakespearean stage acting – I've even done children's theater.

I fully embrace the emotional as a necessary part of the human experience – Hell, half of Red Pill awareness is acknowledging and confronting emotions. I'm certainly not a cynic or a pessimist. Anyone thinking so usually hasn't read my work. I'm very much an optimist when it comes to creating a *New Hope* for men in a Red Pill paradigm. I don't just stop at clinical realism and leave men hanging. I don't subscribe to the ennui of the "Black Pill" – I'm certainly not absolutist or a determinist.

However, I also have a commitment and an obligation to objective truth in everything I write. Trust me, there are times I wish I could use my wife and my marriage as a 'proof of concept' example of how a Red Pill aware guy can make a relationship work today. But the objective truth would make me look like a charlatan if I tried to convince a man that marriage was at all a good idea in its present state.

That's tough for me. I have had to hold back from posting pictures of my beautiful wife and daughter to prove something to truly negative naysayers. Ladies, you want me to write something positive about women? I love my wife dearly. She's been a net benefit to my life for all of 23 years now. My daughter is a model. She's feminine to a fault and she's smart and ambitious. I would die for her, gladly.

But I never use my personal life as an example in my work for their protection, but also because I don't want to lead men astray by in anyway implying that what I have is possible for them. And I've had men tell me that, "I want what you have."

But I don't make value calls. I consider information, I try to interpret it, and I present it in such a way that it's useful to men where they're at. I want to give you tools to use to build your own life, not mine.

Truth & Hustle

Admire the Hustle. We read this a lot in the Manosphere among the guys who fancy themselves *entrepreneurs*. I think one reason critics think the Red Pill is negative is because all they see is the Hustle. The Hustle has a way of becoming the whole point of anything.

I'm an abortion doctor, but I make six figures and I'm the best at what I do. No one will out-work me. Admire the Hustle baby.

When the selling is more important than the product itself, then you have problems. When the truth is less important than the Hustle inevitably our truth becomes the Hustle. There needs to be a balance and that's getting harder and harder to find now.

We're at a moment in the Manosphere where the truth is starting to get lost in the Hustle. I'm accused of it, or I'm accused of associating with 'too much Hustle'. Well-meaning colleagues with too much perception and not enough information are *feeling* that salesmen care more about the sale than the product.

I hear you.

Let me finish here by reiterating that my obligation to objective truth will always be my motivation for doing *anything* I put my name on. It always has been. However, I have worked for amazing companies who sold things that people loved and enjoyed only to watch them crumble and die because the sales team assumed control of the ‘product’. The selling became more important than what was being sold.

My books, my blog, my appearances, every aspect of *The Rational Male* is my art. I craft each essay. It’s what I care about most. I will never allow the truth to be compromised by the Hustle. The Hustle is important, particularly when it’s about disseminating the truth, but it is secondary to the truth – even to the exception of the Hustle. Sometimes the truth doesn’t sell.

This Is Important

We are rapidly entering a time when our ideas will be vilified. Very soon the objective, life-saving, praxeology that is the Red Pill will be used as a label, as a synonym, for negative ideologies that never had anything to do with the **Red Pill**. And people who are all about the Hustle will gladly abandon the truth they’re selling now if it means the public opinion of it would compromise their Hustle. It’ll be less about what we’re discussing than how influential and how many followers the person we’re discussing it with has.

Others, those who were appropriating the ‘brand’, will throw the Red Pill under the bus to save their own necks. The coming storm is going to test the resolve of people who are all about the Hustle and all about the Red Pill. I know where my obligations lie, they’ve never changed.

Choose Wisely

May 22, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Potential vs. Struggle

“Women don’t care about the struggle. They wait at the finish line and fuck the winners.”

Rich Cooper

This is a popular belief in the Manosphere today. Hypergamous stress is so intense that women have turned into mercenaries with respect to vetting the men they’ll accept to plan a future with. I’ll admit, a lot of well-meaning Red Pill men believe women’s *Hypergamous Filter* is necessarily amoral if not overtly cruel. The ill-informed critics of Hypergamy believe in a binary extreme. They presume that

all those Red Pill guys are self-defeated by the idea that all women are prostitutes and only “*out to get theirs*“. This is simplistic ignorance of the concept of Hypergamy meant to dissuade the curious from Red Pill truths that they refuse to process. But do they kind of have a point though?

Virtually every extreme of MGTOW and the Mens Rights Movement have some open variation of how Hypergamy is a straight jacket and

“*Why bother with a woman for anything other than a short term fuck if her Hypergamous nature will just predispose her to jumping ship to the first guy who comes along with a bigger dick or a bigger wallet?*”

I covered all of these in detail in [Hypergamy – The Misconceptions](#) a while ago in case you’re curious as to why these are unfounded, and more often deliberate, misunderstandings of women’s nature. And no, that doesn’t mean I’m backpedaling on anything I’ve ever written about Hypergamy.

A couple weeks ago I got wrapped up in a Twitter exchange about the conflict between whether women indeed *wait for the winners at the finish line* or they make calculated bets about a man’s future potential.

Women are not investors when it comes to men. They are not going to waste time with someone “going places”

They are capitalists, they will find a guy who already made it and jump on that band wagon instead

— Wall Street Playboys (@WallStPlayboys) [May 12, 2019](#)

From a pragmatic point of view I’m very much inclined to agree with this assessment. Yes, it makes women seem overly mercenary with respect to Hypergamy, but I’ve said it as much myself in any number of prior essays:

Women can only willingly want to please a man whose Frame is the dominant one. You’ve got to have that world established that she wants to enter and become a complementary, supportive (of you) and willing participant in. This world-building takes time. Women evolved to seek competency in men. **Hypergamy cannot afford to bet all of a woman’s genetic legacy on a guy who has “potential” – they want the proven commodity.** This is one reason women look for men older and taller than they are. More importantly, you need a woman who is playing on your team, not against you. And sadly this is the state of marriage promoted by the Feminine Imperative today. Egalitarianism doesn’t promote complementary cooperation, it promotes an adversarial state of competition between husband and wife.

[The Marriage Game](#)

In a purely evolutionary context it’s true; because a woman’s sexual market value – and ultimately her only agency with men – is perishable Hypergamy cannot afford for a woman to waste her time on a ‘*good bet*’. This truth is a basic, Darwinistic, rule for women’s sexual strategy.

Despite all the social conventions to make them believe otherwise, women’s hindbrains know that their sexual agency and prime fertility window in life is limited. This creates a degree of urgency in a woman as she gets closer to, or ages past, *the Wall*. This understanding necessitates tradeoffs, but optimally a woman would prefer not to take chances with her reproductive future – and ultimately her

life's future.

For the more nihilistically inclined men of the 'sphere, this Darwinistic determinism seems like a reproductive death sentence. If women *only* fuck the winners at the finish line, and you're a loser, you may as well give up and go jerk off, right? This defeatism is a core tenet of the *Black Pill*.

All that said, a lot of people disagree with this assessment:



Jack Murphy @jackmurphylive · May 12



Replying to @WallStPlayboys

This is literal trash tweeting.

By this logic no man would ever get married until he was 40 and a partner in a law firm.

The new guy writing tweets for this account obviously never went to a prestige university where women purposefully scoop up men with potential every year.

💬 4 ↻ 5 ❤️ 142 ✉



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Jack knows I love him, but he *is* living with a girl much younger than himself. While I think that's cool, and proof of Red Pill concept, he is actually living out the point being made here. Statistically, women tend to prefer men who are 5 to 7 years their senior. Another aspect of women's evolved mental firmware is the natural attraction to older men as prospective long term mates. Women know that it takes men longer to mature into the genuine value that her *Hypergamous Filters* test for. An older rich man is always more believable than a younger rich man. Women tend to pair with a man their senior because Hypergamy doesn't need to wait on his *potential* when he's already a proven commodity.

Most of the criticism in this thread centers on exaggerating the age of "marriageable men" to the point of absurdity, but women do look for long term security as a prime requisite of the men they hope to pair for life with. There is a root-level presumption in women, correct or not, that an older man will have established the status and resources a woman needs in a long term partner. In fact, our feminine-primary social order shames men for *not* preparing to assume this role of security provider for women by a certain age (usually 30ish).



Alexander J.A Cortes @AJA_Cortes · May 12



Replying to @WallStPlayboys

Contrived bullshit.

Women can readily recognize potential in men and there are those who do all they can to encourage it

-these kinds of statements are part and parcel for brotarded emotional cripples and narcissists who are incapable of having a functional relationship



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Alexander is also a good friend, but I'm going to disagree with half of his assessment. Women **don't** readily recognize potential in men. In fact most of them are piss poor at it. This is because they've been socially conditioned to focus more on themselves (and exacerbated by their innate solipsism) than be concerned with making a good assessment of men's *potential* for future success.

Now, before you think I'm siding with the Hypergamous nihilists, this did give me pause to step back and assess my stance on women reading men's potentials *to provide for their future security*. And that last part is the most important because women's sexual strategy has two parts: Alpha Fucks – short term sexual needs – and Beta Bucks – long term provisioning and security needs. It's the latter that we're discussing in this debate.

Women want to fuck the winners in the short term, but they will also assess a man's potential for the long term.

Hypergamy cannot afford to wait for 100% perfect confirmation of a man's Alpha status before she has sex with him. This Hypergamic bypass is actually one vulnerability women have with respect to well calibrated Game.

The Epiphany Phase Revisited

In the essay *Women's Existential Fear* I also made the following proposition:

The *Existential Fear* in women is that their innate, *Hypergamous Filter*, their *Feminine Intuition*, might be fooled, and by being fooled she may either die or have her reproductive potential compromised for her lifetime by bearing and raising the child of man who is a suboptimal Hypergamous choice for her – a man who exerted his will over her Hypergamous choosing filters.

Making Choices

All of this presumes that a woman is in some way testing for a man's potential. Even women's autonomous shit testing is a confirmation of this. So yes, women do look for *potential* in men. Some better than others. The *Hypergamous Filter* is an imperfect tool which is exactly why women needed to mystify their feminine intuition in popular understanding. Men had to be kept in the dark as to a woman's motives because their filters have always been intuitive guesswork. This is a vulnerability that men might exploit – with good Game for instance – if women were ever honest about it.

Not all women can fuck the winners so they have to make calculated bets on men. This is also a reason women rely on social proof and the preselection cues of other women. If other women find a guy to be a 'good bet' it provides her a short cut to getting to intimacy. Again, Hypergamy cannot afford to miss out on a socially confirmed 'good bet'. And yes, this is also a vulnerability in women's vetting process that men with good Game regularly exploit.

So, the tradeoff is this: when a woman is at her peak sexual market value (SMV) she has the leisure to fuck the winners at the finish line. The more her SMV decays the fewer her options become, and the more likely it is that her necessity requires her to make a 'bet' on a man's future potential. This is the primary reason women opt for the *Beta in Waiting* around her *Epiphany Phase*. Necessity forces her to go with good potential.

One of the ways feminism and female-primacy sabotages women's ability to vet for good potential is in the mythology surrounding their sexual viability as they get older. Social conventions constantly reinforce the false idea that a woman's SMV is indefinite – and by extension her agency over men should also be indefinite. This is why Blank Slate idealism and Social Constructionism are a preferred mythology for women. Without the Blank Slate a woman would be forced to accept the evolved realities of her sex. The Blank Slate is a prime source of women's solipsistic denial of her own nature.

Turnkey Men

Do women care about the struggle? Do women ever *appreciate* the sacrifices a man must make to facilitate their own realities? I explored this topic a long time ago in *Appreciation* and I'm still going with my old assessment, no.

It may be that a man of Rich Cooper's age, affluence and status only attracts the 'finish line girls' because he's already a *made man*. He's an attractive catch **because** he's already a proven commodity. Thus, he tends to attract women who are looking for a 'Turnkey' man with an established world into which they want to move.

I should also add that most middle aged women, past their sexual prime and well past any long term potential they may've had themselves universally look for the 'Turnkey' man – once they're done playing *cougar* immediately after their divorce. This is another illustration of women's sexual strategy from the post-Wall side. Alpha Fucks – Beta Bucks never changes, only the context does. Post divorce women go through a second *Epiphany Phase* right after the divorce. Play *cougar* and fuck the fun college guys if they can because it's easy, but be on the lookout for a 'Turnkey' winner who's still ignorant of his Blue Pill conditioning at 45.

Whether it's a woman in her late 20s or a post-Wall '*mature woman*' a man's struggles to become her ideal is largely irrelevant to her. While women are speculators with respect to men it's the end result of those struggles that's the operative for her. Almost every woman who disagreed in the Twitter thread above all had some success story of how their brilliant feminine intuition led to them investing in the man they're so proud to call a husband now. None of them were about how they made a

horrible mistake in betting their future on a losing horse. So it's important to see how the results skew for women.

Women will readily make claims on *Relational Equity* as an insurance against his leaving her later, once he's achieved that potential. His struggle and her bearing through it with him is only important in that it produced the positive results she'd hoped for. That 'dedication' of seeing it through is her relationship insurance. It's why women despise and reinforce the "trophy wife" meme. It's prime indignation to have a man betray her speculation on him by rewarding a younger, hotter, tighter woman at the finish line.

Your struggle is *her* burden despite you having to bear it under duress of her abandoning you if you failed. Women will *never* appreciate the sacrifices a man makes to facilitate a reality, her sexual/life strategy, she believes was always her due. You just did what you were supposed to do as a man. Women believe it is their due to pair with a man who is worthy of her social media inflated ego. If that sounds harsh remember that women regularly bemoan the lack of men who are their "equal partners" in both money and education well after their prime SMV years are past.

Finally, the reason the finish line metaphor is apt is because more women than ever are postponing marriage in the expectation that 'Turnkey' *made men* will be waiting and available when they hit 31-33 years old, rather than investing in men with good potential in their early to mid 20s. Doing so would mean sacrificing their peak SMV *Party Years* when someone like Sheryl Sandberg convinces them to wait for the 'Right Guy'. It's simple pragmatism for a woman not to bet her reproductive future on an unproven commodity so early in life. If she does, and it works out for the best, she's practically sainted by the Sisterhood for her prudence and sacrifice for him. Behind every great man is a woman, right?

But if she chooses unwisely and her life goes to hell she's wasted her own potential on a bad bet. Social conventions can mitigate this of course. Men can always be blamed for her downfall, but she's still saddled with the consequences of that bad bet. And it is exactly these consequences of a bad Hypergamous choice that the Feminine Imperative will bend all its power to legally and socially insure against for women (i.e. legal abortion, child support laws, #MeToo, the Duluth Model of feminism).

All of this is why women are pushing their decision to marry, if at all, back to older and older ages. The average age of first marriage today is 27-28 for women, and the overall marriage rate has been in free-fall for decades now. This is why. This evolved dynamic is conflicting with our present age's social imperatives for women and the falsehoods they are conditioned to believe about their sex from the earliest ages.

If you liked this topic you can also listen to my discussion about it with Donovan Sharpe here:

21 Convention Dates Cancellation

June 2, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I've got some bad news. Due to some unfortunate misunderstandings and internal conflict within the 21 Convention organization **I will no longer be speaking at the Poland or the Orlando dates this year.** I have been either been unfairly maligned by this organization through a campaign of disinformation or through some simple misunderstandings and have been cut from the list of speakers.

I've invested a lot of time and energy into seeing this convention become the Red Pill Summit I've always said the Manosphere needs, but I am no longer welcome within the group. In spite of this I still believe the organization is a positive and needed element of the 'sphere and I have no ill feelings for anyone in the organization or the speakers.

Furthermore, the Red Man Group podcast will be dissolved. As of this writing I've been locked out of the channel I helped create along with our other co-hosts (Donovan Sharpe and Hunter Drew) and apparently the decision has been made to disband the channel. I'm not entirely sure. I will still continue to produce my own channel (*Red Pill 101*) on YouTube and it's possible I may collaborate with others in the future, but for now I don't know how that will look.

This is a very unfortunate turn of events since it means I will not be attending the Poland convention or the Orlando event. If you purchased a ticket through my affiliate link and you no longer wish to attend you'll have to see the 21 Convention's terms of service. I am posting this announcement and will be removing my affiliate links from this blog and twitter so there will be no confusion.

Again, I'm sorry this is the case. My reputation and motives about my association with Anthony Johnson, RMG and the 21 Convention have been attacked either in error or as a result of a campaign of disinformation that's been fomenting for some time now both within and without the organization.

I have no regrets or ill will for any speaker or the time and efforts I put into helping the 21 Convention grow. I hope in the future that the parties involved will be able to see the error in their decisions to cut me out of the team. There are a lot of strong personalities in the 'sphere and that's as it should be. We need the freedom to disagree and air our differences in an open debate. I still hope this is possible, but for now I'm not allowed in that forum.

Know this, I have only ever done my best to ensure that this event has been a great, life-saving experience for men. My interests in the convention were always to save men and be accessible to them. That will never change.

Comments will be open for this thread.

Edit: June 5, 2019

The 21 Convention terms of service stated since 2014 is as follows:

All ticket sales are final. All speakers subject to change at the discretion of 21 Studios or the speaker.

More information on [terms of service can be found here](#).

The New Paternity

June 19, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The truth is often avoided because it is ugly and unpleasant. Never appeal to truth and reality unless you are prepared for the anger that comes from disenchantment.

Law 32, The 48 Laws of Power, Robert Greene

I was reminded of this quote as I listened to a woman talk over me on the *Pat Campbell* show a couple weeks ago. I've written several essays regarding the uglier aspects of *Paternity* and by discussing them I've discovered that the evolved realities of how men and women regard paternity is **always** a touchy subject. I've given a lot of thought as to why this is recently.

Before I dig into why I want to throw out a quick caveat. I'm likely going to make people uncomfortable with this. A lot of ego investment is involved in our sexual strategies and the beliefs that underpin them. That means when someone is critical of them it's hard not to take it as an attack. *Robert Greene* was right, anger does follow disenchantment when you strip the veneer off beliefs you built a lifestyle on. Just know my intent here is not to attack anyone with what follows. I only want to explore some sensitive material.

As of this writing I'm half way through reading the book, *Promiscuity* by *Tim Birkhead*. If you're a Red Pill evo-psych wonk like me I highly recommend it, but be prepared. If you still cling to comforting Blue Pill idealism about monogamy this material will challenge your presumptions about the nature of men and women's sexual strategies. It's a clinical, evolutionary, exploration of the mechanics of promiscuity in animals, however, it explains a lot of unpleasant truths about men and women. What I've read thus far confirms a **lot** of what the Red Pill has been considering for almost two decades now, and this is the objective stuff critics like to paint as "negativity".

If you lean towards the nihilism of the so-called *Black Pill* this book will give you all the fodder you need to sink deeper into your coma of hopelessness – so be warned. Personally, I've found it

fascinating and it's pulling threads for me that I didn't even know needed unraveling. However, in doing so, just my voicing the mechanics of how promiscuity is intertwined with men's existential fear of paternity is enough to get me into trouble with people who'd rather not think about such things. Both libertine hedonists and virtuous conservatives will have a problem with the questions the book asks.

Men and women's sexual strategies are fundamentally antagonistic towards the other.

A long time ago I was asked to write a post about whether I believed Game was Adversarial. And while I don't think Game necessarily needs to be adversarial (seduction requires a willing participant), the existential fears of men and women are at odds with the other.

Men's biological, masculine, imperative is to spread the seed – unlimited access to unlimited sexuality. Men's compulsion for pornography (over centuries actually) is the most obvious confirmation of this. I've made this observation a few times before; men's sexual strategy, as a result of our biology, is inherently 'r' selected. Because men can potentially reproduce thousands of times per ejaculation, and because men's investment costs is far lower than women's in reproduction, men's most pragmatic, inherent strategy is an innate drive for unlimited access to unlimited sexuality.

Women's sexual strategy is inherently 'K' selection because women's reproductive investment costs are so high. Gestation, nurturing, provisioning and protection of offspring are a few of the evolutionary imperatives driving women's innate sexual strategy. Thus, Hypergammy becomes a woman's prime directive in that strategy. For most of a woman's life she is the sexual selector while the male is the performer. This selection priority changes as a woman's sexual market value decays and a man's value increases, or as defined by her circumstances, but the innate presumption that 'men perform, women choose' is the evolved framework in play.

But women's sexual strategy is dualistic in nature. Women are far more promiscuous than most men would idealistically like to believe. Women evolved to consolidate reproductively on the best genetic potential in men *and* the best parental investment potential. In the Red Pill we euphemistically refer to this dynamic as *Alpha Fucks / Beta Bucks*. This is the foundation of women's sexual strategy; ideally pairing in the long term with a man who definitively satisfies both sides of the Hypergamous equation.

The main themes in *Promiscuity* are sperm competition, the prevalence (and concealment) of female promiscuity (men's is pretty well expected) and the evolutionary expediency cuckoldry. All of these themes are considered in animals ranging from worms to human beings, but also in respect to general evolutionary function in these themes. My interest in this stems from how it relates to a Red Pill understanding of intersexual dynamics.

My first consideration: sperm competition is a highly contested theory and I'm not a microbiologist. People have a variety of ego invested beliefs riding on whether theories hold up on either side of the *sperm war* debate. This is a contentious arena of science that's had social influences try to cover up inconvenient truths or redirect focuses to avoid unraveling those ego-investments. I'm laying this out here because I have no doubt critics will try to dismiss even the questions that point to ugly truths that don't align with their ideals.

That said, there are many interesting evidences that imply an evolved function in sperm competition. For instance, there are studies showing that men who return to a pair bonded woman after a long separation tend to produce more ejaculate and higher sperm count when they copulate after that separation. This then dovetails into another theory; in the case of multiple male copulations with a

female, the last male to copulate with her tends to be the one to successfully conceive with her. If you're interested in the hard evidence for why human beings are *not* naturally monogamous, this is your book. Monogamy is a social adaptation that has the latent function of (ostensibly) ensuring male paternity.

Most of the concepts surrounding sperm competition point to one thing – sperm competition in men evolved as a contingency to women's sexual selection process and their need for concealed promiscuity to pragmatically effect it. As I said, men and women's sexual strategies are antagonistic towards the other. When one's evolved interests gains the dominant position the other adapts a contingency. In a Red Pill perspective I see the advent of Game in the age of mass communication as one of those contingencies. There are many others older than Game though.

All of this points to the fundamentals I outlined in *Sexual Selection & The Existential Fear*: insuring paternity is men's evolutionary prime directive, even at the biological level. Women's cuckoldry of men (in its various forms) is an evolutionary adaptation to insure that women's sexual strategy – ultimately unlimited access to the best genetics and the best provisioning – supersedes men's strategy. Socially enforced monogamy is also a strategic positioning of men's reproductive *greater good*; though, in today's sexual marketplace, that old advantage has become a crippling liability for men. Legally enforced monogamy (i.e. marriage in its various forms) has been transitioned to an insurance of women's provisioning needs.

This is the nuts & bolts of the antagonistic nature of out competing sexual strategies. However, in later stages it is in our evolutionary best interests to parentally invest in our offspring. For men this entails the risky prospects of investing in children they didn't sire. The antagonism between intersexual strategies is more easily observed before pair bonding (in your single days) in a couple, but these strategy conflicts persist into the formation of a long term relationship. The Red Pill adage, "Marriage is no insulation from Hypergamy" has never been more accurate.

Ideally, a pair bond would be found in a long term union of a man and a woman where the compromising of either's sexual strategy serves to ensure the survival of the offspring created by the two. As I've always said, men and women are better together than we are apart, but nature, it seems, prepares us for a less than mutually beneficial union. We have evolved reproductive failsafes that are influential in our belief sets.

The Cardinal Rule of Sexual Strategies:

For one gender's sexual strategy to succeed the other gender must compromise or abandon its own.

This is an important maxim to keep in mind here. Even when a loving couple consciously prioritizes their relationship, parenting and family above their visceral natures, that nature pragmatically adapted for a conflict between strategies. In *The New Polyandry* I proposed that in our present gynocentric social order, women's sexual strategy is the socially preeminent one. That is to say, we are taught to consider the fulfillment and support of women's sexual strategy to be the 'correct' one for both sexes to prioritize.

On the surface this seems like the most progressive, socially stabilizing strategy to follow. Who's going to argue against family creation being the foundation of a functioning society? We're conditioned to think that fulfilling women's strategy *should* also be men's priority because it serves this noble end – family creation – but there's a lot more to it than what we're expected to focus on. In contrast, men's sexual strategy and even the idea that men's interests would be a consideration, is

demonized in gynocentric society. As a result men's adaptive strategies are manifested covertly in other ways.

Provider Dads

Prior to the *Sexual Revolution* a woman having a child out of wedlock was scandalous. The stigma of becoming a single mother was something of a deterrent against the worst effects of women's Hypergamous nature. Social and religious mores were a check and balance against 'illegitimate' births and incomplete families.

Today 40% of children are born out of wedlock. All the stigma of the prior generations have been replaced with women embracing single motherhood as a badge of honor. On a social scale heroism replaced shame, and women laid claim to a *right* to motherhood irrespective of whether a father was present or even necessary in the formation of a family. Child rearing shifted from a marriage based model to a child support based model.

This Fathers Day the predictable denigration of negative biological father caricatures versus the noble step-father 'manning up' to save a single mother's family were in full effect on Twitter. In a post-SexRev world, in a gynocentric society, the (Beta) male who consolidates and fulfills a woman's sexual strategy by accepting the parental investment responsibilities of another man's children is lauded as a hero.

And that's the connection I'm making in reading *Promiscuity*; women's sexual strategy is the socially preeminent one in an era that's expanded a local sexual marketplace to a *global* one. Unfettered Hypergamy, Alpha Fucks / Beta Bucks free from consequence, is what has defined our gender narrative since the late 60s, but in doing so it's cunningly raised 2-3 generations of men to seeing their participation in women's reproductive imperatives as a form of Game. In *Beta Game* and the *Adaptations* series I outlined how men will adapt social and behavioral contingencies to improve their chances of reproduction (getting laid). Men will readily adopt new methodologies to meet new reproductive challenges presented to them by women. However, there is also an adaptive, self-convinced, belief set that results from the conditioning presented to men in that adaption.

A prime illustration of this 'programming' just occurred last weekend. In this era Father's Day has become an occasion to lift up single motherhood to reinforce the idea that a mother is the only parent necessary in the development of a well rounded child-to-adult. We no longer celebrate fathers. Instead we hold up single mothers and by association the heroic men who "stepped up and became a better father than any biological father was willing to be." These heartwarming tales of the dutiful Beta who assumed the parental investment responsibilities of irresponsible or abusive 'biological fathers' abound on Fathers Day.

This narrative serves two purposes; first, it reinforces the blamelessness of the single mother's complicity in bearing the children of the horrible biological father. At the same time it builds her up as a wise matron for choosing the dutiful Beta who was willing to fulfill the parental investment / provisioning role that the biological (Alpha) father would not.

Secondly, it reinforces the social convention that prompts Beta men to see fulfilling that role as a means to his own reproduction. The *gynocentric* social order loudly broadcast, across all forms of media, the idea that men who assume the parental investment responsibilities of other men – men who single mothers chose to breed with – are the highest form of hero. The provider "dad" to celebrate far above that of the male who only provided his sperm is the necessary element to maintaining Hypergamy as the socially correct sexual strategy.

I've proposed in the past that women no longer look for, nor expect to find, the man who best embodies the ideal aspects of Alpha Seed and Beta Need. There are only two types of men in the *global sexual marketplace*: the man women wish to reproduce with and the man women wish to be the provider of their security with. As social media and a feminine-primary social consciousness expands this distinction between Cad and Dad becomes more defined. In response to this reproductive reality men willingly settle into these roles as an adaptive sexual strategy.

Strategic Pluralism Theory

According to strategic pluralism theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. **More attractive men** accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of **less attractive men**, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.

From a woman's perspective, the ideal is to attract a partner who confers both long-term investment benefits and genetic benefits. Not all women, however, will be able to attract long-term investing mates who also display heritable fitness cues. Consequently, women face trade-offs in choosing mates because they may be forced to choose between males displaying fitness indicators or those who will assist in offspring care and be good long-term mates (Gangestad & Simpson, 2000). The most straightforward prediction that follows is that women seeking short-term mates, when the man's only contribution to offspring is genetic, should prefer muscularity more than women seeking long-term mates.

from *Why Is Muscularity Sexy? Tests of the Fitness Indicator Hypothesis*

Men today are adapting to the *New Polyandry* by adopting the role and the rewards inherent in accepting themselves as either breeder or provider male.

This is the new *Beta Game* then; forgive and absolve a single mother of her sexual strategy and the consequences of it if it means a higher likelihood of reproducing with her in the future. The price for potentially siring offspring with a single mother is assuming the parental investment responsibilities of a (Alpha) man who can exercise his own sexual strategy successfully. For some men this entails the risk of never passing on his genes to the next generation. It means the man we are supposed to hate on Fathers Day will have his genetic legacy ensured by the same Beta males who vilify him at the expense of their own reproduction.

When I've made these ugly facts apparent to men and women on Twitter I'm told how callous I am for viewing things so viscerally. "I think it's noble for a guy to adopt a single mother's children" is the basic idea. But *why* do we believe this is a noble, humane, act on the part of a man?

Just 60 years ago single mothers were to be avoided. Providing for 'bastard' children was a shame until the Brady Bunch made the idea a bit more popular. Now we hold up being a supportive step-dad above the status of an actual biological father. Why?

Because our social order has successfully convince 2-3 generations (in only 60 years) that fulfilling a woman's sexual imperatives is the highest good a man can do in his life.

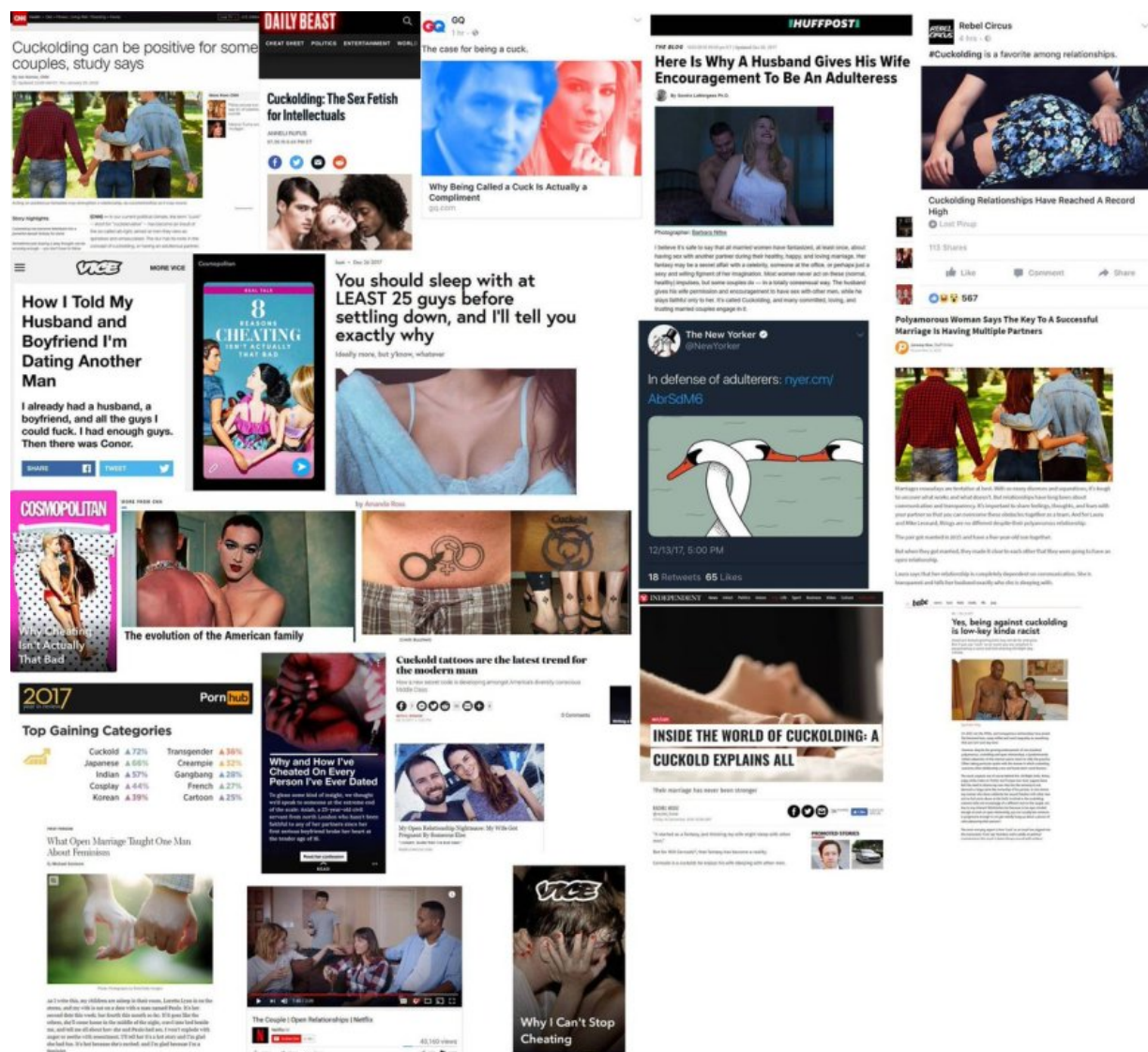
This is one example of how our feminine-primary social order effects women's sexual strategy (and life strategies) in a societal scope. Mothers provide sexual access to the Beta Provider who completes

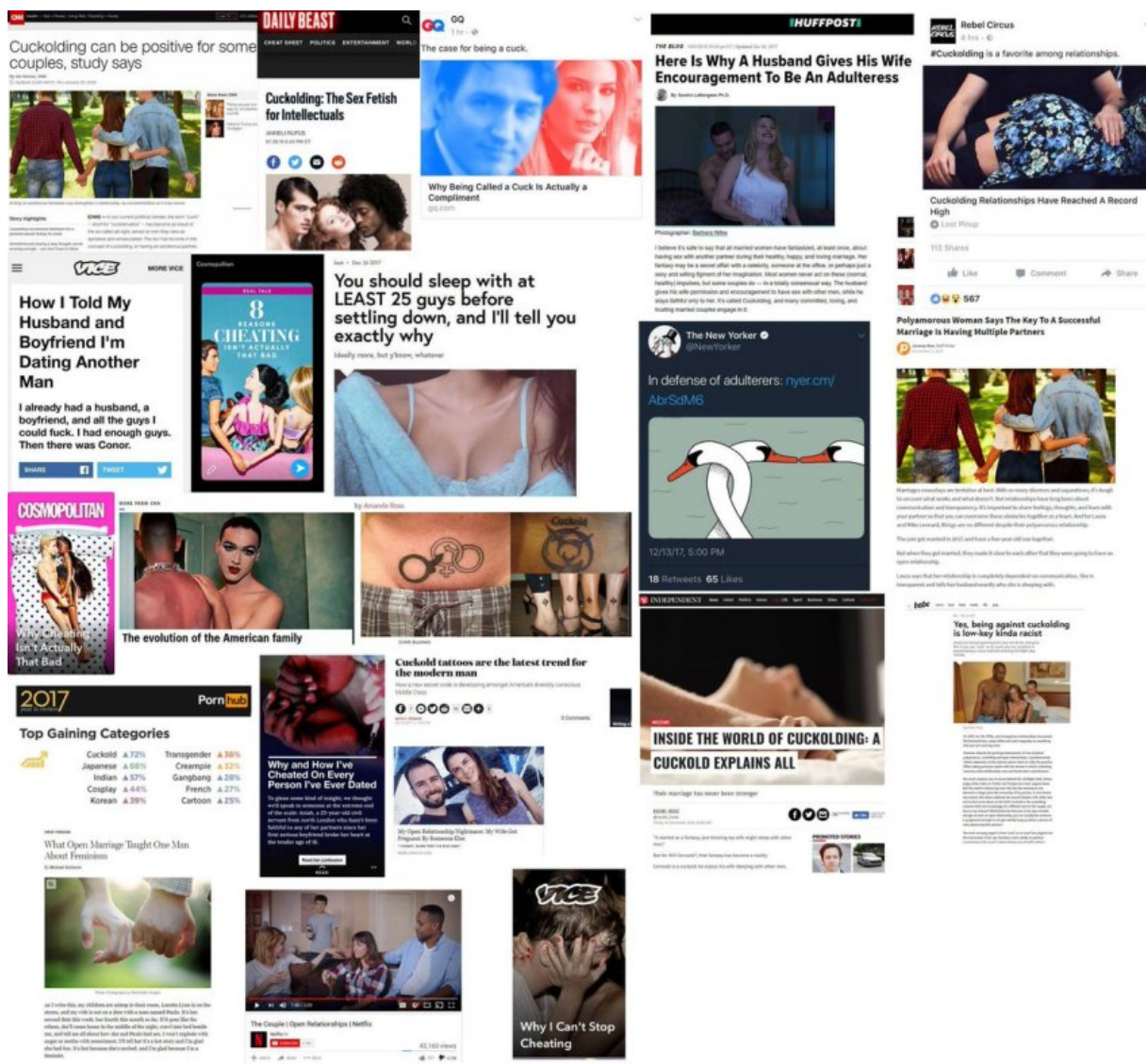
her reproductive imperatives sometimes at the cost of his own reproductive interests.

In the next essay in this series I'll be exploring another "new" social convention that effects women's reproductive imperatives.

Paternity, Promiscuity & “Poly”

June 28, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Grimnir03

● OFFLINE



When it comes to Maternity Fraud, babies changed at birth, a mother can sue for millions and it's the most terrible thing that can happen to a woman, to raise an offspring that's not her genetic legacy, yet, a man must step up and be a slave when it comes to paternity fraud, and knowingly or unknowingly raise an offspring that's not his genetic legacy for a stable provider is more important than a man's need to determine the authenticity of his genetic legacy.

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Nature is cold and ruthless when it comes to reproduction, human reproduction is no exception. Rollo's essay carries with it some pretty heavy implications. As has been pointed out before, monogamy is a male institution masquerading as a female institution, it ensures some level of paternity and stable bonds and expectations in order to arrive at a semblance of order among males in a community, it's a tradeoff for order/security/reduced violence

among males while at the same time providing sex at a limited scale to a majority of males, it's a check/taming of nature invented by man that most likely allowed for the rise of civilization. This area yet again is not really about women but about a male structure to reduce intra/extra tribal violence.

We are witnessing the wholesale destruction of monogamy and indirectly the family unit. You can see the beginnings of the violence with the mass shootings by kids without a dad among whites. We see the black community in certain sectors/areas of the U.S begin to disintegrate as a stable social unit now that the family unit is absent. This is not a race issue as the black community in certain areas of the U.S remains solid/stable (the American South is one example), so it is not a race question, it's a question of pressure brought to bear on certain sectors/areas. Any race is vulnerable to this, the Hispanic community is beginning to face headwinds among the current 18-30 generation, the number of single moms in the community is pretty high, I suspect the numbers in time will exceed that of the black community. This however doesn't negate that the current inner city black community is the canary in the coal mine, and a picture of a possible future.

Foxguy

I thought these were some really good comments to start today's essay off with as you'll read in a moment. I'm going to try something a bit different in this post. There's a lot to digest in what I've been working on lately with respect to evolved and social aspects of men's innate drive for paternity. So rather than come out with a tightly packed essay on these individual topics I'm going to just throw out some of the concepts I'm working on at the moment. This will be a rare insight into how my writing process works, but I hope these topics will fuel further discussion in the comments and elsewhere.

As I stated in last week's essay I've been reading my way through *Tim Birkhead's* book *Promiscuity*. If you want to know what's inspiring these ideas this is (still) it. I don't want to call this book a 'slog', but I'm having to take my time with it in order to really digest it in a Red Pill sense. Any of my readers know that I've done a lot of work on *Hypergammy* to the point that I get criticized for being overly focused on women's sexual strategy. I'm going to change this today and focus on men's sexual strategies and how they fluidly adapt to women's strategies.

The rise and acceptance of single motherhood over the past 50 years is a Reproductive Strategy

In *The New Polyandry* I proposed that with the rise of women's independence from men, and the social unfettering of their sexual strategy (*Hypergammy*), women have shifted the prevailing social norms from socially enforced monogamy to a female-initiated form of polyandry. In a social environment where *Alpha Fucks/Beta Bucks* is openly embraced, what follows is the breakdown of women's old strategy of looking for men who best embody the **both** genetic and provisioning qualities and focusing primarily on one or the other in separate men depending on her state of need. A state of *Open Hypergammy* can only result from a social shift from enforced monogamy to female-primary polyandry.

Our feminine-primary social order then (Blue Pill) conditions men, via social reward and punishment, to fulfill these roles to be serviceable to women at various stages of their reproductive and life needs. I've joked that today women see men as either breeding stock or draft animals, but there's truth to this. And men fulfill these roles in an effort to effect their own reproductive strategies that they've been socialized and acculturated to believe are in their best interests.

In the wake of the Sexual Revolution western cultures have removed all social stigmas that used to surround single motherhood – and even elective single motherhood. This is the necessary result of transitioning from male-primary monogamy to a female-primary polyandry and social support mechanisms designed to maintain it. Men are only now learning how to maneuver and adapt their own sexual strategies to this transition.

However, in order to accept their roles in this female-primary sexual marketplace they must sublimate their evolved drive to ensure their own paternity.

Open Cuckoldry is a Beta Male Sexual Strategy

In a socio-sexual state of *Sandbergian Open Hypergamy* the next logical step is convincing men to repress their innate need to know paternity and teach them that cuckoldry (and in particular, self-initiated cuckoldry) is in their reproductive interests. I've written about this in *Open Cuckoldry*. The definition of cuckoldry is tightly controlled to only mean “a woman deceiving a man to believe the children she's born are his when they are in fact the progeny of another man.” When defined this way “cuckoldry” is perceived to be rare – though even this is changing with the advent of home DNA tests like *23 and Me*. However, the latent purpose of cuckoldry is to effect women's sexual strategy in securing the best genetic material (and validational sex) from one man while procuring the best provisioning and parental investment (and transactional sex) from another man. Socially accepted *Cuckoldry* is how this is effected in a feminine-primary social order.

In fact, cuckoldry is only socially acceptable when it happens in a gynocentric social framework. In just 60 years cuckoldry has become an accepted reproductive strategy for both men and women. By shifting the social norms to encourage men to sublimate their innate drive to know paternity we prioritize women's sexual strategy above men's. By reinforcing women's ‘cuckolding’ men via socially acceptable means we encourage men to see adopting women's sexual strategy as their own. We convince men that this is a “lifestyle choice” when in fact it is social engineering that selects his genetic interests out.

- Single Mothers —> Stepfathers
- Female Promiscuity —> Polyandry
- Open Cuckoldry —> “Poly” Lifestyles

To better come to terms with this shift in contemporary intrasexual strategies I propose that “cuckoldry” be defined as “The state in which a man, either by deception or being socially convinced, assumes the parental investment responsibilities of a child he did not biologically sire”. Men adopting children due to impotency, and doing so of their own volition might not meet this definition because their choice is considered first in the decision and not as a result of seeing their choosing to be a foster father as an extension of their sexual strategy.

That's an important distinction; having the choice to adopt versus adopting a single mother's children as a means to his own reproduction. Many men who involve themselves with single mothers initially do so as a means to reproducing with her himself; ergo, a sexual strategy.

Wifing up a single mother and adopting the children sired by another man is a Beta male sexual strategy that has developed in the wake of feminine-social primacy. The cost of his own reproduction, assuming this occurs is, is an exchange of his reproductive efforts and resources invested in another man's genetic legacy – a choice that was made for him, via a woman's sexual strategy, before he ever entered the picture. As reproductive stresses continue to escalate in modern (western) societies, more

Beta men will see (subconsciously) accepting their own cuckolding as a necessary state if they are to reproduce at all. With 43% of children being born out of wedlock today it's easy to see that an ever increasing number of men will chose to exchange their innate drive for paternity for reproductive access.

“Poly” Lifestyles are being socially reinforced to facilitate women’s sexual strategies

Men’s drive for paternity is more difficult to sublimate in Alpha men than Beta men. In *Promiscuity* Tim Birkhead details the innate drives male animals have with respect to ensuring their own paternity:

The issue of paternity is at the core of much of men’s behavior – and for good evolutionary reasons. In our primeval past men who invested in children which were not their own would, on average, have left fewer descendants than those who reared only their own genetic offspring. As a consequence men were, and continue to be, preoccupied with paternity and this has shaped not only many male behaviors but, perhaps surprisingly, some female behaviors as well. The most obvious way in which men’s preoccupation with paternity manifests itself is in jealousy – watching a partner and keeping her away from potential competitors.

Promiscuity, Tim Birkhead pg. 33-34

In my counseling I have had to deal with the constant of jealousy in every man I’ve talked to about a breakup or divorce.

“Rollo, why can’t I get the thought of her fucking another guy out of my head? The thought makes me physically sick.”

There is a physical aspect to jealousy for men and particularly so for deeply pair-bonded Beta men whose sexual strategy it is to invest more fully into one partner due to a scarcity mentality (see strategic pluralism theory). When I talked about men committing suicide in *Zeroed Out* I should’ve stressed the importance that mate guarding and jealousy play in a man’s physical condition when he’s had his ‘soulmate’ leave him for another man.

There are two latent purposes in men evolving a capacity for this physical distress – fomenting parental investment and ensuring paternity via mate guarding. Why is it that men take so much longer to get over a woman than women for men? For women the *War Brides* theory explains this neatly, but for men the long physical disconnection comes from our innate drive to ensure paternity and the confirmation of mate loss to a rival male. This is the degree of preoccupation with paternity *Birkhead* describes above – it is so existentially important men evolved physical manifestation for it.

Now, if you can stomach the new age sophistry and rationalizations of Dr. Geoff Miller for a “Poly” lifestyle you might want to watch a bit of this video to grasp the next concept I’m developing here:

I’ve included this here because it’s a prime illustration of the cognitive dissonance necessary today to justify a Beta male’s acceptance of his own cuckoldry and laundering it to convince himself that it’s actually in his own best interests. After all the confirmation of the importance of, and preoccupation with, male paternity, (and the sometimes violent fallout that results from it) it seems counterintuitive for a man to convince himself that sharing **his** woman is at all a good idea.

Have a look at the collage of images I’ve used for today’s header picture. This is a collection of relatively recent articles promoting the idea that “poly”, if not outright cuckoldry, is a positive, progressive trend. Why is *poly* in its various forms so important to us socially? The free love

generation and 70's swingers didn't have anything like the impetus we see now. We have more than enough *research showing* that women's capacity to pair bond with men in the long term decreases with every new sex partner. We know that (Beta) men can feel a natural, physical jealousy at just the thought of their pair bonded mate copulating with another man. Even Dr. Fleischman admits she struggles with "feelings of jealousy" in their "poly marriage". But here we have the promotion of the idea that cuckoldry actually makes a man 'more secure in his masculinity'. Why?

Why pretend to monogamy while openly practicing open cuckoldry? Why not simply stay single, practice non-exclusivity and honestly *spin plates*?

Because unfettered Hypergamy is the preeminent sexual strategy in this era. And men have adapted their sexual strategies to be contingent on it.

Men who aren't insecure about their women dancing on other men >

pic.twitter.com/6ldezghEMe

— . (@hibzsta_) June 27, 2019

I believe what we were observing in all this is men adapting to the changes women have installed in the *global sexual marketplace* according to feminine social primacy. In *Strategic Pluralism Theory*, lower SMV men are by necessity predisposed to investing their reproductive efforts in a single woman (K selection) rather than applying himself to spreading those effort to various women (r selection). Across the animal kingdom female sexual monogamy is the exception rather than the rule.

Monogamy can occur either because a female chooses to remain faithful to one male, or as a consequence of a particular lifestyle.

Promiscuity, Tim Birkhead pg. 43

In today's global sexual marketplace Beta men are socially rewarded for abandoning their sexual strategy *and* to abandon their innate need to ascertain paternity. This is done by promoting social and status rewards for compliance with the objective roles women need men to play in their sexual strategy. We saw exactly this last Fathers Day. Step-fathers, the dutiful cuckolds, were celebrated while biological fathers are largely vilified. Single mothers who assume the role of "father" are likewise celebrated.

But (Beta) men adapt themselves to the role that they believe will best serve their reproductive interests. Thus, we have a chorus of men police their thoughts and the thoughts of other men to affirm their beliefs in that strategy.

We have men write sanctimonious, self-affirming essays about how they believe they are more "secure in their masculinity" for allowing, encouraging, the women's they're ostensibly bonded with to have sex with other men. Then they wait for their male peers to pat them on the back for 'evolving above their biology' and their naturally jealous impulses.

This is not seeing the forest for the tree though. What is the larger function of all of this? Why is the 'progressive' take on self-affirming cuckoldry one that Beta men are supposed to find rewarding?

Because it's necessary to perpetuate the unilateral control over the human reproductive process men ceded to women after the Sexual Revolution.

“The Believers” vs. The Empiricists

July 4, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





I've been meaning to do a post about this for a while now, and given the present ideological *schism* in the Manosphere (*still searching for a better term*) I thought reposting this would be relevant to the discussion. This is from an old *Purple Pill Debate* thread on Reddit. I was made aware of it by *Rian Stone* about a year ago and I've returned to it often enough in commentary and Tweets that I felt it deserved a post and a discussion of its own here.

Now, I understand that the definitions of what constitutes a *red pill* understanding versus a *blue pill* outlook are always going to be subjective to the individual guy. The "red pill" and the "blue pill" have become so distorted recently that as terms, as loose brands, they've become effectively meaningless. Anyone who reads my work or has heard me opine about these terms already grasps what my own interpretations are. However, far too many disingenuous actors have entered this *community* of late and all have an interest in shifting those definitions to cater to their pet ideology. In fact, converting the Red Pill to be interpreted as an ideology rather than a praxeology (or a *heuristic if you prefer*) founded in an objective understanding of intersexual dynamics has been their primary goal.

All this redefining has done is (deliberately) confuse the purpose of understanding gender interrelations by inserting ideology into the mix. Often this is an effort at reprioritizing how interpreting intersexual dynamics ought to be discussed. Most often it's a conflict of the 'correct' way of approaching the interpreting of observable facts & data. So moralists believe in one goal for the interpretation while objectivists see another. The result is we talk past one another. Then one

disavows the other, goes off to broadcast what he thinks is truth – according to their origination premise – and builds a brand based on that redefinition of “the red pill” according to them.

You’ll get a better understanding here (emphasis my own):

Red Pill and Blue Pill people end up talking past each other because they cannot even agree on what they should be debating *about*. The sets of values they hold are completely disjointed. They cannot even agree on what a “*debate*” is, and what the goals of a “*debate*” are.

Red Pill people generally bring the following assumptions to a debate:

- They believe that there is exactly one reality, and that truth is what accurately describes that reality. The better a statement describes reality, the more true it is. They are **factual absolutists**.
- They believe that whether something is “*good*” or “*bad*” is a matter of opinion, and that all systems of morality are things societies invented to get a result, and it is therefore pointless to argue about whether something is “*evil*” or not, instead of about what effect it has. They are **moral relativists**.
- They believe that the goal of a debate is to establish *what the facts are*, and how this knowledge can be used to *control outcomes*. They **argue about what is true**.
- They believe that debates are a cooperative process between two or more people who have the shared goal of achieving a more accurate picture of absolute reality, and that, while people may stick vehemently to their positions, they can also reverse them on a dime if new information comes to light, because the only real attachment is to the truth. They believe **debates occur between theories, not people**. Thus **questioning someone’s character is off-limits**, because it is irrelevant.

Blue Pill people generally bring the following assumptions to a debate:

- They believe that reality is subjective, and what is “*true*” is simply a matter of who you ask. What is called “truth” is simply a codification of someone’s perspective, and it is therefore pointless to argue about what is “*true*”. They are **factual relativists**.
- They believe that there is exactly one set of moral laws, which human beings have gradually discovered in a historical climb towards ethical perfection (*or degeneration*). Certain people are ethically better or worse based not only on what they do, but also on what they believe. They believe that different ethical systems exist, but they can be ranked from ethically worst to ethically best based on a sort of meta-ethics whereby they can be tested for degree of compliance with the one absolute set of ethics that underlies reality. They are **moral absolutists**.
- They believe that the goal of debate is to establish what is morally better, and what everyone should do. They **argue about what is right**.
- They believe that debates are a competitive process between two people, who each have the goal of establishing their views about right and wrong by attaining a state of *moral ascendancy* over the other person. They believe that anyone who changes their views is revealing a flaw in their moral character (because their previous views were not morally correct), and must thereafter relinquish the moral high ground and submit their actions to the moral judgement of others (usually the person who won the debate). They believe **debates**

occur between people, not ideas, for the precise purpose of establishing who should be allowed to set standards for the behavior of others (because they are morally superior). Thus, **questioning someone's character is not only relevant, it's the whole point**.

This is why Blue Pill adherents think “those Red Pill guys” are “misogynists” or bad people. Because they cannot imagine an analysis that does not occur for the purposes of judgement, much less one that doesn't include any idea about what people “*should*” do.

This is why the Red Pill insists that the Blue Pill are willfully blind. Because, to them, anyone who doesn't admit the truth must be unable to perceive it. They cannot imagine anyone not caring what the truth is.

This is why Blue Pillers keep thinking that Red Pillers are trying to restore the Dark Ages. They cannot imagine any group with shared views not having one moral agenda that they wish everyone to abide by.

This is why Red Pillers think that Blue Pill adherents must be hopelessly bad at understanding human social structures. They cannot imagine anyone not wanting to do things in the most effective possible way.

Here's an example of this kind of misunderstanding in action:

[Comment](#) from discussion [Bluepillschool's comment from discussion "So much for men's rights"](#).

Here we see an interaction between RP and BP regarding age of consent laws.

- RP's primary objective to propose an algorithm for making legal judgements about consent or lack of it, which he believes will best serve what the majority of people desire to see these laws do. He looks at the issue as an *engineering problem*, and he *proposes a solution*.
- BP's objective is to establish whether or RP is a bad person. If he can be gotten to agree to a statement which BP thinks of as diagnostic of “evilness”, then the debate can be won, and anything RP says can thereafter be dismissed as originating from an evil person.
- BP says “All this so you can justify getting laid.”. BP thinks RP is trying to “justify” something according a set of moral rules, because to BP, every act has a moral valance, and anyone who wishes to do **anything** must at least be ready with a moral excuse.
- RP has been arguing, meanwhile, about which metaphors best illustrate human social and mating dynamics. RP does not address the issue of right or wrong at all, and seems to believe BP is engaging with him on factual level.

Thus RP and BP cannot even agree on what the argument is about.

RP thinks right and wrong are a matter of opinion, and BP doesn't care what the facts are.

I imagine the discussion thread for this post is going to get pretty heated. However, I want to point out that a lot of what I'm seeing in the Manosphere at present is rooted in *factual relativists* attempting to establish what the “Red Pill” ought to mean to people, and thereby redefining it to suit their goals of couching any objective discussion in moralist terms.

What's happening is that *factual relativists* want the Red Pill to be about what's right or wrong according to their ideological bent. So they will bend over backwards to reinterpret what is actually

an objectivist exploration of intersexual dynamics to fit their ‘interpretive headspace’ – or they will simply write off the Red Pill wholesale and say “Those Red Pill guys are just bitter, negative, misogynists” without a hint of their own irony.

Example: The realities of Hypergamy aren’t *right* or *wrong*, they simply are. In any of my numerous essays outlining Hypergamy, and for all my attempts to *dispel the misconceptions* about it, I’ve never once stated that Hypergamy was ‘evil’ or that women’s nature is evil because of it. It’s simply a reproductive strategy that manifests per the realities of women’s nature and needs.

The *factual relativists* responds to this in two ways: First, is the nihilistic approach (*Black Pill if you must*) – Hypergamy conflicts with their personal interests and ideological bent. Thus, Hypergamy, or women’s inability (or choice) to police it for their betterment, or humanity’s betterment are *evil*. Second, is the approbation approach – “You talk about Hypergamy too much (or at all), it must be because you’re fundamentally a bad, damaged, morally compromised person.”

A debate never really occurs between these headspaces because the goals of the debate are never the same. Now, add to all this that *factual relativists* are appropriating the ‘red pill’ as their own “Brand of Me” and building revenue streams around their ideological interpretation of its original intent. Any counter argument proffered by *factual absolutists* is not only a challenge to their ego-investments, it’s also interpreted as an attack on their livelihoods.

In 2015 and again in 2018 I made this point:

It’s my opinion that red pill awareness needs to remain fundamentally apolitical, non-racial and non-religious because the moment the Red Pill is associated with any social or religious movement, you co-brand it with an ideology, and the validity of it will be written off along with any preconceptions associated with that specific ideology.

Furthermore, any co-branding will still be violently disowned by whatever ideology it’s paired with because the Feminine Imperative has already co-opted and trumps the fundamentals of that ideology. The fundamental truth is that the manosphere, pro-masculine thought, Red Pill awareness or its issues are an entity of its own.

Unfortunately, **this** is where we are at today in the modern ‘Manosphere’. The reason I’m attacked with accusations of enforcing some *ideological purity* tests for the Red Pill is directly attributable to the mindset of the *factual relativists*; whose livelihoods are now dependent upon the redefinition of whatever the Hell the “Red Pill” means to them or should mean to those they broadcast it to.

So, I become a ‘Cult Leader’ because their minds can only think in terms of ideology. Again, the factual relativist never leaves the ideological *Frame* in which they believe the debate takes place.

The 21 Convention, Anthony Johnson and The Red Man Group, LLC

July 14, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)

RE: Statement about 21 Convention and *Anthony Johnson* and the Red Man Group, LLC:

I have to make this short because I am represented by legal counsel and yes, a legal team is now involved in this matter. My attorneys have advised me that I can comment to the following:

I wish the *21 Convention* nothing but future success, and as of this writing I am no longer legally a member/partner of *The Red Man Group, LLC*, a Florida entity. As for statements made on social media/elsewhere by certain individuals that are disparaging of me, to others, and that are ongoing, it is not something I can comment on further. I stand by my work.

I know many of you want a detailed explanation of what's occurred from my perspective but because lawyers are involved I cannot, upon advice of counsel give that detailed explanation to you right now. I truly hope we **all** can move forward and thrive.

However, I have been authorized to relate this:

I posted my June 2, 2019 post to avoid potential liability under the ***Florida Deceptive and Unfair Trade Practices Act***, as well as potential criminal prosecution for fraud if my name or owned trademark was used to sell something and I was not present to oversee that deal. It is critical for those purchasing an item to know what they are receiving and my attorneys have made it clear to me that if I was not going to be speaking at an event, it was incumbent upon me to advise the public and potential ticket purchasers – who may have been purchasing tickets to an event expecting me to be present – of my removal from the speakers lineup. The law required me to announce my removal from all future conventions as of June 2, 2019.

As for the rest, I will have no further comment until authorized by my legal team. Thanks for your continued support.

The Wrong Girl

July 19, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Andrea Tate @LawyerGirlMiami · 4h



You can meet the right person who's completely wrong for you.

You can also think the right person is completely wrong for you.

Deciphering who is who and what is what often takes time.

Be gentle with yourselves while you navigate these muddy waters.



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Andrea Tate @LawyerGirlMiami · 4h



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“You just married the wrong girl mate.”

“You must be attracting the wrong kind of women.”

“Not all women are like that, you need to go places where the *quality women* are.”

“Those girls are just *damaged*.”

Fortune cookie, non-comital internet “wisdom” like this abounds on Twitter and in the self-improvement sphere today.

I read a lot of these rationales from women and male *allies* whenever a guy makes a general, empirical, but unflattering, point about the nature of women. Even casual observations or questions about this nature are met with subjective answers that put the blame of asking back on the guy. *There must be something wrong with you for even making mention of it.*

As I mentioned in my last post, there’s a kind of ‘talking past’ one another when it comes to *believers* vs. empiricists. Notice that all of these common dismissals are based on value judgements. The nature of the conversation between these mindsets begins in the misunderstanding that both are focusing on a mutual goal.

People resort to denial when recognizing that the truth would destroy something they hold dear. In the case of a cheating partner, denial lets you avoid acknowledging evidence of your own humiliation. Short of catching a spouse in bed with your best friend, evidence of infidelity is usually ambiguous. It’s motivated skepticism. You’re more skeptical of things you don’t want to believe and demand a higher level of proof.

Denial is unconscious, or it wouldn’t work: if you know you’re closing your eyes to the truth, some part of you knows what the truth is and denial can’t perform its protective function.

One thing we all struggle to protect is a positive self-image. The more important the aspect of your self-image that’s challenged by the truth, the more likely you are to go into a state of denial. If you have a strong sense of self-worth and competence your self-image can take hits but remain largely intact; if you’re beset by self-doubt (a hallmark of self-righteous Beta thinking), however, any acknowledgment of failure can be devastating and any admission of error painful to the point of being unthinkable. Self-justification and denial arise from the dissonance between believing you’re competent, and making a mistake, which clashes with that image.

Solution: deny the mistake.

Denial, July 11, 2012

The ideology of *personal responsibility* is the Swiss army knife of subjectivist rationalization. “Extreme Ownership” is a lot like the “*just be yourself*” non-response people will give you when they don’t know what to tell you about your lack of Game. It sounds like wisdom, but it’s really based on the presumption of knowing a guy must *always* find fault in himself before any other consideration. Guys rarely struggle with overconfidence, but tell him the solution to his problems lies in him self-deprecating more and that he can get behind.

In this subjectivism there are no outside variables. There is no intentional maliciousness from others,

or extenuating circumstances, only how you react to them and what you did to bring them on yourself. All the blame for anyone's bad condition rests on the shoulders of the individual:

- Your life is fucked up? Your fault.
- Your Game/relationships suck? Your fault for tolerating it.
- You think women are one way – a way counter to the popular norm? You're just meeting the 'wrong kind of women'.

Again, value judgements replace objectivity. If your life sucks it's real easy to presume the individual is the cause of the suck. And any analysis (even the desire to objectively analyze) of other people's will, motives or outside circumstance is always an *excuse*; a redirection away from owning the suck yourself.

Maybe that person was the '*right*' one all along, you just were the *wrong* one for her? Self-doubt is a key element in subjectivism.

Your Game/relationships suck? Your fault for tolerating it. You think women are one way – a way counter to the popular norm? You're just meeting the 'wrong kind of women'. Again, value judgements replace objectivity. There's no such thing as a general truth when your grasp of human nature is that, subjectively, everyone is a random unknowable snowflake. "*People are people, man. Everybody's different. If you think different it's because you're judgmental.*"

Own It

The popularity of '*Success Porn*' online today depends heavily on this self-evincing subjective ownership. It's far easier to solve a person's problems if he's the source of his problems rather than the particulars of his circumstances. The *Tony Robbins* of the world have raised this to an art form. Owning your faults locks in very well with stoicism, but too much stoicism and you cancel out the emotional high that you need in an *adherent* to get pumped on your motivational speaking.

Guys who '*go black pill*' are the opposite extreme of this. Black Pill as a movement focuses on objective realities to such an extreme degree that nihilism defines it. But that nihilism is also a necessary part of subjectivism.

It gets a lot wrong in the problem solving department, but what *Black Pill* gets right is their understanding of the shifting of causality. For *Success Porn* gurus, optimism is an easy sell in an age of negativity. So maintaining the idea of an endemic negativity in the culture is a necessary part of the '*rise above it*' mantra. You don't have to actually defeat anyone else today, you have to defeat the worst parts of yourself. It's much easier when there's no real external opposition and it's just you against you.

All the salesmen of the "*feel-good pill*" have an ironclad rationale; people are the source of their own misery. 'Own your problems' is a go-to answer because it gets the salesman off the hook with respect to actually analyzing and solving anyone's problems.

This is the counselor's dilemma: Most people's internal struggles are personal to them and require a personal understanding and interaction on the part of the counselor. That kind of personal investment is tough to do when you've got 10,000 people in a concert hall all begging for you to solve their unique set of problems. Thus, finding a way to convince the majority of a commonality in their personal problems with those of everyone else is necessary. Personalized subjectivism fills this need for the *believers*, but it has to have a common root that everyone can commiserate around – me

against me.

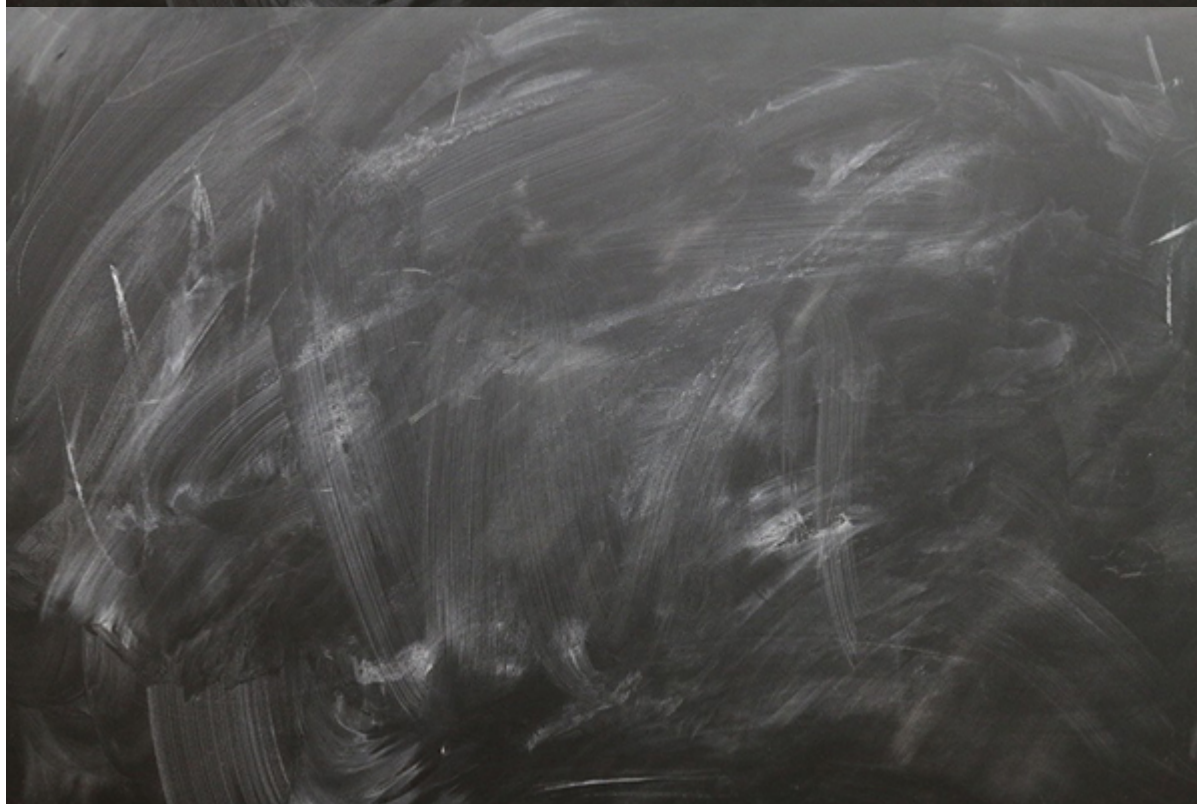
Subjectivism, social constructionism and blank-slate egalitarianism are the -isms that have defined western cultures and their thinking for the past 60 years. Now, I know the tone of all this seems like I'm picking on Trad-Cons or the new wave of Manosphere Moralism today, but it's also a mistake not to highlight just how this subjectivism pervades the ideologies of the *Village*, social justice, intersectional feminism and religion steeped in the Feminine Imperative today.

One common theme I see in researching how feminism and the Feminine Imperative are assimilating mainstream religions is where almost all of them end up – this same, all-is-one subjectivist belief set. In every instance of the Feminine Imperative assuming control of a faith, that faith is converted to unitarian tolerance, then acceptance, of elements that religion was opposed to in its prior iteration. Clear, distinct, articles of faith are replaced with an unconditional doctrine of inclusiveness that homogenizes separate faiths into one global faith based on the 'cult of love'.

In my upcoming book, *Religion*, I detail this 'cult of love' and it's end-goal of creating a unitary world-faith that's dependent on the Feminine Imperative defining it. For now, its enough to consider that this push towards a one-world religion will find its foundation in the same subjectivism we're seeing clash with objectivism in the 'sphere today.

Heirs of the Blank Slate

July 26, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Yeah, well, not all women are like that. Men do it too and they’re even worse!”

“People are people. Everyone is different, you can’t predict human behavior because we all have freewill.”

“What’s good for the goose is good for the gander.”

“Everyone is born equal.”

“If women are hypergamous, men must be too.”

“Double standards are so unfair.”

The legacy of the *Blank Slate* has been one of the most pivotal influences on understanding intersexual dynamics for over the last century. In the time I’ve been writing I’ve covered egalitarianism’s influence on Blue Pill conditioning on at least 5 occasions. In all of these essays I’ve made the case that what we consider the Blue Pill, and the perceptions it instills in us, is firmly rooted in a preconception that an egalitarian state between the sexes is not only possible, but eminently desirable. In fact, I would argue that the presumption that an egalitarian state between men and women is ideal is the foundational premise of a Blue Pill social order.

Since I began writing on these topics one thing I’ve experienced that underpins people’s understanding of intersexual dynamics is an established belief that men and women are functional equals – or ideally they ought to be – who exist in a state of disequilibrium. This *equalism* (my term) is akin to a religious belief, albeit one most people are unaware they believe in. I first encountered this belief when I was in college. Around the same time I discovered that among the most rational of my fellow students and professors in behavioral psychology, most clung to the soulmate myth, I also noticed that most of them held to the hope of an “equal partnership” with whomever their ‘soulmate’ turned out to be. Here I had some very empirical minds who would write thesis papers on human nature according to what we knew about evo-psych, evo-bio, anthropology and sociology, yet they would revert to the Blank Slate hope that ‘*people are people*’ and we’d evolved past our innate natures when it came to finding their ‘*One*’.

The idea that humans have ‘*evolved beyond*’ our animal natures is the lynchpin in the modern belief of the Blank Slate.

What we know as the Blank Slate, as a concept, evolved from the Enlightenment era idea of Tabula Rasa. Originally it was *Aristotle* who came coined the term, then it passed through the Stoics, then other notable minds of antiquity, but the root of what it has become today began in the Enlightenment era with *John Locke*.

On paper it’s a very ennobling idea. All people are born with the same intellectual (and later spiritual) potential; we’re all the same except for what society, environment and circumstance writes on the *slate* that is our intellect and personality. The object of this essay isn’t to give you a history lesson, but if you’re really interested in the development of how we got to our default, *equalist*, concept of the Blank Slate I’ll refer you to *Steven Pinker’s* great book *The Blank Slate*.

From the time of the Enlightenment the concept of the *Blank Slate* has been embedded into our core cultural beliefs about human nature. It dovetails very nicely into the concept of *freewill* and it also satisfies the of hopefulness human beings need to combat the determinism that might lead to nihilism. It’s exactly this human need for hope that makes the Blank Slate so appealing. People who hold a belief in the Blank Slate take it for granted to the point it becomes an ego-investment, and internalized thoroughly, it becomes the subconscious point from which people begin when it comes to understanding human nature. So, challenging the validity of whether human’s have innate, evolved, aspects of their natures – and their influences having a bearing on our decisions – borders on

attacking their religion or who they are as a person.

From a Red Pill perspective, proposing that men and women are different physically and mentally, and that we're subject to evolved influences as a result of these differences, is also sacrilege. The Blank Slate ideal is what defines every aspect of what Blue Pill conditioning would have men and women believe about intersexual relations and gender 'equality'. In fact, as *James Damore* found firsthand, the *Village* forbids even the discussion of questioning the Blank Slate. The religion of the Blank Slate is also the state-approved religion, and this has implications in social realms that go well beyond intersexual dynamics.

With the rise of feminism and a feminine-primary social order, social adherence to the Blank Slate ideal became vital to the survival of feminism's power base. Once the modern research and understanding of human beings' evolved nature became unignorable the social institutions founded on the Blank Slate were challenged. Today, Red Pill awareness in men is one of those challenges.

A Blue Pill, *equalist*, mindset doesn't coexist well with empirical evidence that shows men and women are more different than alike on fundamental levels. Today's Blank Slate is, as *Dr. Pinker* describes, a '*modern denial of human nature*'. The Blank Slate belief set is codependent on Social Constructionism. The idea is that we are all just empty vessels that a nebulous 'society' builds through media, culture, school, religion, family, etc. And while all of these outside influences certainly mold us, by necessity the Blank Slate ignores the import of our mental '*firmware*' – the innate proclivities that come standard in males and females.

Everyone has a theory of human nature. Everyone has to anticipate the behavior of others, and that means we all need theories about what makes people tick.

Steven Pinker

Everyone has a theory of human nature. Everyone has to anticipate the behavior of others, and that means we all need theories about what makes people tick.

Steven Pinker

The Human System

I use the term “*evolved mental firmware*” a lot in my writing. I look at it like this; we have the hardware that is our biological reality, a firmware that is our in-born, evolved proclivities (and the psychological aspects of how men and women’s hardware affects it) and the software that accounts for the social programming we learn from our environments and circumstances. From the perspective of my theory on perceptive processes (*Instinct, Emotion & Reason*) our firmware influences all three of these processes.

Blank Slate equalism would condition us to believe that our biology (hardware) is insignificant, our firmware is non-existent or inconsequential, and our programming (social learning) is the only thing that makes us what we are. If this sounds like *progressivist* boilerplate you’re not too far off. Modern concepts of social justice use exactly this social constructionism to justify their positions on a great many issues – and especially gender issues.

However, it’s a mistake to think the Blank Slate is a religion only for leftists and feminists. Equalism is the starting point for the beliefs of many well-meaning Blue Pill conservatives too. Feminism depends on egalitarian ideals setting the intersexual ‘*Frame*’ for selling its ideology.

“If only men would cooperate and help smash the Patriarchy we could live in an ideal state of egalitarian equalism.”

The cover story of a ‘push for equality’ all depends on the Blank Slate notion that men and women are functional equals and all this inequality is the result of social doctrines (and plenty of *evil* men). If it’s all about social constructionism then all that’s needed is to change everyone’s programming and thus an idealized gender neutral world ought to be possible.

Male feminists, Mens Rights Activists and Masculinity Apologist organizations all have this in common – they buy into the Blank Slate and the feminist lie that gender equality is an achievable goal based on it. Most of them don’t realize they’re carrying feminist water in their egalitarian beliefs. They just believe in the hope of an “equal partnership” in their marriages and ignore or demonize the influence our evolved firmware exerts in themselves and their wives. So even when they accept intersexual differences and the influence of our firmware, the next defense of the Blank Slate is moralism.

Moralism for Rationalists

The Blank Slate is a lie, but it’s a lie that’s pregnant with hope. Men and women are different; and our differences are too significant to ignore. But even when the Blank Slate is effectively challenged and our evolved natures are acknowledged, the next rationale is that, if we’re only moral enough, intelligent enough, or “evolved” enough, we ought to ideally be able to effect the ideals of the Blank Slate above our base natures. The appeal to rising or evolving above the influences of our evolved natures is always the path of the moralist and the intellectual. Shouldn’t we strive for *Equality*? Would an equal state between the sexes not be a good thing? If we were *good* enough, and exercising our powerful freewill, men and women should be able to be more equitable, right?

The question isn’t whether we *can* overcome our evolved natures – we do this all the time actually – but whether we *should* strive for the egalitarian ideal. In the most egalitarian societies on the planet human being *still opt for “traditional” (conventional) gender roles*. Given the freedom to believe in a Blank Slate ideal and choose their roles in an egalitarian social order (or its best approximation) men and women still prefer the roles we’re supposed to believe are so constraining for us. The roles we’re

supposed to believe are foisted on us by social constructionism.

I would argue that much of the gender conflicts we experience today are the result of force-fitting men and women into an egalitarian ideal with the expectation that our evolved (or designed) proclivities are ‘unnatural’ creations of a nebulous society. We’re told that gender is not binary and it’s really a social construct, yet we still need hormone therapy to alter the biochemistry of children to help them ‘transition’ to another binary gender.

I find it kind of ironic that a mindset, a social force and a belief system that would otherwise call for a natural balanced harmony in life is the most disharmonious with respect to a natural evolved order among men and women. The conclusion I come to then is that promulgating the Blank Slate *social religion* is more about power dynamics than a real push for an equalist harmony.

In 2019, after decades of advancements in the cognitive sciences, neurological study, anthropology, sociology, etc. we can lay the Blank Slate to rest, but so much of our social and intersexual understanding of human nature (or even the denial of it) is dependent on it being an ideal to strive for.

When I make an unflattering observation of women’s nature the first response from conditioned men and women is to firing back with some *equal-but opposite-reaction*. Our natural, human inclination is to look for symmetry and balance in things. The default belief is to think that what’s good for the goose is good for the gander, or to distract from the observation by making value judgements.

Well, men do it too, only worse.

Deal with the plank in your own eye before you pluck the mote from mine.

If it’s true for one, there’s an opposite truth for another.

The reflexive need for a symmetrical balance – even when there is none – is a human default. ‘Men and women are different’ is a radical statement in this era, not the least of which because it contradicts the Blank Slate religion that persists in spite of itself. When people ask me whether I believe men and women are equals and I answer ‘no’, they look as if I pulled the wings from a butterfly. I believe men and women are complements to each other and we’re better together than apart, but we are not equals. We are different, with differing motives and strategies that are part of who we are. We could achieve a far more harmonious social state by accepting and embracing these differences.

Alpha Widows

August 1, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





As today's Purple Pill Manosphere tries to sort out what it wants to pick and pull from ideas the Red Pill has been debating for decades now it requires a lot of deliberate misdirection of the old concepts they struggle with. This is actually nothing new. If you look at any of the exchanges I had with *Aunt Giggles* (Susan Walsh ret.) or various notables from the *golden years* of this blog you'll recognize the pattern – Distort the premises of the concepts that conflict with your ego-investments, *straw man* them, then offer some redefinition of what they '*really*' mean.

One of these maligned concepts is the phenomenon of the Alpha Widow. I've written extensively on this idea for well over a decade now. I'm fairly certain I even coined the term back in my SoSuave days. Back then Alpha Widow was a designation we used to describe a woman's tendency to become fixated on an Alpha lover she had in her Party Years and still pined for him into her 30s or 40s after marriage. We didn't just pull the idea out of our asses back then. We came to it because of the overwhelming number of married or LTR men who reported that their wife or girlfriend were pining for old lovers they thought were "*the one that got away*" or they left them to pursue a new relationship with an old flame.

Back then it was just a useful reference, but it quickly became such a predictable and confirmable phenomenon I thought it deserved more investigation. I mentioned Alpha Widows in The Slut Paradox but it was around this time that Roissy (Heartise) had proposed a simple maxim: **5 Minutes of Alpha Trumps 5 years of Beta**. That's when I decided to look deeper in my own short essay Five Minutes of Alpha. With a Red Pill Lens I began to see this Alpha Widow narrative played out in

popular culture. *Katy Perry* had a song out then called *The One That Got Away* and it accurately described everything that goes into making an Alpha Widow.

What is an Alpha Widow?

To understand the phenomenon of the Alpha Widow we must look at women's evolved mating strategy – *Hypergamy*, a woman's intrinsic desire to balance the best quality sexual/reproductive male with the best provisioning/parentally invested male. Since a woman's mating strategy centers on quality in a long term partner(s) women tend to focus on ideals in men. The imperative drive for mate quality extends to both sides of women's Hypergamous equation; the best genetic, sexual experience *and* the best long term security potential. *Only women are Hypergamous*, and Hypergamy never seeks its own level – it is always seeking a *better-than-merited* exchange in SMV compared to her own. For more information on this concept read *False Equivalencies*.

When a woman misses the opportunity to consolidate on a confirmed, high SMV (sexual market value) male that man becomes the new standard for what she believes she can attract as a potential mate.

"I've had an SMV 8 guy before so in the future no man below an 8 will be my optimal choice."

Even if a woman's perception of her own SMV isn't realistic her *Id* wants what it believes it can get. The setting of a mating strategy metric in men is largely a subconscious process for women, but, more often now, high-ego women do consciously acknowledge that one man does (or doesn't) meet the SMV benchmark of a previous lover. As women have become more comfortable in embracing *Open Hypergamy*, amongst their girlfriends, on social media, they will readily debate this SMV metric of past boyfriends. The Alpha Widow dynamic is no secret among women. Usually this involves women bemoaning the lack of "*eligible*" men in their lives when their prime SMV years are behind them. Please note that *eligible* implies an entitlement to a man who would be an ideal.

This qualification process is a constant for women, and it's a complement to mens' *Burden of Performance*. Women's Hypergamous filtering process evolved from an *Existential Fear* of pairing with any man beneath her own (self-perceived) SMV and risking her life on a bad reproductive bet. The worst existential prospect for a woman is to have her mating strategy superseded and controlled by that of a suboptimal man.

The flip side to this dynamic is that, evolutionarily speaking, a woman's subconscious cannot afford to miss out on an optimal Hypergamous pairing. If a woman's *Existential Fear* is to be forced to reproduce with a lesser man, the next fear is to lose or miss out on the opportunity to consolidate on monogamy with a high SMV man. When I talk about how a woman will make rules for Betas, but break rules for Alphas this is the root of that principle.

As such, a man who exceeds a woman's SMV, and creates a benchmark of her '*personal best*' ideal male to breed with and parentally invest with, makes a significant impact on her psyche; sometimes in the long term. When a woman *has* had this man – one for whom she has genuine, organic desire for – but she cannot consolidate on him (i.e. lock down in monogamy), this represents a critical loss of the ideal Hypergamous/Reproductive/Life strategy option. Mentally this is what a woman will strive in some way to recreate with subsequent men in her life – a return to that ideal state.

This then is the basis of the **Alpha Widow**:

A mental fixation on the man who made the most significant impact upon a woman as her Hypergamous ideal.

The Fantasy Ideal

Usually this male ideal is an actual man from her past with whom she had some sort of relationship with, but not always. Sometimes the fantasy of that ideal will make a mental impression and sometimes a brief, seemingly insignificant, encounter with an ideal man may be enough to *imprint* on her psyche.

Five Minutes of Alpha Trumps Five Years of Beta.

Sometimes the smallest brush with an ‘alpha’ male is enough to trigger the ‘what if?’ possibilities of consolidating on a guy like that. This might be one-night sex, the one guy in the foam cannon party on spring break in her *wilder* college years, or even just a missed opportunity to fully develop a hoped-for connection at a social gathering. The ‘*Missed Connections*’ forum on Craig’s Lists are filled with these regrets. All that matters is that the guy, knowingly or not, instilled a sense of Hypergamous urgency that she just *knew* represented a prospect for consolidating on that ideal.

An Alpha Widow can also be ‘widowed’ from the fantasy of her ideal male. This is fairly common among women who marry early in their *Party Years*. Most feel like they missed out on having made a good Hypergamous choice (or had it made for them by circumstance or social pressures). That missed opportunity leads some women to be widowed from the fantasy of an Alpha who would have been a better choice. Thus, an ideal Alpha mental model is what she pines for. An interest in romance literature is usually exaggerated in this type of widow. The formulaic stories are a form of vicarious fulfillment of an unrealized Hypergamous ideal. I should also add, this this widow, when married, is a prime demographic audience for *divorce porn* fantasies.

In any of these instances what’s at issue is the fact that women’s mating strategy always moves them towards a “better-than-merited” SMV exchange and a psychological fixation on the man, or the type of man who best embodies it. It’s as if a woman’s *Id* is imprinted with the model of the optimal Hypergamous pairing (evolution-wise a life or death proposition) and believes that only in recreating it will that male again save her life. This is the source of that unconscious pining.

Social Enabling of the Alpha Ideal

In 2019 it has never been easier for a woman to explore her reproductive options with an ever-increasing pool of potential Alphas from which to be *widowed* from. Since the Sexual Revolution western cultures have done little else than facilitate women’s mating strategies. In terms of “*sexual liberation*” the goal has always been to ensure provisioning and support – the Beta Bucks side of Hypergamy – in order to give women the impression that they have an indefinite window of time in which to find their optimal Alpha man. We see this reflected in the age of first marriages getting older and older. And in the age of social media women take for granted that they can remain sexually viable if not indefinitely, then at least as long as a man would. This facility exacerbates the Alpha Widow effect.

Women will fixate on the “*one that got away*”, but today we have social conventions in place to pander to that predictable insecurity in women. In fact, there are numerous industries that now thrive on exactly this.

Ladies, will you ever find your soulmate? Our Life-Coaching, our 12 step plan, our positivity training, our magic personality test will help you find him today.

I should add here that the very concept of a *soulmate* began with women pining for their bygone ideal man. That ‘*One*’ is much easier to justify cheating with, or agonizing over, if you mix in the

metaphysical to aid in rationalizing it. The popularity of *Fifty Shades of Grey* and *Eat, Pray, Love* also find their root in the Alpha Widow dynamic. Popular culture tells women they are entitled to that ideal soulmate; and the only way they can remain true to themselves, the only way to live their best lives (even the life they believe God meant for them), is to pursue the ‘ONE that got away.’

The *Plan B* mating strategy is another social convention that forgives women of the consequences of pursuing that Alpha ideal while concurrently holding on to her next best male option. And lastly, the ongoing normalization of a female-initiated *Polyandry* is also a social convention predicated on allowing women to hedge their Hypergamous bets with respect to finding that Hypergamous ideal mate.

Misconceptions

The following are a couple of the more common misconceptions critics like to presume is meant by “Alpha Widow”. For the most part these are attempts to straw man the phenomenon with no real interest in how anyone came to understanding the dynamic.

• Alpha Widows are the result of “players” who fiendishly used these poor impressionable women before they left them high & dry

Blue Pill conditioned White Knights in particular use this to build their own *heroic* narrative around women. Of course, not all women are victims of the Alpha they were widowed by. The first part of this misconception is the presumption that no woman would volunteer for her own widdowing; the second is that an Alpha “Player” was implicit in his motives to thoroughly imprint himself upon her. The truth is that any seduction requires a willing participant (*Art of Seduction, Greene*) and in accordance with women’s mating strategy women will eagerly participate in their own seduction. These are Alpha Widows, not rape survivors.

The misconception is that the woman being widowed was somehow traumatized by her former lover. The truth is that the more positive the experience was for her the more impactful the widdowing is likely to be. If women didn’t think fondly of the “one that got away” she wouldn’t be an Alpha Widow in the first place. The emotional despair some women feel over that Alpha is usually the result of having missed pairing in the long term with a better prospective man than the *lesser* man she settled on by necessity.

This is an easy misconception for most Blue Pill men to follow along with because often enough women will refer to their ‘asshole ex boyfriend(s)’ as the man (men) who was responsible for her being *damaged*. Women in their *Epiphany Phase* will usually incorporate into it some narrative of their having been used by the Bad Boy Jerk who came before the Nice Guy Beta they found it necessary to settle on. This *damaged* narrative then locks in with a woman wanting to “do things the right way this time”. Women will often use this narrative as a failsafe to excuse their hesitancy to be as sexually available to the Beta as she was with the Alpha she was widowed from. So, you get a *Saving the Best* situation for the Nice Guy in the relationship and he’s apt to believe her claims of being damaged by the asshole who had her before he did.

Self-righteous Beta men love this *damaged by the Player* narrative because it allows them constant opportunities to prove to *his* woman how positively different he is compared to the asshole Alpha she’s still covertly pining for.

• “Alpha Widows” are just men making shit up and thinking the worst of women because they’re *bitter and burned*.

Yes, it is entirely possible that despondent Incels may exaggerate the phenomenon of the Alpha Widow to rationalize their giving up on women. This still doesn't invalidate phenomenon. This misconceptions is generally dropped by critics of the Red Pill who'd rather attack the source than have to address a concept that rattles their comfortable Blue Pill understanding of women. That said, I understand how it might be convenient to disqualify the concept based on the bitterness of the individual piecing together why his wife or girlfriend still seems to be having a relationship with her ex even if just in her head. Self-loathing Incels will then use this as an excuse to *give up* for the same reason they believe Hypergamy is this insurmountable obstacle to their connecting with juice they don't want to bother squeezing for.

For the record, no, not all women turn into Alpha Widows. All women are Hypergamous, but buffers and learned self-control have historically been the checks and balances needed to protect against this Alpha Widow dynamic. The problem is that these buffers are popularly considered sexual repression of women today. Women simply wont police the worst aspects of their mating strategy and **any** interference, personal, political or social, that would prevent a woman from exercising her Hypergamous sexuality is viewed as misogynist, sexist repression.

Statistically women with more sexual partners have a higher incidence of divorce and find it more difficult to form healthy attachments in LTRs based on their partner count. Men do not appear to follow these stats or dynamics, why?

Because men and women have different evolved mating strategies and priorities. Men, it appears, have a much easier time compartmentalizing the sex act and separating it from the emotional aspect women apply to sex. Men's obsession with pornography is a good illustration of this, but it is reflective of the differences in our evolved mating strategies developed in our ancestral past. Men found it necessary to breed quickly and then move out – ejaculate and evacuate.

However, in a social order where Hypergamy is unbuffered women have more access to more men and have more opportunities to be imprinted by Alpha men while in their peak fertility years than in any other era before. This abundance of reproductive opportunities, and a lack of any social stigma or moral reservations are putting women into a position where their Blue Pill husbands turn their denial into hate for the '*Players*' who violated and ruined their 'soulmate' before he came into her life. They refuse to acknowledge that in most cases his girl eagerly chose to give herself to the man she told her husband was a 'Player' from her past.

Blue Pill married men have the hardest time accepting the idea that their wives may be Alpha Widows for a man that came before them. They struggle with the possibility their wives gave a part of themselves to a guy that they'll never experience, so denial and anger becomes their ego's protection.

They throw shade at the men who have the Game to seduce women (who enjoy the seduction as well) because they "ruin women for great guys like him". Thus, they turn it into a moral issue for those men or a personality flaw because it absolves their wives of their modern mating choices.

– *Illustration, Stefan Schmidt*

Bargain Abasement

August 22, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Dovid Feldman
@dovidfeldman



Wisdom I heard:

In my 20's, I fought with my wife till bitter end.

In my 40's, I learned to just apologize afterwards.

Now in my 60's, Every morning I just start my day with
"Honey, I'm so sorry for being wrong today."

Took 40+ years, but happy at last!



10:37 AM · Aug 20, 2019 · [TweetDeck](#)



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10:37 AM · Aug 20, 2019 · TweetDeck

“Men conquer worlds, women conquer men.” – Pook

From the time boys are about five years old, we’re taught self-control. Anyone with a young son understands the challenge in this, but for the most part the control we teach our boys differs from what we teach (or don’t teach) our girls. For the most part, this control is necessary to curb boys’ natural proclivities to take risks, but in a feminine-primary social order this inhibiting risk comes from a need for female security. Our young minds, boys and girls, lack the capacity for abstract thought. In fact, our brains continue to develop to their fullest potential right up to 20-21 years of age.

For millennia, adult men, fathers, mothers, the *Village* that is our larger social order, understood the need to place limitations on boys innate impulsiveness – usually for their own good. While these restrictions and discipline have always been a needed part of boys’ upbringing, today that self-control is taught in the context of how a young man can be more ‘correct’ by his female teachers. In the time of our old social contract teaching young men self-control and self-discipline was a means to self-mastery as an adult man. In the new social contract our gynocentric education system (and socialization) teaches boys discipline in the hopes that they will provide the security that women need.

And the way this is taught is by embedding a deep sense of shame and self-loathing of the male gender into ever-younger generations of future men. *Mental Point of Origin* is a constant theme in all of my literary work. I want to stress here that crushing any sense of self-priority or self-importance from boys and young men is the prime directive of a gynocentric education system. Last Saturday we discussed the “*worshipping of women*” on our new show *Rule Zero*. In this episode I pointed out that

men are taught to place womankind on a pedestal from an early age. This meta-pedestalization of the feminine begins when boys are taught self-abasement as part of self-control. Essentially, all *control* becomes for boys is reducing themselves while aggrandizing (supporting) girls and later women. This is the main reason why wrapping your head around *Mental Point of Origin* is so difficult for men later in life. Their Blue Pill conditioning taught them to be *servants* as a means of proving their self-control.

Most women, certainly all feminists, will do their best to convince us that it's still little girls who are taught to repress their naturally boyish natures. But it's a cliché now to believe that little girls would be every bit as 'curious about how the world works' if not for a nebulous *society* that represses their passion for discovery. Since the Sexual Revolution our social order has done its damndest to reverse gender roles – boys are taught to emulate the feminine, girls emulate the masculine. The Disney corporation has been the most active social agent in western culture in fomenting this reversal. Every story across all genres follows the same plot; a repressed little girl would make an even better boy if not for these Patriarchal rules she must break from. The story of *Mulan* is a good example. The girl *Mulan* must impersonate a boy in order to prove herself as a masculine equal – and to get closer to the Alpha male she naturally wants to pair with. Our popular fiction today **all** follows a similar teaching; girls need to break away from self-control to be more empowered.

The notion that little girls are ever taught to repress their natures is laughable in real life. If little boys are taught like they're defective girls, then girls today are taught that they can literally do anything – and be free of any lasting consequences. In fact any restrictions, any pretense of a girl/woman requiring a degree of self-control is immediately associated with repression. This old order idea of female repression is a favorite trope for the *Fempowerment* narrative. The most marginal, well-meaning, criticism of women or the feminine is always steeped in 'judgmentalism'. Being 'judged' is always a concern for women. For the past 3-4 generations of women, being freed from 'repression' is also to be free from judgement. They have an entitlement to avoid consequence.

Abasement

On last week's *Rule Zero* episode we asked a question: why is it so many men will abase themselves with women? If you've been Red Pill aware for a while it's easy to just dismiss these guys and think they're all just low self-esteem losers, but the belief is endemic to the 80% of Beta men. The combination of having been raised to prioritize the concerns of women above his own interest, and the notion that doing so will make him a better romantic *catch* in the eyes of women (who already feel entitled to him being a useful servant) turns self-abasement into a form of *Beta Game*.

Why does a man get down on one knee to propose marriage to a woman? Surely this old social contract form of abasement was an expectation of men. It's in practically every romantic story ever told.

Under the old social contract a man was presumed to be *above* a woman in status. The old intersexual hierarchy of love followed from the man to the woman and then later to the child(ren). It was a natural, understood, dominance hierarchy prior to the Sexual Revolution. In all the old stories Disney has ever retold the presumption of this hierarchy defines the plot of the story. Of course now we've grown accustomed to gender swaps and expectation swaps in these retellings, but when a woman gets down on bended-knee to propose to a man – as her empowering teachers have taught her is acceptable – there's something awkward when a woman abases herself to a man.

One of the prime directives of feminism is this:

Never do anything for the express pleasure of a man.

Anything a woman might do just to please a man is abasement. It smacks of the repressiveness little girls are told still holds them back in spite all the world's attempts to advantage them. Doing something, wearing something, being something or behaving in a way that might intentionally please a man is the antithesis of the *Strong Independent Woman*® ideal. But yet, women are taught that they should expect to live in *Sadie Hawkins' World* where they should feel empowered to ask the man on a date and ask him to marry her if he merits it. Again, it's all part of the gender reversal we're expected to embrace.

But when you see it, when a woman is doing the proposing, it doesn't feel empowering. It feels awkward, backwards. Social constructionism says that awkwardness is the result of *society* teaching you stereotypical gender norms; but those norms haven't been the standard for at least 4 generations. Disney's taught us different for some time now. But it still looks weird. The man is *supposed* to initiate. The man is *supposed* display and she is *supposed* to choose. The man is *supposed* to abase himself, right?

Male abasement is a sign of submission in an age that expected him to be an Alpha already. There used to be a time when men were expected to be the masters of their lives. Men understood their *Burden of Performance* and built a life around creating (conquering) their own worlds. Certainly this achievement was motivated by finding a wife, but more so because of his innate sense of *idealism*.

The Ideal Man

The old social order expectations of men are still what women feel entitled to in the new order:

- Superior Physicality: He must be more than her equal in height and strength. Muscularity is an ideal in men. Women hold far more strict and static ideals of male beauty than men have ever held for women.
- Superior Dominance: He is respected, deferred to and sometimes feared by his peers. He holds status, power (in the traditional sense) and honor that is confirmed and reinforced by others – but only insofar as it can be useful to a woman. Women tend to have an immature understanding of the nature of power.
- Superior Confidence/Competence: He must be more innovative and competent than herself. Competence is directly tied to the Hypergamous doubt – “Is he the best I can do?” If she is more competent (or she believes she is) than he is it upsets the natural intersexual dominance hierarchy and ultimately his Frame control. Confident competence is the foundation of a woman's need for long term security.
- Superior Mastery: He must be a master of himself and the world he directs. Again, this is tied to a woman's need for security which he must ensure in the long term; even into his old age. He must “*Just Get It*” with her and understand women in general – this is derived from experience and being supremely desired by other women.

For all of this mastery the ideal man is expected to possess, the fantasy is that he must abase himself to her due to her uniqueness. The power of love is what he must defer to. Even today, in a post Sexual Revolution era, this chivalric ideal is still an unspoken expectation. That ideal is a superior man who abases himself to her, and only to her. This is the *Beauty and the Beast* archetypal story. The fantasy ideal man is only beholden to her particular charms. Men conquer worlds, women conquer men.

A few years ago (2012-13) I did a series of posts about the *chivalric ideal*. In those essays I proposed that the western concepts of chivalry, bastardized by the influence of ‘courtly love’, were an extension of power by the feminine. Essentially chivalry was feminism 1.0 in that it leveraged men’s obligations of honor to benefit the Feminine Imperative. Chivalry was a *Male Space* into which women inserted themselves (via courtly love), assimilated the principles and rewrote the rules to better fit themselves. We still see vestiges of this today when women post something on Facebook or Twitter stating that “only a ‘real’ man does the things that benefit me, my sexual strategy and my ensured survival and happiness.”

Male sacrifice now extends to a man abasing himself for an entitled benefit of womankind. It’s no longer just an expectation of undying love and commitment, it’s a surrendering of his evolved imperatives.

Selective Breeding

September 3, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Why is it okay to kick a Beta male in the balls on TV or in the movies?

The cocky Beta who gets his comeuppance with a swift kick to the nuts from a *Strong Independent Woman*® archetype has been standard fare for comic relief in action-adventure movies for some time now. Why is this socially acceptable? In the most recent *Avengers* movie *Starlord* (Chris Pratt) gets kneed in the groin when he – the lovable, humorous Beta male archetype – tries to reconnect with his ‘true love’ interest Gamora after she’d been *killed* in the prior movie. This is just one example, but so long as the character is definably a Beta (in comparison to definably Alpha male archetypes in the story) permission is granted to ridicule him by exploiting his greatest weakness; a kick in the nuts.

We see the attacking of men’s genitals as humorous because it conveys and confirms sexual selection cues. Only Beta men deserve to have their balls kicked as a confirmation of their sexual selection status. Attacking a woman sexually is tantamount to rape, so flipping the gender script in this instance is a non-starter with comparisons in the movies. In fact, men even speaking critically of women’s bodies is regularly used as an illustration of misogyny or presented as the *typical* abuse women must endure from *body-shaming* chauvinist men.

If we look at the popular fiction of this era – the *Avengers* or *Star Wars* franchises for example – we can see the death of conventional masculinity played out in the erasure of Alpha male characters. Tony Stark (Iron Man), Steve Rodgers (Captain America), Han Solo, etc. are systematically removed from popular consciousness. Even Thor is a has-been alcoholic who’ll now be replaced by his female incarnation in the next “Thor” movie. And this is the model of masculinity that’s left for us. Laughable Beta males and *Strong Independent Woman*® who step up to fill the vacuum of powerful male characters that’s been written for them to fill.

Manspreading





Earlier this year I read a story about a staged protest by a Russian feminist girl who poured what we were told was a mixture of bleach and water onto the crotches of men who were *manspreading* on a subway train. With a critical eye you can sort of tell this was staged. Guys were sitting by themselves with no one else in an adjoining seat and she'd go up to them and pour a water bottle on their crotches. I've seen similar protests before, and if you look at the linked video here today you can see how this 'man spreading revenge' fantasy plays out, even in commercials.

Recently there was another woman who's won some sort of design award for a chair she designed to discourage men from naturally spreading their legs when they sit. And, of course, she designed a companion chair that encourages women to spread their own legs. The male chair forces men to sit like a "proper lady" should. While some men try to defend this posture as the natural way guys just sit, I read a lot of commentary about how men's sitting posture is an arrogant display of toxic masculinity because men were somehow taught to, or feel they must, take up more space when seated. Women's frustration is ostensibly about the space men take up with their posture, and the more militant women presume it's a behavior grounded in some unconscious sexism. "*I'm more important as a man so I need to take up space.*"



But *manspreading* isn't about space. It's about a display of genitals. Men with legs spread is a natural, often subconscious, Alpha posture. It's a hindbrain signaling of confidence in men. Now, before you write me off here, think about this; if women's primary concern was about men taking up space, then why attack a man's genitals to force him to close it up? Why not simply ask him to close up a bit? Why is pouring water (bleach) on his crotch an acceptable punishment? Why is a hit to the balls a reflexive retaliation?

Women's existential fear is having their Hypergamous filters bypassed by a clever Beta male impersonating an Alpha, breeding with him, and thereby saddled for a lifetime of support with the child of his inferior seed. Women's evolved sensitivity to this filter extends to subconscious cues men display in their posture. Ergo, a man 'spreading' is perceived by a woman's hindbrain as a false signal of Alpha by a Beta male. This triggers the existential fear response, thus attacking his manhood is doing *all* of womankind a favor by humiliating him for his attempt to deceive women's filters.

I'm sure there'll be some women (and their 'allies') who'll think this is a stretch, but then, why is it acceptable to kick a man in the nuts when he's spreading? Why is it that *Starlord* gets kicked in the

balls and we laugh? Because a Beta male tried to pass himself off as an Alpha and retaliation was due. If a guy like Jason Mamoa was sitting spread-legged on a bus it would serve as an arousal cue for most women. Alpha status recognition is an automatic subconscious subroutine, fine tuned over millennia of evolution, in women. Women's subconscious awareness instinctively reads SMV status and prompts behavior accordingly.

She Doesn't Want Your Shitty Last Name

Or your shitty genetics for that matter. Patrilinear surnames are a symbolic stamp of ownership for men. They give a name to his genetics – a surname is associated with a specific genetic line. A man's legacy is his genes and those genes need an identifier. One of the more controversial topics I debate online is the refusal of men's surname by their wives. Women keeping their last names or hyphenating them in marriage is now a common sign of their independent spirit. Marriage is only acceptable to the *Strong Independent Woman*® when it looks more like an egalitarian business arrangement rather than a complementary pairing of a man and a woman who understand (and accept) the nature of their own gender. Traditional marriage looks too much like “ownership” for feminist wives and nümale husbands.

Blue Pill conditioned men are far more likely to be okay with their wives' decision to keep her name, hyphenate it, or even take her name. After all, it's the progressive thing to do and most believe on some level of consciousness that his accepting her independence in this way will make him more appreciated by her. The truth is this: his acquiescing to her in this way only reinforces what her hindbrain has already confirmed – she's paired with a Beta male who wouldn't give an afterthought to insisting his genetics bear his name. He confirms the low quality of his genetics to her hindbrain.

There are a lot of convenient social conventions that come along with a woman's insistence on keeping her surname. Just like the excuse of men “taking up space” warrants terms like “manspreading”, women and nümales will appeal to pragmatism:

“She's a doctor, lawyer, soon-to-be-famous-person and she need to maintain her identity for public relations reasons. Otherwise she'd totally take my last name dude.”

“I don't want her to have a crummy last name like ‘Butts’ or something.”

“Taking a man's last name is an antiquated symbol of patriarchal ownership of women. Haven't we evolved past this yet? Are you so insecure in your masculinity that you'll insist on her taking your name?”

These are a few of the cover stories, but the latent purpose is the same; women's hindbrains must hedge their Hypergamous bets with men they know are Beta before pretending to commit to a lifetime of breeding and parental investment with them. For a woman marrying a man whom her subconscious acknowledges as Alpha, not assuming his name isn't an afterthought to her. Women paired with a man who is a confirmed Alpha will often say “I didn't want children, but I wanted to have *his* babies.”

The Alpha man inspires her to breed for *his* benefit.

We're getting into *sexy sons* theory here, but the idea is that a significantly high SMV male can inspire women to become submissive/supportive wives and mothers. See my essay on *Alpha Widows* for more about this.

A woman in a good Hypergamous pairing accepts – desires – his authority, but also his genes. She

doesn't just want children, she wants *his* children. This then is signified (codified?) in *his* name passing on to her and their children. Even in ostensibly egalitarian marriages the kids generally retain the name of the male who fathered them (unless single-mom throws useful step-dad a bone and the kids change their name to his). Human beings are innately tribalistic (sorry Jordan). This tribalism is expressed in ***Selective Breeding*** practices extending from the personal to the social.

In 2019, and in the reproductive aftermath of the Sexual Revolution, these tribal distinctions are now left to women to determine in a confusing *global sexual marketplace*. Men's innate drive for paternal certainty falls away in this environment. The existential fear and frustration that manifests from that drive still persists in men, but the practice of it gives way to women being the primary influencers in selective breeding – and how it will or won't be expressed. It's now a common practice for a woman to change the surname of children of a genetic 'asshole' father to that of the adoptive step-dad-who-stepped-up. Or the noble *Promise Keeper* son and holy protector of his single mom (and by extension all of womankind) who changes his last name to something else.

But why? Why bother to go to that trouble if names are unimportant? If *paternity doesn't matter anyway*, why go to the trouble of changing a name?

What Happens When She's the One Who's Out of Options?

As I mentioned, women's existential fear is pairing herself with a Beta male who, through guile and deceptions, convinced her he's an Alpha. But what happens when that woman runs out of options in her *Epiphany Phase*? What happens when she's forced to *settle* on the good-enough Beta (the guy *Sheryl Sandberg* assured women "nothing's sexier") because she can't lock down the Alpha whose babies she wants to have?

She can continue searching indefinitely. The social conventions established by the Feminine Imperative convinces women that their sexual market value (SMV) is unending and imperishable. Those conventions also combine with others that shame men for being so infantile in preferring women who are 'younger, hotter, tighter'. This shaming gets extended to convincing Beta men they should "***align their dating strategies***" to prefer mature women who "now have their heads on straight". The idea that an older woman is more mature and therefore ought to be considered more desirable by men is conveniently positioned in women's *Epiphany Phase* – so is the *Myth of the Biological Clock*.

Or she can settle for the less-than-ideal Beta male she'd never have opted for in her *Party Years*. Women have various psychological and sociological mechanisms in place to help them rationalize this settling on a *Beta in Waiting*.

- *Plan B*: There's always a fallback guy. Generally this is one Beta for another, better positioned Beta though. If one were "alpha" he'd already be the Plan A. (*Be the A Guy*). It's important to note that if the Plan B Beta eventually 'alphas up' in some perceivable way, this generally throws a woman into a psychological conflict.
- She convinces herself that '*settling*' is really who she is in that moment. Most women genuinely believe in their *Epiphany Phase* rationales. Most would probably pass a polygraph test if you asked them if they genuinely felt the way they do about their decisions during this time of their lives. However, Hypergamy and its fundamental rules don't change for women even when they believe something new about themselves. And often enough that 'genuine' belief is motivated by their subconscious understanding about their state n life as a result of

their mating strategy.

Make Rules for Betas – Break Rules for Alphas

This is a fundamental understanding for Red Pill awareness. It's one of the easiest indicators men can use to determine a woman's interest in them, or her subconscious understanding of your status as a man. Is she making more rules for you to obey, more hoops for you to jump through in order to qualify for her 'love' (i.e. sexual access)? She probably sees you as a Beta. Is she breaking her rules, the rules she believes she needs to follow in her new (*Epiphany*) phase of life, in order to get into situations where she can facilitate sex with you? Is she putting off responsibilities in order to enjoy herself with you? She probably sees you as Alpha.

This rule-setting or breaking is a basic litmus test for genuine desire. Women's hindbrains grasp this too. If a woman is setting rules for a man, her subconscious understands that he's predominantly Beta. Because she needs to set rules, because it seems like logic to refuse his surname (another rule) and because he accepts these rules – even encourages them in himself and other men – his status is confirmed as a Beta. Only a Beta would need rules. Only a Beta would comply with those rules.

I should add that this is the basis of all transactional relationships. Jump through hoop (obey rule), get sex. An Alpha, by nature, would have options to replace a woman who made rules for him. Furthermore, it wouldn't occur to a woman to issue rules with an Alpha man whose babies she *wants* to have. Hypergamy can't afford to issue rules to Alpha men.

The Inner War

If women's existential fear is being tricked into reproducing with a Beta male, then forcing herself to settle on a suboptimal man must inspire an inner conflict in her. There are lots of controversial self-help books published by women on both sides of this conflict. Some argue for women to accept a Beta guy and just make the best of it, others (especially religious books) argue that a woman should never compromise herself and wait for the best man (the 'soulmate' husband God has preordained for her) to present himself to her. There are more than a few *Purple Pill* "relationship experts" who cater to this demographic of women, and they do very well marketing new age magic and cutesy aphorisms to resolve this inner war.

I characterize this war as a conversation between a woman's Id and her Ego.

The *Epiphany Phase* forces her sensualism-seeking, 'hawt', short-term sexual (breeding) opportunism to come to terms with the necessity of her long-term security needs. Alpha Fucks (her Id) wars with Beta Bucks (her Ego) in her head – and all with the urgency of knowing that her SMV is decaying to the point where she must either take action or convincingly rationalize why she doesn't need to take action. Her Ego knows her SMV is in decline and long-term security / parenting / family is becoming less and less available to her. But her Id still wants what it wants; 'hawt' sex with 'hawt' guys. And she's still 'hawt' too – the feminine-primary world says it all the time "Never Settle Gurl!" – she 'deserves' only the best.

Thus, the conversation leads to varying degrees of compromise to outright self-delusions prompted by outside influences (i.e. social media). Plan B is a compromise. Refusing his last name is a compromise (or hedging of her Hypergamous bets). Making rules for, and endlessly testing, a Beta to assuage the Hypergamous doubt ("is he the best I can do?") is a compromise.

And *Choreplay*, that's just sexual filibustering.

Today, the new fascination with '*Poly*' or 'open relationships' is also one more methodology women

are using to make a compromise between the Alpha Fucks her Id needs and the Beta Bucks her Ego knows is necessary for her future security and happiness. “Alternative relationship strategy” is the latest euphemism for Poly, but it really distills down to a means for women to find a way to balance the Hypergamous equation. She’ll marry the Beta, but it should necessarily mean she has to have sex with him. Poly relationships are a compromise.

Ideally women would love to give themselves to a worthy man. To follow his plan for their lives,...and she’d like to feel the kind of attraction to him that would inspire the trust that he would do so for her and her children’s benefit.

“I wanted to have *his* babies.” — this is Hypergamy balancing Alpha Seed with Beta Need perfectly.

Today though, women wait too long. They believe the lies of their own Blue Pill, that their SMV is never depleted. They don’t look for this balance anymore. They don’t even expect to find it; one man is for a same night lay, the other is *boyfriend material*.

Unmarriageable

September 19, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





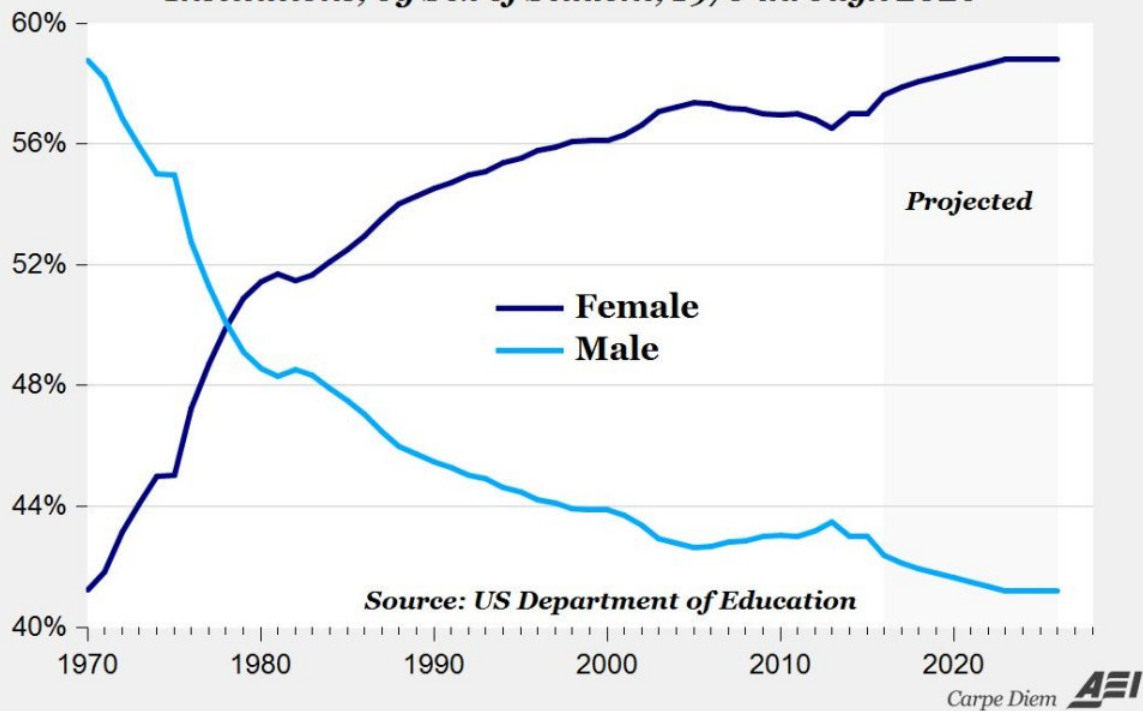
This week there've been a rash of articles all outlining the latest statistics about marriage in this decade. US marriage rates are at a 150 year low and, if you believe the all-female article writers, it's of course men's fault for failing to be marriageable. These articles are referencing a study published last week titled *Mismatches in the Marriage Market* and this study reveals large deficits in the supply of potential male spouses. One implication is that the unmarried may remain unmarried or marry *less well-suited partners*.

That's right gentlemen, you're unmarriageable and the ladies want you to shape up. If you want to experience marital bliss – despite all the inherent personal dangers for men in today's “*marriage economy*” – you must make yourself “*economically attractive*”:

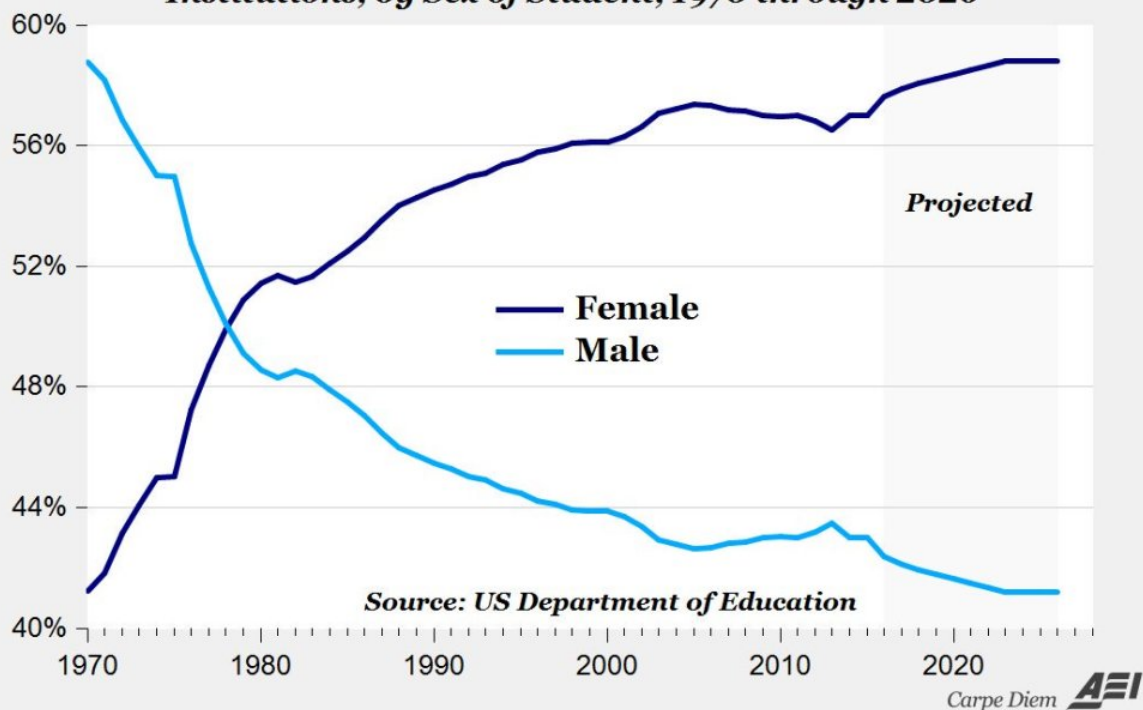
“Most American women hope to marry, but current shortages of marriageable men — men with a stable job and a good income — make this increasingly difficult,” says lead author Daniel Lichter in a [press release](#).

The stats don't lie and they are pretty bleak. More women are enrolled in college than ever before and more are expected to enter through the middle of the coming decade. Now, a degree doesn't guarantee a woman a job, and it says nothing about the majors and job sectors women prefer, but a college education does reinforce the idea that women are entitled to marry an *economically attractive* man who himself has an education and enough aspiration to make something of himself to become marriageable.

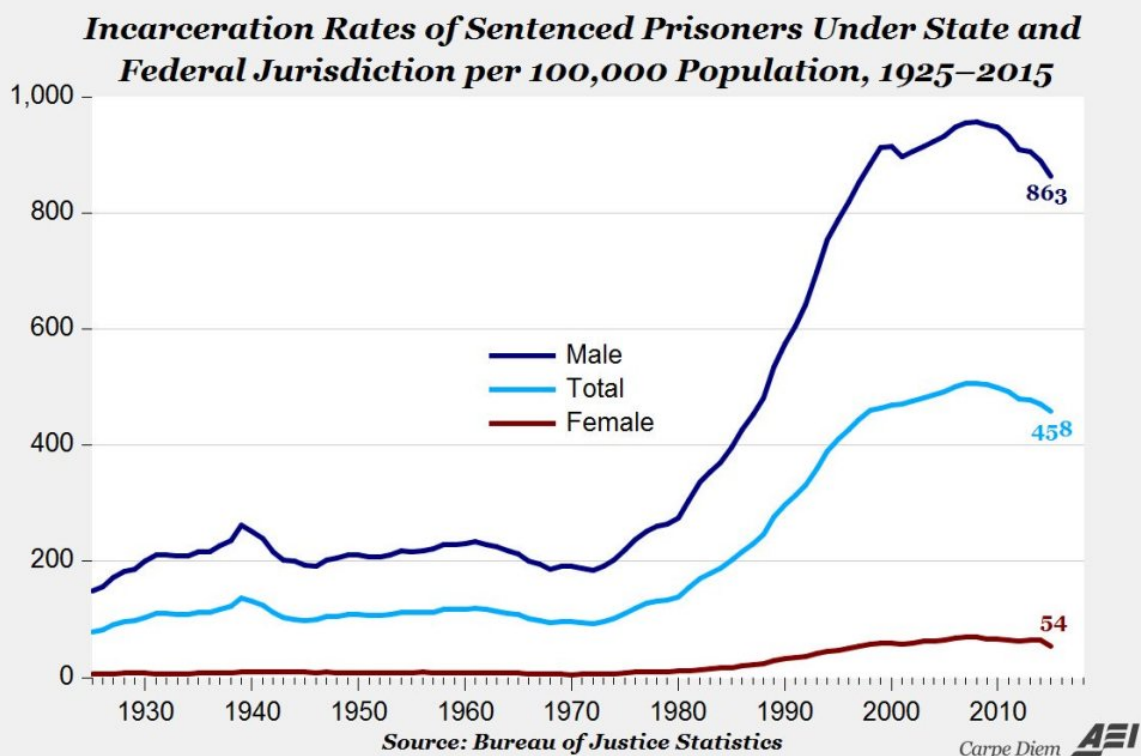
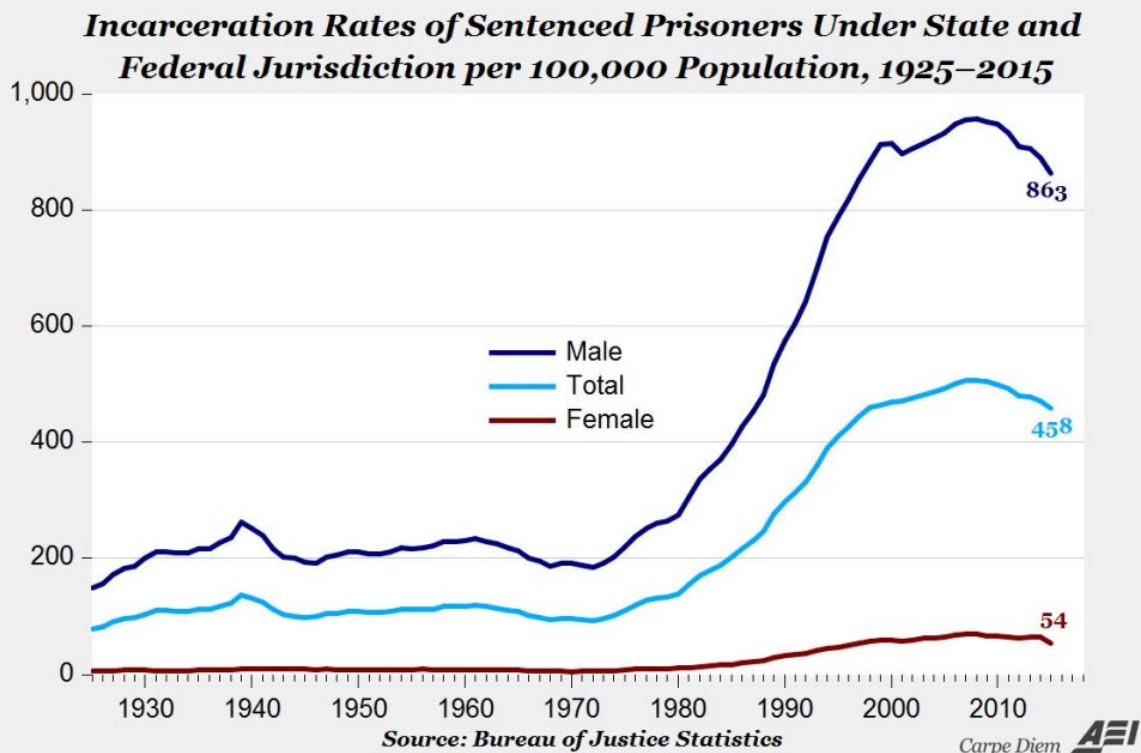
Share of Fall Enrollment in Degree-Granting Postsecondary Institutions, by Sex of Student, 1970 through 2026



Share of Fall Enrollment in Degree-Granting Postsecondary Institutions, by Sex of Student, 1970 through 2026



That's some real shit right there and we're not even half way through this post. We've gotten to the point where the truth of the past five decades is apparent; gendered politics has actively, openly, disadvantaged men in terms of education. Whether this hobbling of men is via educational dispensations (Title IX) or social conventions (divorce, child support, Duluth model feminism) the outcome is now unignorable.



In most western societies today there is a separate standard of justice that applies to women. Women are receive far fewer consequences and are sentenced much more leniently than men for committing the exact same crimes. These are easily *proven statistics*, but even when they are brought to light the gynocentric social order doubles down and justifies them *because, women*.

My intent here today isn't to depress anyone. Neither am I drawing attention to this because I've made a new turn to the Men Rights Movement. No doubt there've been many article already written about the female hubris inherent in these revelations – revelations the Red Pill community has been

pointing out for almost two decades now.

The manifestations of about 50 years of social changes produced by a feminine-primary social order are unignorable. Even mainstream media sources are finally seeing these stories as the red meat du jour for the masses now. A lot of the Red Pill principles and I and many other men in the Manosphere have been drawing attention to about intersexual dynamics are now coming to light in popular consciousness.

Aww Quit Complaining

Last year I delivered the *State of the Manosphere Address*, and in that talk I outlined the rise of what I saw as a new *Gender War* (or *gender cold war*). Naturally I was called a reactionary, and have been since described as “*overly negative*” even by the organization that asked me to deliver that speech. But yet, everything in that outline has come to pass in less than a year. Of course, the easy dismissal is to blame this on election year propaganda. More than one mainstream talkshow conservative has jumped on the *Toxic Masculinity* bandwagon, pointing out how the Left and mainstream feminism are one and the same.

However, there have been many swings of the political pendulum in the past 50 years. Conservative zeitgeists have contributed to the same feminine-primary social order that’s resulted in men being *unmarriageable* today. It’s just been good politics to appeal to the *Feminine Imperative* no matter what side of the political aisle you happen to sit on.

But I’m a man. I’m not supposed to be overly concerned with issues like this. As long as I’m measuring up to my *Burden of Performance* any marginal raising-of-awareness to truths like the ones above make me seem like I’m complaining. And that’s something men are never allowed to do. It’s a very effective way of silencing men. Get them to feel like they ought to silence themselves. *Real* men don’t complain.

Meanwhile, it’s *Broke Men who are hurting American Women’s Marriage Prospects*. My good friend *Dalrock* once wrote a series of post around the idea that feminism would be so much more successful if men would only cooperate with it. When women are unable to optimally complete their mating (and life’s) strategies it’s men’s fault for being uncooperative. It’s men’s fault when women’s life plans don’t come together as *Sheryl Sandberg* told them it would. It’s men’s fault when they won’t play *the approved role they should* when women hit their *Epiphany Phase* and their sexual priorities shift.

Confirming the Red Pill

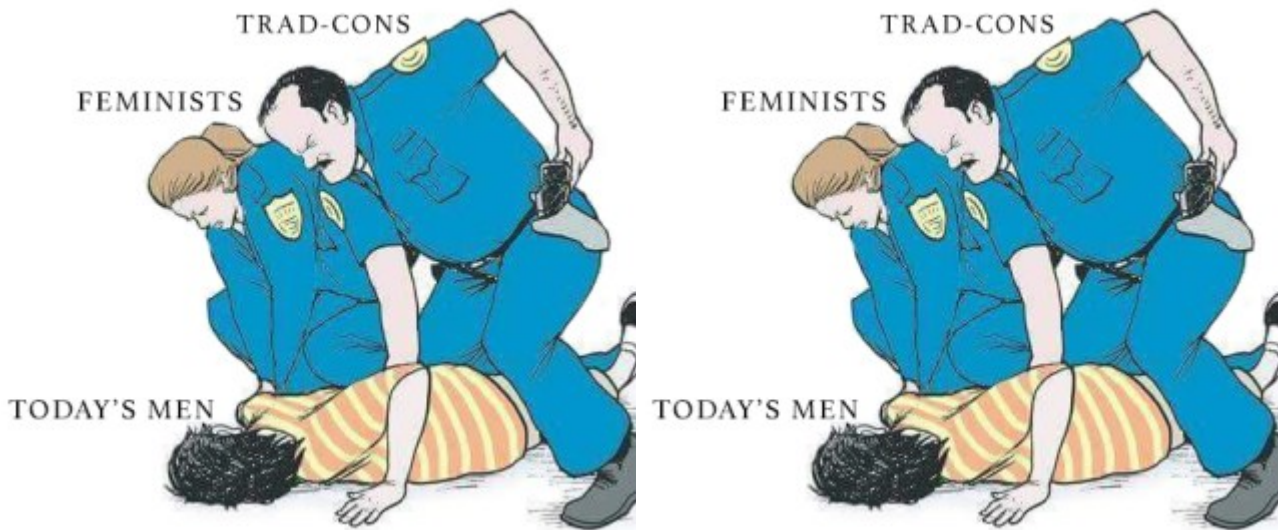
If you needed a better illustration of the *Solipsism* inherent in women’s nature you’ll be hard pressed to find it on a bigger scale than the dozens of stories bemoaning the lack of marriageable men today. Furthermore, it goes to prove another Red Pill truth: as a man, women don’t care *who* you are as much as *what* you are. I’ve taken a **lot** of heat over the years over my assessment of how men and women have different concepts of love. *Men love idealistically*. I rarely get any pushback on that assertion, but when I layout how women’s Hypergamous natures predispose them to a concept of *love based on opportunism* men and women lose their minds.

Yet, here we are. Women enthusiastically proving my point for me without me having to do any heavy lifting. As women become more comfortable in *Open Hypergamy* we see this embracing of their nature proudly flaunted. Naturally women will double down on this.

“*Of course women don’t wanna marry no bum!*”

And then the Trad-Cons join the chorus,

“It’s men’s fault they aren’t measuring up to being the men all women are entitled to.”



There are dozens of *studies* that correlate divorce with women earning more than their husbands. In fact, *women are reluctant to admit that they out-earn their husbands*. Throughout the history of this blog I’ve shown the evolved reasons for this dynamic, but what the articles all dance around is women’s natural evolutionary desire for men who exceed them in all aspects. But because we’ve opted to believe in, and standardized on, social constructionism we lay all of that on “*societal expectations*” of men and women. In a future essay I’ll be defining how the cope of humans being ‘above it all’ in their evolved instincts is the root source of many deliberate misgivings about intersexual conflict. For now, understand that blaming any inconvenient intersexual truth on a nebulous “*society*” is the go-to rationale for a feminine-primary social order.

“If only men would evolve and rise above what society foists on them we women would be happy” versus *“Men need to accommodate women’s success by making themselves more ‘economically desirable’”*

And *“Oh, but love is important too, *wink wink*.”*

“Many young men today have little to bring to the marriage bargain, especially as young women’s educational levels on average now exceed their male suitors’,” Lichter says.

It’s interesting that some articles advocate for marriage as a “stabilizing force” in society, all while never (maybe deliberately) seeing the economic risks of disaster that the divorce industry incentivizes in women. There’s nothing stabilizing about promoting marriage between men you’ve deemed “*economically unattractive*” and women who feel entitled to a man who exceeds their Hypergamous expectations. There’s nothing ‘stabilizing’ about the incidence of divorce between couples where the man is unable to out-earn his wife.

Naturally we want to make this a ‘*his*’ problem. *He* can’t get over the fact that she makes more, has more education, etc. *He*’s insecure in *his* masculinity and must feel *threatened* by *Her* success. Or it could be the fact that on an instinctual level he understands that it’s an evolved imperative for a man to provide for and protect his family. This is the fallacy of *Rise Above It*. No matter how enlightened and progressive we’d like to think we are nature drags us back to reality. It’s not a socially constructed problem – if it were it would be easily solved – it’s a human nature problem. Women reveal the true Hypergamous nature in articles like these. They want a man who they can naturally

look up to, respect and admire. That's the natural truth coming out, but they source the problem in a socially constructed fantasy that it's men's insecurities that are holding them back from completing women's mating/life strategies.

Women don't need to get married anymore. The average age of first marriage is hovering around 27 years old for most couples. Studies also show that more than half of young people in America don't have a romantic partner. We've all but eliminated the Beta Bucks side of the Hypergamous equation for women. Open Hypergamy (and Open Cuckoldry) are the logical outcomes of this provisioning insurance we've made ubiquitous for women over the last 40 years. Yet, women still want to be married to a man who outclasses them in all areas of life. They feel they deserve that guy. Their hindbrain knows they do, but the nebulous *society* still encourages women to believe there's never been a better time for them to be single. This is the message women are being fed as they complain about men's not living up to being their "equals".

Nearly half of working-age women will be single in 2030, a new Morgan Stanley study predicts, a demographic that will drive increased sales for companies in the athletic wear, cosmetics and clothing sectors.

The investment bank's "Rise of the SHEconomy" report says 45 percent of working-age women between 25 and 44 in the U.S. will be single women in 10 years, Forbes reported.

Single women will drive the economy in the next decade and savvy businesses are already planning on exploiting this demographic. But yet it's men's fault for not being marriageable and/or avoiding marriage altogether?

Too many people think I'm down on marriage. Apparently 23 years of what most guys would consider an ideal marriage isn't enough to convince them. Honestly, as an institution – socially enforced monogamy – I think marriage, based on evolved gender difference complementarity has been the foundation of the success of western culture. But maybe we're at a turning point in human history where traditional marriage is left behind, replaced by feminine-primary polygamy with all its inherently violent risks. It seems we're heading in a direction where we convince Beta men it's in their reproductive interests to abandon their evolved need to be invested in their own paternity – and that attending to and raising the children of men that women selected before them makes them 'better men'.

There's a lot more to the anti-marriage reasoning than just the "losing half my stuff" arguments.

It really sucks for a guy like me who's managed to make a Red Pill aware marriage work in spite of all this. Guys get confused. How can I be anti-marriage and still married? But it's just that dichotomy that tells the you about the nature of what marriage has become for men today. The way we do marriage today has the potential to be the most damaging decision a man can make in his life. It may even end his life. But despite all that I still believe men and women are better together than we are apart. We still evolved to be complements to the other.

It's the coming together and living together, and all the downside risks to men today that I have no solution for at the moment. Maybe it's going to take a war or a meteor striking the earth to set gender parity back in balance, but at the moment there's only a future of sexual segregation to look forward to.

Are Men Adapting to the New Sexual Marketplace?

October 2, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I revisited the topic of Men Going Their Own Way (MGTOW) last Saturday on *Rule Zero*. I don't like rehashing old debates I've learned will ultimately go nowhere. You simply won't reach most people who don't want to be reached. Once they've had some experiential lessons in life, reinforced it with the tribalistic need to affirm the beliefs derived from that experience and then invest their egos in them it becomes kind of pointless. I'm not saying just give up on people, far from it, but do understand what you're up against. This is why I say unplugging men from the Matrix is dirty work, and a lot like triage. Know what's worth expending energy for.

Most men, and nearly all women, don't form a belief set based on multiple, independently funded, peer reviewed studies or statistical analyses. We go with experience first and then modify it from there.

I did a bit of preparation for this talk. My schedule last Saturday only permitted me an hour so I wanted to be succinct and throw out at least something new to the conversation. There's a lot of tribalism in the Manosphere today and it's no surprise that MGTOW as a tribe is growing – but likely not for the reasons most MGTOW would be willing to admit. MGTOW is becoming atomized and commercialized in the same manner as I predicted the *Red Pill* would (and has) last year.

What that means is MGTOW is rapidly becoming the same commercial vehicle for grifters that the *Red Pill* was just a year and a half ago. Life Coaches, Relationship Experts, Fitness Gurus, even Christian men's ministry pastors are all looking online to find out 'where have all the men gone?' When men were found in the *Red Pill* this is where the grifters would coalesce. Thus, you had every 'brand-of-me' self-improvement hack calling himself "red pill". A few of them still do. A few of them read verbatim from my book(s) and plagiarize it as their own. But more now I see these same grifters referring to themselves as MGTOW without realizing (or even caring) what it really means to men.

MGTOW is the new 'brand' that lifestyle 'coaches' are adding to their twitter profiles and YouTube channel *About* pages. They see the potential for growth by association. Even if they get owned in their comments and feeds, adding the tag *MGTOW* will draw clicks. A few of these 'coaches' had a familiarity with the *tribe* and decided to finally commit in the hopes that it would boost views, others are former 'power-of-positivity' life-coaches who slide into MGTOW because the definition of what makes a man "go his own way" is so loose now that it can align with virtually anything the guy had written about before his new affiliation.

It's a real short step from "Make yourself your Mental Point of Origin" to "Make yourself #1 in your life" and then to "Go your own way." I've had at least four "dating experts" (one female) claim Mental Point of Origin was their own idea in their subscriber emails as recently as August. Grifters used the *Red Pill* and are now using MGTOW to legitimize their brands today. In 2015 the MRAs decided to appropriate the *Red Pill* as their own brand to name a feminist's "journey of self-discovery" movie The Red Pill. This appropriation is continuing with MGTOW now.

As I said on the Red Man Group back in May, the *Red Pill* is going to have a real PR problem in the coming year. Everything I predicted in my State of the Manosphere address a year ago has come to pass and I predict it will only intensify in the 2020 election cycle. The *Gender War* needs a convenient, easy-to-hate villain to point to in order to reinforce the Future is Female narrative.

Very soon MGTOW will have the same PR problem. And once the next Eliot Rodger or Alex Minasian incident occurs you'll see these grifters scatter from MGTOW like roaches when the lights come on. When there are dead women on the sidewalk somewhere, and the MSM is using terms like 'MGTOW', 'Incel' and 'radicalization' that is when all the 'tribes' of the Manosphere will throw each other under the bus. That's when you'll know who was 'playing MGTOW' for likes.

Adaptation

One thing this re-debate of MGTOW has made me reconsider is whether men are adapting to the new realities of the sexual marketplace or just looking to make their necessities a virtue. At its simplest MGTOW is men refusing to make women the measure of their lives, and then molding their lives to their own plan. This pairs nicely with virtually every pet ideology and 'positivity' gift in the 'sphere

today. Even Tradcons will agree with MGTOW if it means “*Be the best man you can be*“. It agrees with Mental Point of Origin. It agrees with Roissy – “*You shall make your mission, not your woman, your priority.*” It agrees with “*Women should only ever be a complement to a man’s life, never the focus of it.*”

If that was all there was to MGTOW it would simply be *Red Pill*. What “MGTOW” life-coach grifters don’t realize is that MGTOW is a derivative of the Red Pill. I’ve always argued that once a guy becomes Red Pill aware he cannot help but live in some different fashion. Even the guys who go into complete denial can’t unsee the truths of intersexual dynamics. It’s what you actually **do** with that new awareness that sets apart Red Pill praxeology from MGTOW in practice. There’s more to MGTOW than just refusing to make women the measure of a man’s life – it’s also deciding what actually **is** deference to women. And that’s where it becomes highly subjective.

In my [last post](#) I outlined how women were upset there weren’t enough ‘*eligible*’ men to marry in the current (westernized) sexual marketplace (SMP) today. Of course the two most common responses were either:

- Women are the victims of the SMP they created. Women’s solipsistic, socially enabled entitlements to an ‘economically attractive’ man (a man who exceeds her own productivity by 58%) only proves the point that women’s social media bloated egos have made them unrealistic tyrants. Now their beliefs and actions have come home to roost.
- This is proof-positive that MGTOW is working! Finally women are waking up to the realities of their beliefs and actions. If enough guys abandon the SMP altogether then women will be forced to come back to reality and choose men based on other criteria than ‘economic attractiveness’.

One point I struggled to make on last week’s show was that I wondered if MGTOW believed that, from an evolved perspective, men and women are better together than they are apart. Unfortunately, I didn’t have time to pursue that question in depth; do MGTOW largely believe that, if social circumstances were different, men and women evolved to be complements to the other and the best social outcome would be for the sexes to be together rather than segregated?

For the last 60 years feminism has effectively driven a wedge between men and women. The *Gender War* of today exists because of a systematic segregation between men and women (don’t @me with the cultural marxism/’evil juice’ shit for the moment). Honestly, I’m sick of reading about how *negative* it is to merely point out the realities of this ‘gender cold war’ by Success Porn grifters, but is not MGTOW an adaptation to this segregation? Is not MGTOW an exacerbation of this segregation. When I read mantras like ‘Dogs, Dudes and Dolls’ it sounds an awful lot like ‘Cats, Girlfriends and Vibrators’.

Is MGTOW an adaptation to the conditions in a sexual marketplace that was (and still is) contrived by feminism/gynocentrism?

The following quote is from a long time commenter and friend Deti. This was from a larger discussion that began [here](#) if you want to get some context. Sorry guys, I just don’t have the space to repost the whole thread, but I don’t want this to get lost. Hopefully, it will inspire further discussion in this post’s comments:

I read Novaseeker as saying in his comments on this post, that women have adapted *within*

this particular milieu. In other words, women noted the changes and have adapted to them. It helps that the changes were geared to them and prepared with them in mind. **But women have adapted, and men have not.**

About 100 years ago, it was all geared toward men and the sexual and marriage marketplaces were prepared with men in mind. They were prepared to advantage men and disadvantage women. Women responded to and lived within that milieu in a number of ways.

Using soft power, manipulation, deceit, subterfuge, behind the scenes machinations. Most women were more or less OK with marrying an OK guy, having OK sex, and living an OK life.

Of course, sometimes women cheated on the downlow. Sometimes women cuckolded husbands. I mean real actual traditional definition of cuckolding, which is a married woman getting pregnant by an Alpha and passing the child(ren) off as the Beta Husband's. There's no way to know how often that happened, but it wasn't really rare – Maybe anywhere from 5 to 20% of children then weren't fathered by their bio-moms' husbands. In rare cases, not marrying and becoming spinsters, living as bohemians or as "favorite cousins" or "favorite aunts" with male relatives, working as teachers or seamstresses or some other job, and being live in nanny/maid. In rare cases, divorcing and living off family money or a husband's alimony money. Living as widows and not remarrying.

The point is that women learned how to adapt. There are a lot of reasons for that, but they did adapt.

The main responses men have used today to adapt to changing circumstances have been:

1. **Game/PUA/Seduction** – Use the changes to men's advantage and go for easy sex and the bachelor lifestyle.
2. **MRA** – Fighting the changes to advocate for either equalizing the laws or rolling them back to a return to Marriage 1.0 and pre-sexual revolution status.
3. **MGTOW** – Check out of the new system, refuse to support or participate in it, and eschew relationships with women to varying degrees.

About, oh, 20 years in, I think we can safely say that option 2) is dead in the water and has been for some time. About the only real reforms here are that divorce and family laws are slowly, very, very slowly, moving toward 50/50 residential custody and away from alimony (except in the case of longer term marriages with breadwinner spouse/dependent nonemployed wife). Unless you have been married more than 20 years and support a housewife, you probably will not be paying alimony except for temporarily. That's about the entire sum and substance of how "equal" it's going to get between men and women.

That leaves 1) **Game**; and (3) **MGTOW**.

It's hard to tell what will come out of this. I think we can say:

- Marriage 1.0 is dead and we are **never** going back to it for at least 2 more generations. If you think you're going to have a "traditional marriage" where you don't have to do much to

maintain it or you can let up on your attractiveness levels, think again. Because that is **not** going to happen. If you're going to marry a woman, you need to improve your attractiveness, marry a woman who is not financially dependent on you, and cultivate your own life separate and apart from her. You need a contingency plan in the event the marriage goes south. And with all that, you need to consider whether you want to risk bringing kids into the mix. You absolutely need a prenuptial agreement, even if it gets judicially torn up or modified later.

The bottom line is, people are still marrying, it's just that it's all being pushed out later and later, and people are staying single longer and spending less time married. Many women are meeting the men they eventually marry in their early to mid 20s, and then marrying in their late 20s and early 30s. That's a paradigm that's increasing in frequency; this idea of long term dating and engagements lasting 2 to 5 years while both the man and woman establish their careers.

If you want long term relationships you should consider marriage alternatives like living together, or being exclusive while living apart. You absolutely must avoid at all costs these polyamory/polygyny situations, and open marriages. You absolutely must avoid women who want to continue AF'ing it even after they marry. That must be an absolute no go, not an option, ever.

- Men have to improve and increase their sexual attractiveness to create, maintain, and sustain relationships with women. You can't let up here. That's **IF** you want relationships with women.
- More and more men will go pure MGTOW and will severely minimize if not eliminate their relationships with women. For a growing number of men, this option is going to be the best one, because (a) they did the work and still couldn't attract women; or (b) they don't want to do the work and it's easier to stay as is than to try.

For most men, avoiding women entirely, except for paying hookers, is a no go. The thirst is **that** strong. The male sex drive is **that** potent. Most men want to have some contact with women, even if it's just random hookups now and again. And the only way to do that is to make yourself as sexually attractive as possible. That just is so. Women are the ones who pick sex partners, and **they have no problem with sharing attractive men with other women**. So if you want sex partners, you have to make yourself sexually attractive. And you have to know male and female sexual nature, so that you know what you're getting into, you know what you're seeing, you know what women are doing, and you know what women really mean when they talk.

For men, improving one's own attractiveness increases one's power in the market. It increases his ability to control some of the selection process. It gives him an abundance mentality. It gives him the power to walk away from situations that disadvantage him. It gives him the ability to tell women "**no**" and to reject women who cannot or will not give him what he wants and needs.

On the other hand, going your own way can also increase your power in the market. It maximizes your control over your own life. It sharply reduces your responsibilities to

others, and increases your opportunities. It frees up your resources to expend the way you want. Sharp reductions in responsibility means a sharp reduction in the needed resources for day to day living, meaning you can work less and increase your leisure time.

I think that more and more men will go pure MGTOW, which is essentially “make the best of a tough situation, be single, and don’t have a family. At least that’s better than getting divorced and it’s less work than going to the gym, getting in shape, and eating clean. This way I can eat what I want and work 30 hours a week, and live by myself in my apartment”. It’s kind of similar to women 100 years ago, where the path of least resistance was for Bertha BigGirl, Martha Dumptruck, and Plain Jane to “find a decent, OK man to support me, and probably have at least 3 of his kids. At least it’s better than living with Mom until she dies, and then having to live with my brother and his wife, and taking care of their kids.” And similar to the spinster, the MGTOW will be low status, or at least perceived as low status. But for the spinster and the MGTOW, their lifestyles will be at least better than whatever else they could have gotten.

Guys, Nova is absolutely correct in that men by and large are not adapting.

I think that what’s going on is that many men are saying “want to stay the same, don’t want to do a lot of work, but I still want women to be attracted to me and to be able to date a lot and eventually get married and have a family like (a) mom and dad had when I was growing up; or (b) like I didn’t get to have growing up.” Well, you can’t have that, at least not without working for it. If you want something you’re going to have to work for it. If you want women and sex, you’re going to have to make yourself attractive to women. And the way you’re going to do that, the **only** way to do that, is to stand out. And the way you stand out is by improving every area of your life – your job, your body, your finances, your lifestyle, your hobbies, your social acumen, and everything else that involves you going through your life.

The funny thing is that when a man stops caring so much about it, forgets about women, and sets about improving his life, he starts attracting women.

That’s the current state of things, I think.

I don’t disagree that we’re presently at a turning point in intersexual relations. After the advent of unilaterally female controlled birth control and the Sexual Revolution that followed the upheaval in how men and women come together and relate was inevitable. Now that we’re 50 odd years past that point we’re figuring out how reproduction, love, marriage, and something as simple as boy-meets-girl is going to look for future generations. The internet and a social media acculturation on a global scale has seen to it that it will likely never look like it did under the old social contract. There’s a theory that post-agrarian societies experienced a similar shift in intersexual dynamics in our ancestral past. Socially enforced monogamy was the obvious intersexual shift.

Right now we’re seeing a similar shift in intersexual relations. Is it simply better for men and women to live segregated lives? I don’t believe so, but it seems like a larger cultural narrative believes it’s time for both men and women to go their own ways. Until one side concedes, fuck any notion of evolved complementarity is the narrative I guess.

I do disagree with Deti in that I think men are adapting. *They always have*. It’s that the adaptation is

counter to what we might hope is the *natural* order between men and women.

The Truth About Standards

October 17, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Most men never vet women for anything like long term acceptability. A lot of guys would have you believe they have high standards for the women they self-righteously *allow* into their lives, but for the most part this is internet posturing from Trad-Cons and ‘*spergs*’ who’d like their circle of virtual friends to believe they have more options, or more learn-ed *wisdom*, than other men. After-the-fact rationalizations about how discerning a guy was in *choosing* his wife or girlfriend are a necessary insulation for men’s egos when they come into the Red Pill community. They get uncomfortable when the Red Pill Lens forces them to take a better look at their own choices.

The flip side to this are the guys who’ve already been burned by a woman, and by association the totality of Gynocentrism. They also tend to reverse engineering their lack of vetting. A wife who was once his *Quality Woman* becomes the bitch who turned on him – the living example of *all* women and their Hypergamous nature. Likewise, these guys never truly *vetted* their ex. In someways they may have been as equally naive about the nature of women as the guy still married and self-convinced that he’s done his due diligence in selecting the perfect mate.

Now add to all this a religious belief-set that is founded on marriages staying solid foundations of family formation and resistant to divorce (thus ensuring contentment and righteous living). Here we add another layer of self-blinding on top of men’s haphazard long-term mating strategy founded on his necessitousness. Surely a man’s true religion is the key to a loving and happy wife, appreciative children, strong family ties and quality of life? Men will always seek validation in the choices they invested their lives in – particularly in the face of realities that contradict them.

All of this is related to men’s long term mating strategy. I’ve written extensively on men’s innate mating strategy and the existential importance of men ensuring their own paternity. But just as

women's Hypergamy is a manifestation of their biological nature, so too are men's imperatives in their own mating strategies. However, a distinction needs to be made with respect to *Alpha Fucks/Beta Bucks* equalist comparisons with women's strategies. Men and women's mating imperatives are both antagonistic and complementary depending on the nature of the men and women coming together to reproduce.

Men's innate, unconditioned, biological imperative is unlimited access to unlimited sexuality.

Left to his own volition, and unimpaired by women's Hypergamous filtering strategies, men's innate drive is to opt for variety of sexual experience.

Critics will counter with "*Well, women look for variety too dontcha think?*"

While there is some truth in this, women's desire for broader sexual experience is motivated by a search for better quality in the men she has sex with, not quantity per se. Monogamy (as we know it) is really a tool for low SMV men to socially ensure reproduction and paternity (at least in theory).

For men the motivation *is* about quantity. Yes, men love variety in women. Yes, men would rather there be no hindrance to getting to that sexual experience with that variety. This is why pornography is ubiquitous today, and has always been a motivator for men – unlimited access to unlimited sexuality. There's a reason why young Muslim men are promised 70 virgins in paradise if they martyr themselves. Variety and ensured paternity, even if it has to be in the afterlife, is clearly a strong motivator for men. Rockstars and religious zealots all strive for the same goal, they just come to it in different ways.

Priorities

Men are so motivated by sexual experience that it supersedes the need for food. Research shows brain cells specific to men fire up when mates are present and override the need to eat. Take this as you will, but it does reinforce the idea that for men, sex is in fact a biological need.

Left unhindered human (Alpha) males will opt for securing multiple breeding partners; in some cases sequestering them for his long-term use. Locking away harems in secured compounds is something powerful men have done since our tribalistic past. Secure mates – secure paternity with them. There's a reason why eunuchs guarded harems. The notion that men and women were ever naturally monogamous is an idealistic social convention. True monogamy in the animal kingdom is an extreme outlier. It's just this prioritization of sexual opportunity that makes vetting women for monogamy compete with reproductive opportunism.

Strategic Pluralism

Most men are not Alpha males. The vast majority of men in this life and in eras past only had sexual access to a precious few women in their lives – if at all. Even in social conditions that rewarded monogamy and punished infidelity men and women have always found ways to manifest their antagonistic mating strategies. As few as 8,000 years ago (post agrarianism) 1 male reproduced for every 17 females. And as few as 4,000 years ago women were out-reproducing men. Again, read and make your own conclusions, but the point is human mating strategies find ways to circumvent social conventions.

On paper, monogamy is not a bad idea. As a social convention monogamy has been a stabilizing force in human evolution, but it in no way aligns with our innate sexual proclivities. Monogamy is a sexual strategy that primarily benefits low SMV men because most men will never experience (relatively) unlimited access to unlimited sexuality outside of pornography.

In Red Pill spheres we encourage men to consider themselves the *prize*. I personally believe that the most important step in unplugging a guy from his Blue Pill conditioning starts by internalizing the concept of *Mental Point of Origin*, but why is this often the most difficult step for men? It's hard to think of oneself as a 'winner' when all a guy has done is *lose* for most of his life. The numbers don't add up, and all the pep rallies a guy can pay for won't account for much until the day a girl actually responds to the "new you". Feeling good about yourself is great, but most men want a solution to their sexlessness. Remember, sex really *is* that important to your male hindbrain. Food < Sex, got it?

*According to Strategic Pluralism Theory (Gangestad & Simpson, 2000), men have evolved to pursue reproductive strategies that are contingent on their value on the mating market. **More attractive men** accrue reproductive benefits from spending more time seeking multiple mating partners and relatively less time investing in offspring. In contrast, the reproductive effort of **less attractive men**, who do not have the same mating opportunities, is better allocated to investing heavily in their mates and offspring and spending relatively less time seeking additional mates.*

From Why Is Muscularity Sexy? Tests Of The Fitness Indicator Hypothesis

A lot of men get confused about the masculine imperative, but for the most part I think Strategic Pluralism Theory outlines most of men's mating strategies. In the *Pareto Principle* I delved into how women separate men into different sub-groups. The popularized oversimplification of this goes something like this:

"20% of men are fucking 80% of women."

This is a misnomer. Granted, it used to have the good intention of getting men to believe that a small percentage of guys are having sex with a majority of women, and well, it might as well be them, right?

I'm sure that was meant to be a kind of motivational encouragement for guys learning Game, but it's effectively wrong. The reality is 100% of women are *interested* in fucking about 20% of guys. We can see this repeatedly illustrated in various online dating stats and the realities of what Tinder has done to the SMP. But that's the principle, not the practice. Just because a woman *wants* to get with a twentieth percentile man in no way means she will be *getting* with that guy. The issue here is the *want* not the *get*.

The Scarcity Mentality

Most men live in a state of sexual scarcity. So to implore a man to believe he's actually the *prize*, or he should consider himself the *prize*, is an alien thought to him. Whether he acknowledges it consciously, his hindbrain understands the realities of his present-state sexual market value and it understands the reproductive equation it's tasked with solving in (hopefully) a prosocial way.

Any time a woman actually shows an intimate interest in a low SMV man he will instinctively overlook the "*deal breakers*" his rational mind would otherwise give him pause to consider.

Remember, sex supersedes hunger in the evolved scope of things for men. There are no considerations for 'red flags' with a woman when reproduction is of more strategic importance to his hindbrain.

When I'm listening to shows like *Before the Train Wreck* I hear the same predictable problems voiced by young men over and over again. There are consistent red flags these men should've seen before committing to a woman. And as a third party to this, we're always dumbfounded by how the

guy couldn't have seen the signs before acting or committing to a woman's mating strategy in order to facilitate a compromised version of his own strategy. Men's rational process (particularly young men's) are bypassed by sexual instinct and the hindbrain realization that his breeding opportunities are few and far between.

75% of college men would agree to have sex with a (semi-attractive) female they just met on campus while 0% of women would do the same with an unfamiliar male. Most men simply do not vet women for long term compatibility. The nature of our biology and our access to reproductive opportunities makes vetting a hindrance to solving a reproductive equation. In short, most men can't afford to miss out on breeding opportunities.

As I outlined in *Instinct, Emotion and Reason*, our rational process requires time to be fully useful to us. The Instinct and Emotional processes are far quicker in their assessments and immediate effect on us. While men may innately prioritize reason before emotion, Instinct beats all other processes in speed and efficiency – if not accuracy. In our feminine-primary social order we further complicate (and disadvantage) men today by teaching them that their emotional response is the “correct” one to base decisions on. We conditions men to prioritize the Emotional process from a very early age. Again, all this makes actually vetting a woman for intimate acceptability almost offensive to the average (Beta) man today.

And this discomfort with holding any standards for women to receive his intimate approval also serves women's sexual strategy.

You Just Got Lucky

There is a social aspect that comes into play with respect to men pairing up with women. As western societies have become more gynocentric the need to establish limitations on men's mating strategies, and the simultaneous unfettering of women's strategies, becomes apparent. In short, men simply aren't allowed to hold standards for women to follow. And it's offensive for men (not women) to even suggest the criteria women might need to 'live up to' for men's consideration of commitment.

How to keep a man in 6 simple steps

1. Learn how to cook amazing dishes
2. Be feminine (long hair, makeup, nails etc)
3. Don't nag him over trivial things
4. Be debt free
5. Don't be a single mom
6. Know how to please him in bed

— Richard Cooper (@Rich_Cooper) July 14, 2019

Rich Cooper's engagement on this one Tweet should illustrate what I'm getting into here. I've seen other variations of this message serve as outrage fodder for local news programs. The point is that a man making even marginal requirements for a man's investment in a woman is met with extreme hostility. If your goal is getting social engagement there's no better way to get it than by having the audacity to tell women they should qualify to a man – in *any* context. The idea that there is a man somewhere on planet earth who would voice his conditions for intimacy with women is unconscionable in gynocentric society.

But why? Why do women and their 'allies' become so incensed by this? Because it commits the

cardinal sin of the female power structure; it removes a degree of control away from women's Hypergamous choice. If a woman must qualify to a man – in **any** context – it also sins against the maxim of the Strong Independent Woman®:

Never do anything for the express purpose of pleasing a man.

Notice how hostile women become when any man would place conditions on his terms for intimacy/commitment. This is a challenge to women's unilateral control of Hypergamy in the social order. But more so, it is an affront to women's Existential Fear:

The *Existential Fear* in women is that their innate *Hypergamous Filter*, their *Feminine Intuition*, might be fooled, and by being fooled she may either die or have her reproductive potential compromised for her lifetime by bearing and raising the child of a man who is a suboptimal Hypergamous choice for her – a man who exerted his will over her Hypergamous choosing filters.

That a Beta male would ever hold conditions for his commitment triggers indignation in women.

Even Alpha men must never put terms on their commitment; men should feel *blessed* that any woman would have them. When Beta men reflexively default to social self-deprecation around their wives or LTR we see this social convention confirmed. We are conditioned to feel “lucky” that a woman lowered her standards to accept a man as her mate.

This is the intersexual poker game women play with men on whole. Entitlement, solipsism, anxiety over optimizing Hypergamy, all that competes with the foreknowledge that her attractiveness will decay over time. Women's hindbrains know that their sex appeal, their agency in achieving that optimization, is ultimately perishable. Now add to this the anxiety that a Beta male might ‘trick’ her into choosing him as a mate and you can see why the *Sisterhood* will rally against men holding any *demands* for their interest in a woman.

Men often acquiesce to the mindset that they ought to feel fortunate that a woman would ever have them. They also foster this necessitousness in other men, usually as a form of Beta Game.

This endemic sense of metaphysical gratitude is what prevents men from even considering having standards for women. It also polices other men from holding standards themselves. How dare you be so arrogant as to expect a woman to live up to your demands? Just be glad the gods took pity on you and granted you a wife when so many Incels are at home with dick in hand. Tsk, ts.

When a man ever has the temerity to evaluate women's worth he's made into a pariah. Today we expel boys from school for making lists rating the girls in their classes. Meanwhile women develop apps to do exactly the same for the men they've dated to inform other women. In a fem-centric social order *only* women are allowed to hold standards. This fact is a manifestation of a larger power dynamic between the sexes today.

A list of qualities a woman should have to please a man, to hold his long-term interests, goes viral and makes the evening news. Those men then become the easy, chauvinistic, villain to hate – “Can you believe that men like this still exist?!”

Eligible Bachelors

In my last post I made mention of how women were in crisis mode about the lack of ‘economically attractive’ men today. The articles about this crisis center on the idea of “eligible” men. Even the wildly popular show *The Bachelor* is built around the idea of men's ‘eligibility’ to be considered for

women's approval. Qualify. Prove your quality. Be worthy of a woman's love. Be 'eligible'.

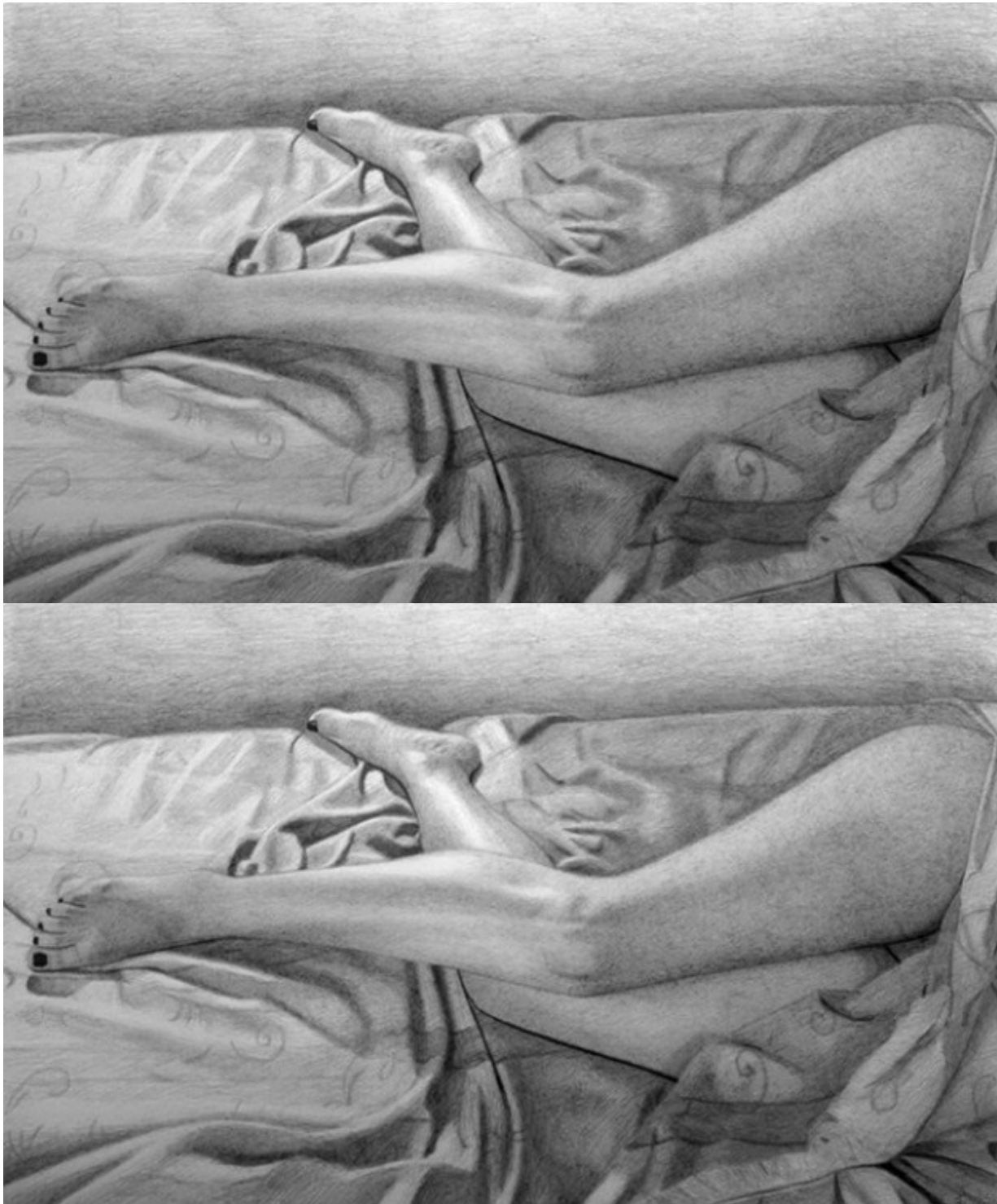
A female-primary social order – an order dedicated to maintaining feminine social control – needs to ruthlessly control which man is eligible for women's consideration. It's never the other way around. 'Eligible' is a way of psychologically maintaining a superior station of value for women.

Always bear in mind, women break rules for Alpha men and make rules for Beta men. But on a social scale it helps maintain the power imbalance if even Alpha men believe the same mythologies as Beta men.

This essay is the first in a series meant to establish a hierarchy of relationship needs that men might consider to help them accurately vet the women they allow into their lives and to enact these standards.

An Essay for Women

October 31, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



A

Hierarchy of Relationship Needs • Part II

Hypergamy is a dualistic mating strategy. Women have two conflicting mating strategies. I wonder how many of you have stopped and actually considered what that's like for a woman?

It's not easy, and it's even worse for those who are aware of it because knowing it doesn't change it. Like she can't help it that the thug makes her wet...

Society constrained women from pursuing their short term, Alpha Fux urges in many ways. But it doesn't now. So all women pursue the hottest guys, the guys who turn them on the most and now that they can earn and support themselves, why the fuck not?

If you were a woman, would you strap in with some chode for the duration cuz he was "steady"? So what he can't make you cum, I mean that's not all there is to life, right?

Get this – women were trapped with men they didn't want to be with in many situations in the past. I know, bringing up a female POV is always verboten here. But in fact, the Red Pill has made me much more empathetic to what it's actually like for women. You see, if you spend a lot of time with different women, having sex with them, they open up. They tell me how they feel about being monogamous at all. Many young women do not want children at all. And why not? Because it doesn't serve men? That's the point – they want to serve their impulses and their needs.

I don't say it's good. I don't think we are headed in a good direction. But I also understand why women behave the way they do. And I don't feel ill-served by it because it suits my mating strategy.

scribblerG

For what it's worth, it's never been *verboten* to discuss women's perspectives on this blog. On the contrary, I think sussing out why women are the way they are is essential to understanding intersexual dynamics. Despite some guys yelling, "Who cares what women think!", understanding women's innate motivations is key to understanding intersexual dynamics.

And that disinterest is the first obstacle I think a lot of guys, especially in today's Manosphere, need to get past in order to figure out what would work best for themselves in the new sexual marketplace. PUAs have always been interested in what makes women tick. Understanding their motivations and mating strategies is key to solving a reproductive problem. MGTOW and others may feign indifference to those motives, but even their 'solutions' are still rooted in knowing why women do what they do.

For the most part, my blog has been dedicated to understanding the mechanics of how both sexes go about solving their reproductive problem. My critics seem to think that just asking questions about those mechanics or coming to a consensus about them based on the dots I connect is *negative* and/or *bitter*. And I get it from both sides. There are the guys who'll say the *Red Pill* is obsessed with getting laid, and therefore is pointless because it gives women an undue importance in a guy's life. And then there are the guys (and a lot of women) who'll say "*Rollo, all you ever do is focus on men, why isn't there a Rational Female book you're working on?*"

When I get asked about writing a book for women my first impulse is to suggest they just read the *The Rational Male* first. I have no plans to write a female specific book in the future (nor will I be participating in any misguided convention marketed a "making women great again") because I think that what I outline in all my books is, or should be, equally relevant to female readers. Women will complain about 'tone' and why can't I just wrap up this information in a nice pink-covered edition of the book, but it's the content that's important. Women are innate solipsists and would love nothing more than to read about themselves and their own natures – if for no other reason than to get off on the indignation I might inspire – but they really don't want a rational discourse about it. They want an emotional delivery.

And this is the difficulty I'm facing in coming to this part of my series; most women really don't want to learn anything objective about themselves. It doesn't *feel* good. In this essay I'm going to outline a few things women can do to make themselves a better catch in the sexual marketplace. So, yes ladies, this is finally a *Rational Male* post directed at you.

If you read the the six simple directives *Rich Cooper* enumerated in his tweet from the last essay you'll already be ahead of the curve. However, I understand I am committing a *Red Pill* sin here in that I am attempting to appeal to your reason. Despite the accusations of misogyny I do, in fact, believe women can use a capacity to reason – and therefore do have agency – it's just that *reason* is always downstream from *emotion* in women's mental firmware. And I should add that the larger social narrative of *feels before reals* is a direct result of this prioritization of women in a female-centric social order.

Women don't wanna be told shit.

There's even a cute name for when men try to explain something to a woman her ego doesn't want to acknowledge – *Mansplaining*. This is the next obstacle. The *Fempowerment* narrative (really an effort in social engineering) has conditioned generations of women since the Sexual Revolution to presume an inherent correctness in whatever it is that satisfies the *Feminine Imperative*. If something benefits womankind it *must* therefor be the correct solution for a woman personally and society on whole. I sometimes refer to this as *The Sisterhood Über Alles*. The cultural meme *The Future is Female* is a recent example of this.

This resistance to acknowledging anything even marginally objective or unflattering about female nature (or even that humans might have an innate nature) is the primary reason I rarely bother with trying to explain anything *Red Pill* to women. Women don't wanna be told shit, and when I get a request for a female-focused approach to something it's because women want to feel something (usually *indignation*), not learn anything. Even in a social scope women refer to their organizations and movements as *the resistance*. This cultural meme is an extension of women's personal edicts as taught to them by *Fempowerment*.

Asking women to drop their own, learned, hubris is the first hurdle to educating them. The next is confronting their innate solipsism. In Girl-World everything is about them. This proclivity for self-importance and self-aggrandizement in women has been ruthlessly exploited by commercial and ideological interests for almost two centuries now. It is also the key component in the spread of feminism and the embedding of feminist ideological ideas in our social fabric.

A Blue Pill for Women

In a few videos I've detailed how there is a similar effort in western(izing) culture to condition women to fit a new social contract. Feminism and the *Fempowerment* narrative is just one aspect of this Blue Pill for women. But the next hurdle for women to understand a *Red Pill* praxeology can be distilled to one message *Fempowerment* teaches women:

Never do anything for the express pleasure of a man.

A woman's Blue Pill conditioning is founded on the 70s feminism era notion of the *Strong Independent Woman* meme. She don't need no man. She is *independent* – independent of what? She is not dependent on any man, and anything she might do to specifically please a man is antithetical to

that independence. To please a man is to participate in their own “oppression” by the *Patriarchy*. That’s the origin of the mechanics of the meme we now take for granted. Ladies, from the time you were five years old this *independence of men* message has been hammered into your psyche by everything from popular culture, to your schooling, to your religion, to your single mothers and your Blue Pill conditioned fathers.

The present-day social segregation of the sexes I keep harping on this year is a direct result of this *independence* meme being baked into women’s souls from the earliest ages for generations now. I have to laugh when I read women tell me how ‘little girls are so repressed still today’ when a *Fempowered* social order has eliminated even the thought of not giving girls and women every form of advantage and special dispensation imaginable for over 50 years now.

So, ladies, you must unlearn that which you’ve learned. Understand that solipsism is in your mental firmware.

- Understand that you’ve been conditioned to *feel* that men and any opinion they have are irrelevant to your being. Men should serve you and be thankful you gave them the opportunity to do so.
- Understand that this social order is predicated on the female experience superseding, and being more legitimate, than the male experience.
- Understand that Hypergamy and your innate self-interest are being fed by a social order that profits on your self-absorption – only to discard you when you figure out the game too late in life.
- Understand that there are social conventions established at every phase of your life to explain away why you aren’t living the life of *strong independence* that narrative conditioned you for since the age you started watching Disney Princess movies.

Most importantly, female reader, understand it’s okay that you should *want* to do something for the express pleasure of a man. It’s okay to appreciate the masculine for the sake of it. This is the number one thing you have to unlearn. Men and women are different. Our natures are complements to each other, but we are not equals – and it should be a source of pleasure for you to appreciate and enjoy those differences.

Yes, a man must live up to his *Burden of Performance* in order for you to evaluate his merits. I’m in no way suggesting that you drop anything with regard to your Hypergamous filtering. I’m saying you need to unlearn the hubris you’ve been conditioned for. Unlearn the ego-inflation that social media has deliberately instilled in you. And most importantly, unlearn the notion, the pride, of *independence* from men.

Learn this now ladies, you will never get close to the connection you want to feel with a man until you learn to appreciate him as a masculine complement to your feminine nature. You are not his equal, you are his complement, and as Roissy once said, a woman wants to submit to a worthy man’s mission as his complement. We are better together than we are apart. The sum can be greater than the parts, but not if you are the *independent*, self-fulfilling, autonomous ‘*things*’ that feminism and the Blue Pill would have you believe is the key to its fantasy of an egalitarian, androgynous, goal-state for human beings.

Triggered

So. Was any of that triggering for you? Illuminating women to the reality of their own conditioning is in some ways even more dangerous and difficult than unplugging guys from their own Blue Pill delusions.

Most women fancy themselves as “*Alpha Females*” but never really understand that the fantastical *Strong Independent Woman*® archetype (really it’s a brand) they hold in their heads is actually based on a masculine dynamic. They’re actually *alpha* males with breasts and a vagina. It’s really hard for women to give that fantasy up, particularly when they live in an era when men are portrayed as vile, stupid, untrustworthy and ‘*dependent*’ on women’s powerfulness to save them from themselves.





The female Blue Pill instills this sense of empowerment in women based on false narratives about a straw-man masculinity. Hypergamy is dualistic – Alpha Fucks/Beta Bucks, Cads/Dads – but half of that desire, the desire for provisioning, parental investment, familiarity and comfort, is rooted in a need for security. Women are the weaker sex. In our ancestral past women (and their offspring) were *dependent* on men for protection from a chaotic environment. That need for security is still something women seek out in today's men.

But in this era, men are weak. Bumbling buffoons. “Economically unattractive” and largely incapable of protecting her or her young. This is the message the female Blue Pill teaches little girls and old women. As a result, men cannot be trusted to provide anything like physical protection, and increasingly they can't be relied upon to help pay the bills. So, women must step up and fulfill their own security needs – often by direct resource transfer from men, but that's immaterial to the message that *Fempowerment* embeds in you ladies.

To compound this impression of men, women (and men) are taught that they are in fact blank slate equals of the other. All *individuals* are really just chaotic, unknowable products of whatever social order constructed them. There are no *natures* or differences between the genders – and there are at least 68 of those that we know of, right?

The female Blue Pill teaches women that not only are men not to be trusted for security, but that part of that *independence* from men will be necessary for their own survival. This insecurity about men being capable of providing security is the basis of women masculinizing themselves.

In turn, this is the reason all of what I write here and elsewhere is so triggering for women. How dare I suggest women ought to ‘man down’?! Man can't be trusted to ‘be men’, just look at them!

This is why women resist the awareness that the *Red Pill* brings to them. It presumes they must drop all their preconceptions about the nature of men and adopt a femininity that is now alien to them. The Blue Pill will tell you that the discomfort you feel in being more feminine is ‘*just how you are*’, but it's really due to decades of constant social conditioning to make you feel self-conscious in *being*

feminine.

But, most of all, dropping that masculine pretense needed to provide her own security implies she make herself vulnerable to emotionally investing herself in a man who's dishonest in his own quality. The *Existential Fear* for women is to invest herself in a man (and his progeny) who tricked her Hypergamous filters into believing he was Alpha when he was in fact Beta. By flipping the Blue Pill script, by suggesting that women drop the masculine pretense and adopt conventional gender *complementarity* (submission), it is akin to me suggesting she ignore her Hypergamous instincts. That is why this is triggering you ladies.

Value Added

All that said, how can a woman make herself more valuable to a man once the sexual side of the equation is satisfied? Women constantly complain about being “sexually objectified” by men. They want to be appreciated for more than just being a piece of ass, but in the same world advertise their sexuality as their primary value virtually everywhere. From a very early age women understand that their primary agency in this life is their sexual value to men – and they quickly learn how to leverage it.

Ladies, if you want to be valued for more than your sexuality your going to have to develop actual value beyond your sexuality. Sex is the glue that holds a relationship together. Learn that, accept that. But once you have that down, what else are you to him? What can you do to expressly please him and what can you do to express your appreciation for him?

You must learn the concept of *value added*. For women this value comes from an inherent understanding of her own femininity and what it offers to the masculine that it cannot provide for itself or does only with greater effort.

If you want a dominant, Alpha, conventionally masculine man to be your boyfriend/husband start by living like a man like that can actually exist in the world. Most guys adapt to whatever it is that will get them laid. When a guy believes in the fantasy of an egalitarian relationship with a woman it's because he believes it's the best path to solving his reproductive problem. You can counter this by expecting him to adopt conventional masculinity.

One of the biggest favors my wife did for me was in her expecting me to “be the man” in our relationship and later marriage. Until I met her damn near every woman I was intimate with was convinced that egalitarianism between men and women was ‘natural’, or should be at least. It was a shock to my Blue Pill system when my wife expected me to drive her car when we were dating. From the earliest days of our relationship she insisted that I fill the dominant masculine role and she was going to fill the feminine role. This expectation and our filling those roles modeled masculine and feminine behavior for our daughter who now also has a conventional perspective on gender that most of her peers do not.

New Old Ideas

- Learn to cook.
- Do laundry.
- Keep the home organized and clean.
- Stay thin.

- Be sexy, learn to seduce him.
- Initiate sex with him.
- Have genuine sexual desire for him (and let him know when you don't) and be a genuinely enthusiastic lover.
- Wear a dress.
- Embrace his family.
- Take his surname.
- Have a job, but not a career.
- Trust him to be your source of security.
- Encourage him when you face challenges.
- Reassure him.
- *Play* with him, and play *with* him

These are just a few of the acts that you can do to manifest your femininity, but they must be part of a genuine desire and willingness to be his complement. ***You cannot negotiate desire.*** This primarily applies to sex, but the resentment that comes from obligation also flows over into other aspects of your relationship.

You have to *want* to be feminine. Just as men eventually need to internalize the *Red Pill* and make that awareness deeper than just the situational, so too must you *want* to be his complement. He has to be the guy you *want* to be feminine for. He must be the man whose babies you *want* to have for him.

If you find yourself making rules for him, if you make sex a reward for desired behavior, he's not *that* guy.

Women make rules for Beta men to comply with. They're like little ultimatums he must follow, but understand that this is your hindbrain asking that Hypergamous question; 'Is he the best I can do?' Recognize this in yourself.

Women break rules for Alpha men. Is your desire for this man so significant that you will break the rules that the female Blue Pill has taught you? Will you break with the conditioning that taught you never to do anything for the express pleasure of a man? Even the most staunch feminists confess to loving a dominant Alpha male who exercises his will over her own. Why do you suppose that is?

Will you break the greatest rule you have for yourself and submit to him because you have the genuine desire to do so? You'll be happier and healthier if you can answer 'yes', but if not, do both him and yourself the courtesy of breaking it off and go sort yourself out before you try again.

Unconscious Contempt

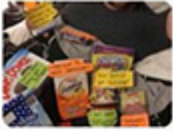
November 16, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)

r/funny • imgur • 3h • u/All_in_US_equities • 🏆 3



Had a vasectomy. Wife thought she was funny.





Had a vasectomy. Wife thought she was funny.



Today's essay was inspired by the lead image you see here and the subsequent exchange I had on Twitter about it. What you see here is a rather nebbish looking husband, I presume post-surgery, recovering from his vasectomy in bed. He is surrounded by cutesy post-it note jokes his wife left him (kind of like the notes your mom might put in your school lunch when you were a child) on a plethora of sugary snacks from the pantry.

The number of kids we'll be having in the future – Zero

Forgive me if I Snicker

Sorry your dong got dinged

Good-bye to your swimmers

Mini Nonuts

Your berries got crunched

These are just a few of the ‘jokes’ his wife spent an awful lot of time creating.

Beta men and their wives joking about their vasectomies has become the meme du jour on all the usual social media sites where women congregate to appease their egos, gloss their girlfriends’ and commiserate about their fates of being wives and mothers. Before I dig in here I think I need to point out the utility that social media has evolved to serve in most women’s lives now. There was a time when a woman’s *indignation* needs could be met by daytime television, talkshows and romance novels when living vicariously through their girlfriends’ lives wasn’t sufficient. Today, women’s innate need for indignation is provided on-tap courtesy of the internet, social media and cutesy-but-insulting images of a husband are almost passé. I know, I’ve discussed this topic on a few podcasts, but it’s becoming increasingly more important for a man to understand what social media is providing to women’s nature and how their relationships are indirectly influenced by the exchanges their wives and girlfriends are having online.

I’ve seen a few of these “I got a vasectomy and my wife thinks it’s funny” social media posts before this one. Creating little post-it note jokes to apply to the snacks in the pantry might seem cute, but why is this even a thing? Why is it women/wives think it’s cute to publicly ridicule their partner about the impotence he elected to have? Amongst the Facebook and Instagram shots of her life, amongst the motivational quote memes, and among the complaints about kids, marriage and domestic life a moment of ridiculing their husband seems par for the course. And it’s all acceptable so long as the context is one of being ‘all in fun’.

Marriage today is a dicey proposition for men. I talk and write a lot about the overwhelmingly high risks of life and livelihood men should consider when it comes to how we do legal marriage in this era. MGTOW or not most men understand that marriage is basically *for* women now – at least with respect to the legal protections and the win-win incentives that are advertised for women. If all a woman ever did was read about marriage from social media and popular culture one would have to wonder why she would ever want to sign up for a lifetime of dealing with a husband, or the caricatures of average men, at all. The contempt for men, even in the most good natured, humorous, ways is palpable on most social media. It’s entirely acceptable, even expected, to deprecate the foibles of men in marriage. We literally can’t do anything right in a ‘female correct’ online world. And like the “child-in-a-man’s-body” that women complain about, most of these *average* husbands are okay with being the butt of the joke. In fact, most are enthusiastic about their self-deprecation because they’ve been conditioned to think that doing so endears them to the women who married them and proves they’re “secure in their masculinity”.

Can’t you take a joke?

The first thing any woman, and any Beta male, will say is, “C’mon Rollo, it’s all in fun. Imagine being so humorless as not to get this? Who hurt you?” I think there’s an underlying acknowledgement of the passive aggressiveness that inspires this ‘humor’. When a comedian like Dave Chappell throws caution to the wind and does a 90 minute comedy routine that is funny as hell,

but attacks the *unassailable* ‘correctness’ of our present social narrative we laugh along knowing the latent message of the humor. So, what is the latent message of making a man’s (elective) impotency a joke?

Imagine what the outrage would be on social media were you to make ‘cute’ jokes in the same way about your wife’s uterine ablation or tubal ligation. At the very least women wouldn’t think it was funny. No one tells women, “Lighten up. What, are you so insecure in your femininity that you can’t take a joke?” When a woman is rendered infertile it doesn’t occur to anyone to make light of it, but for a man to be neutered – and at the mutual agreement with his wife – we find the hit to his masculinity hilarious. Why is this?

I realize I’m focusing on one incident here in this image posted on r/funny, but this is an example of a larger dynamic. It’s socially acceptable to ridicule the impotency of Beta men. As I detailed in *Selective Breeding*, women will openly attack men’s genitals as a reflexive response to the possibility that a lesser man might try to fool her Hypergamous filters. A guy getting kicked in the nuts by a woman is always funny.

If women’s existential fear is being tricked into reproducing with a Beta male, then forcing herself to settle on a suboptimal man must inspire an inner conflict in her. There are lots of controversial self-help books published by women on both sides of this conflict. Some argue for women to accept a Beta guy and just make the best of it, others (especially religious books) argue that a woman should never compromise herself and wait for the best man (the ‘soulmate’ husband God has preordained for her) to present himself to her.

In *Selective Breeding* I made the argument that women’s *existential fear* is the possibility of having her Hypergamous filter (feminine intuition) fooled by a Beta male and becoming saddled with his shitty genetics for the rest of her life. This is a primal, evolved, fear for women that manifest itself, often unconsciously, in many of women’s behaviors that we either take for granted or we have social conventions that accommodate them. Decidedly *gynocentric societies* will legally mandate against this existential fear.

But what about women who are already married or pair-bonded with men that their evolved subconscious knows is a *suboptimal* choice for her? What about women who are trapped in a marriage with a guy that her hindbrain confirms is not the ‘best she can do’? How does that primal fear of being saddled with a faithful Beta manifest itself?

He that has eyes to see and ears to hear may convince himself that no mortal can keep a secret. If his lips are silent, he chatters with his fingertips; betrayal oozes out of him at every pore.

Sigmund Freud

Unconscious Contempt

I would argue that women today have never been more comfortable in expressing their contempt of the men they married. My recent essays on *Polyamory* and the deconstruction of men’s *Paternity* imperatives have been an exploration of how a feminine-primary social order is reimagining itself with respect to how men and women will come together and form families in the future. People will claim that women’s lack of respect for the masculine is the result of generations of men not living up to some old-school ideal. That might be so, but women have no respect for the masculine, the male

experience, simply because they have no need to.

Why do women feel comfortable – to the point of taking it for granted – in expressing contempt for their husbands? We can argue the basis of where this passive-aggressiveness comes from, but why is it okay to veil this contempt in *humor*?

why do we as a society normalize hating your partner wow i am so bothered this morning
pic.twitter.com/gbdcu5Ddmd

— happy nicksgiving (@nickykens) [November 13, 2019](#)

Before I get run up the flagpole for being a humorless boor let me reiterate that I'm not saying men ought to read more into things like this. My point is the bigger picture here; why do we find this funny at all? I believe it's a form of anxiety release for women who've committed to a lifetime of parental investment with a man that her hindbrain knows is less than what she believes is best for her.



motherhoodthrough... · [Follow](#)

...





motherhoodthroug... · Follow



These images were pulled from an Instagram account called *Motherhood Through Letterboards*. What's interesting about this is the contempt for fathers and husbands that bleeds through what we should probably have a sense of humor about. You can have a look at some of these to get the context, but the latent purpose of this exercise is a release of the anxiety created by women's pairing and reproducing with men that their hindbrains cannot accept as *Alpha*.



Again, we talk a lot in the Manosphere about how social media contributes to the gross overinflation of women's sense of self. It's easy to see how women overestimate their sexual market value, and then conflate it with their *personal value*, but there's more to this than just the woman on OKCupid who thinks she's a 9 when she's really a 6. There comes a time when that woman with the overblown sense of self must "settle" on a man who her hindbrain believes isn't the best she could do. The

metric by which she judges what *is* the best she can do is also subject to this ego-overinflation.





The main reason most women agonize over the question of whether she should “*settle*” for Mr. Good Enough is rooted in this Hypergamous conflict that usually comes at a time in her life where her SMV and her options with men are decaying. Today, the reason we see the age of first marriage being pushed later and later in life for women is due to women prolonging this indecision. She *knows* she can do better than the less-exciting Beta who seems like her best option in her *Epiphany Phase* because she’s had better in her *Party Years*. She also knows she can do better because social media and a constant steeping in the new *Global Sexual Marketplace* has convinced her she’s actually a 9, not a 6, and anything less than *perfect* is a waste of her potential. All of this plays on women’s primal, Existential Fear of pairing with a suboptimal mate choice – for life.



trick or yeet 🍊
@sarahndipity18

no one:

married girls on insta: being in love is
the HARDEST thing ever but so
WORTH IT we fight NONSTOP but we
love like CRAZY I fucking HATE my
husband but that's just part of being in
LOVE true love is DIRTY & HARD but
so REWARDING I LOVE doing his
LAUNDRY & wiping his ASS



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But now she's committed. She married the only guy who would date her in that phase of her life given her circumstances. She married the *Beta in Waiting*, who's overjoyed that he's finally found his *Quality Woman* who appreciates his *type*. He's thanking God for bringing him a woman who tells him "I'm done with the Jerks" and wants to do the 'right' thing now – while her hindbrain is contending with her existential fear becoming reality due to her own necessity. Now add 1-2 children into this mix (his or not) and you get this passive-aggressive manifestation of her existential angst.



Fortunately for her there's an unending number of women experiencing exactly the same unconscious contempt for the men they married online in dozens of popular social media groups. The desire to "punch him in the face" is always tempered with "love", humor and platitudes about relationships always being "hard work".

End Note: Vasectomies

I feel it's incumbent upon me to address what will be the predictable binary responses of literalist critics here:

- No, I'm not saying don't get a vasectomy.
- No, I'm also not saying that if you did get a vasectomy you're a pathetic loser Beta.

I will however point out that when I see stories about how a Beta *husband* did come to the decision to get a vasectomy there are always a lot of subconscious reasonings that go along with it. For all the notions of egalitarian marriages and self-praise for being rationally evolved above the hindbrain interpretations, on some level of consciousness a man electing to sterilize himself is a confirmation of the value he puts in his masculinity. This is why women think it's funny to ridicule your impotency. Her hindbrain has 100% confirmation that you know your reproductive viability has no value.

A man's reasons for getting a vasectomy may be valid and in some ways empowering for him. I imagine there's at least some confidence to be derived from knowing you won't be held responsible for any "accidental" pregnancies. I get why men would opt for it, but the way a woman's feral brain interprets a man sterilizing himself is what I'm getting at here. You may think, "Well, I don't give a damn what women think about it." Fine. Totally valid, but I'm outlining a woman's instinctual response to a man permanently preventing his own reproduction. There is a subcommunication underneath this decision that denotes emasculation, and this is what women resent.



Big announcement y'all. Our family is growing by zero!
Mr. [redacted] got fixed today 🙌 #VasectomyLife Now
to live a life full of traveling, dogs, and literally whatever
we want! ❤️ #BestDecisionEver
#IHaveTheBestHusband



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#IHaveTheBestHusband

In some ways I see wives celebrating their husband's vasectomy for reasons that have nothing to do with improving their sex lives. In the original Twitter thread I had men tell me that they got a vasectomy at the suggestion of their wives, believing it would lead to greater sexual frequency (or any sex in a sexless marriage) only to admit that it never improved anything for them. So, why the goading to get a vasectomy? The dots I keep connecting are a subconscious desire on the part of women to geld a husband to ensure he never reproduces with other women. It's almost like a service she's doing for the Sisterhood. She's making sure that her mistake never becomes any other woman's mistake.

Respect Reconsidered – Part I

December 3, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Thank you for your patience in my absence. I've been focusing intensely on the 4th book for the past 2 months and I will be for the foreseeable future. The good news is I'm '*in the zone*' so to speak. I have the ability to occasionally get myself into a *flow* state where an idea I was originally working on branches off into other ideas that I have to follow or else I risk losing the branch altogether.

This is just how my mind works. Regular viewers of my podcasts understand this in real-time. I can start off with a solid premise – often one I've been considering (repeating) since the early days – and as I'm making it I consider how it affects other ideas and I have to follow that thread. I know, it's annoying sometimes, but I do my best to organize my thoughts once they're all out on the table.

I do this in my ideation process when I'm writing too. Right now I'm looking at no fewer than eight notebooks (9 if you count my gym log) that I keep to return to when I'm exploring ideas. Two of these are full. The oldest I've had since my first book was published, but I keep returning to it because I scribbled down ideas regarding religion and the Red Pill back then. This was from an era when I was much more active on [Dalrock's blog](#) and I was hammering things out with a lot of guys struggling with Red Pill awareness, and reconciling it with their religious convictions. It was then I came across an unpublished reconsideration of the concept of Respect. I titled it *Respect Reconsidered* with the intent of coming back to an essay I wrote in 2012 called [Respect](#). This original essay was inspired by some of my earliest conversations on the venerable [SoSuave forums](#) circa 2002-2010. I still think it holds up pretty well, but my reinterest in the topic of respect has come anew from my working on this fourth book.

So, at the risk of giving away a little bit of book 4, I'm going to delve into the concept of respect today.

God is Love?

Book 4 is about squaring Red Pill praxeology (*deal with it*) with religion. As a part of this I've had to re-outline my original premise on Love and how men and women approach love from different concepts. I won't bore you with reiterating it here (there's a whole category on *love in the side bar*), but suffice to say that men and women come to love, and have an understanding of love, based on gendered ideals that are specific to our biological and psychological differences as men and women. Most intersexual conflicts between men and women are rooted in the presumption of a mutual, commonly understood concept of what love is to both sexes. The truth is men and women hold differing mental models of what legitimate "real" love means to them. Each sex arrives at this understanding as a result of their experience as a man or a woman, and then molded by outside influences and innate idealism.

This was an important distinction to consider while I've been exploring the way men and women idealize the concept of *divine love* from a god or some metaphysical source. Each sex has a gendered concept of love that they believe the other sex shares with them, but in fact doesn't naturally come to without some education or experience. It's this presumption and misunderstanding that is the source of conflict between men and women and how they expect the other to *Just Get It* with respect to how they'd have the other sex love them.

But if men and women have different, innately gendered concepts of love is it possible that there are other *higher* concepts they might not share the same ideas about, but presumes the other sex just gets? I believe so, and *Respect* is at the top of the list of those *higher* concepts.

Respect is earned?

When I was having my now infamous discussion with Andrew Tate a month ago we (quite unintentionally) hit upon the concept of respect and how men and women view it differently. A lot of my female viewers – particularly the newer female viewers – despised the truths that we were discussing about the nature of women:

"No woman would ever agree to 'share a hot Alpha'! Any woman who would must not respect herself."

"No woman wants to have sex with a guy she doesn't respect! If she's not fucking you with any real desire it's because she doesn't respect the guy she's with."

"You can't expect a woman to submit to a man she doesn't respect."

These were a few of the comments and responses that got me thinking; Respect is an idea that men and women hold different concepts of as a result of our innate sexual differences. The criteria that would prompt respect in a woman is not the same that prompts it in a man.

A lot gets made about *mutual respect* being a keystone of a good relationship. It's one of those sayings like "*Open communication is the basis of a healthy relationship*" or "*Relationship take a lot of work*." Respect is another truism that sounds right. Because it's so ambiguous, and it's generally only legitimized according to one sex, it's easy (mostly for women) to use a "lack of respect" as leverage or an alibi to excuse behavior or a misunderstanding between men and women.

The concept of respect today is cheap. We use it far too readily to explain away why we, or someone we identify with did what they did. We use a convenient, subjective understanding of respect as a qualifier for describing what we agree or disagree with. And we use this cheapened "respect" to grade a person's integrity according to what we think others should agree or disagree with – usually by how

it aligns with our own interests.

Male Respect is not the same as Female Respect

The popular concept is that Respect is something that should be a default setting. *People deserve respect*. Disrespecting someone, or ambiguously implying a ‘*dis*’ might be enough to get your ass kicked. Today’s globalized concept of *respect* is the subjective female concept – respect is always **on**. This is a respect based on ‘*grace*’, it just *is*, and it should be freely given to discourage the idea that anyone is greater or lesser than another. *We all deserve respect* is very much a collectivist form of respect.

At first I thought that maybe Respect was something being confused with *common courtesy*, but no. There are two main dictionary definitions of what respect is, and this is where we will see the gendered difference between these concepts:

Respect

1. *A feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.*
2. *Due regard for the feelings, wishes, rights, or traditions of others.*

Courtesy

1. The showing of politeness in one’s attitude and behavior toward others.

Courtesy and the feminine form of Respect (2.) are very similar. Today’s global respect is rooted in the feminine form. I’ll explain this below, but a default respect based on race, gender, sexual orientation, culture, religion and other aspects of human diversity is the feminine concept; unearned and by default always ‘on’.

Women just *are*. Men must *become*.

This is an old Manosphere maxim. I’ve used it many times to describe the male *Burden of Performance*. To be a human male is to exist in a dominance hierarchy until your last day. Men must perform. In fact, it is part of our inborn nature to *want* to perform for women because it is the most deductive way to solve men’s reproductive problem. When a young boy sees a pretty girl for the first time his natural impulse is to find a way to draw her attention. Ride a wheelie down the street on his bicycle or some other, usually risk taking, feat to prove physical prowess and a capture her attention. Most male animals do some form of this showing off to get a female interested in eventually breeding with him. The PUA concept of *Peacocking* and why it’s effective finds its roots in this dynamic. Call that being a *Dancing Monkey* if you like, but performance comes naturally to men.

Competence, physical prowess, creative intelligence, dominance, social proof and preselection are the metric by which we rate a man’s respectability. The Burden of Performance is not only about women determining who they’ll choose to mate with, it’s also about men’s merit-based ranking of respectability and admirability. This applies to *all* social interactions (family, career, military, athletics, etc.). It is a *feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements* that makes a man respectable. How we define this respectability by context of cultural, moralistic or personal metrics is the topic for the next essay in this series.

Male Respect is for Male Space

Of course, this definition can apply to exceptional women, but *this* concept of respect is male in

origin. This male form of respect is part of a male dominance hierarchy. Women can insist on being included in this definition, but it rarely works out in their favor – at least not in the same way that a default female form of respect works for women. One reason women (the Feminine Imperative) insists on assimilating *Male Space* is in order to restructure it to have access to this male form of respectability. The problem is that in restructuring that space to accommodate their deficits, women fundamentally alter the nature of that male form of respect.

The *Warrior Princess* strong female lead mythology that Hollywood writers think is empowering to women isn't believable because our hindbrains understand the deception that's being played on it. We're supposed to respect this fictitious archetype in a male form of respectability, but it falls short for us because 100,000 years of evolution prevents our hindbrains from suspending our disbelief.

We know what usually happens when women are called to measure up to a male Burden of Performance. Today, transgender *male* athletes competing and dominating in female-division sports are a sharp reminder of this performance-to-respect distinction in gender. The gynocentric element that squawks the loudest about gender being a social construct is the same element that complains about male athletes putting female athletes to shame in the same sport or activity while masquerading as female. As a result, we don't respect men who pretend to be women, and then outclass them in competency, in order to appeal to a male form of performance-based respectability. Our hindbrains, men and women's, reject the legitimacy of what we're expected (by a gynocentric social order) to respect by merit.

Men earn no admiration from beating girls, but women **always** are afforded admiration for defeating men. Why? Because our hindbrain presumes a state of performance superiority on the part of men.

Female Respectability

Women's respectability comes by default.

Respect by virtue of just *being* female is due to all women, irrespective of performance. In a gynocentric social order this form of respect is the common one applied to social forms of respect. I'm still on the fence as to whether *common courtesy* is a part of this form of respect. As I mentioned above, default *courtesy* and *respect* are due to any and all based on race, creed, religion, etc. This is the ***due regard for the feelings, wishes, rights, or traditions of others***. So it could be that courtesy is the expression of this default respect when we're talking about larger narratives of respect (race, religion, culture, etc.) In either instance, respect is unmerited and really cheapened in a feminine-primary context.

But for women, just to **be** a female is to be *entitled to respect*; and only in the circumstance of intra-sexual competition among women is this form of respect ever challenged. Default respect for women is utilitarian for virtually all women. The entitlement to respect is constantly leveraged for advantage and special dispensation among women with men.

Women just *are*, is the premise here. Female respectability is never merit based, though it can be lost if a woman is convinced that she "*has no respect for herself*" or if someone casts that woman as *self-loathing*, but this is only effective when it comes from other women. In a feminine-primary social order men can *never* challenge a woman's respectability without the risk of incurring some social backlash or damage to his own performance-based respectability. And labels of sexist, misogynist and chauvinist await any man who would challenge the default respect that is due to women.

Chivalry, Virtue and Female Respectability

A lot of this impression is the result of the old social contract and men's evolved instinct to protect women. This protector instinct will also be the topic of another essay, but suffice to say that the evolved imperative to protect women (sperm is cheap, eggs are expensive) crosses over into the chivalrous notion of *protecting the honor of a lady*. At various points in human history (western and eastern) this protector instinct has crossed over into societal practices. During the era of *Courtly Love* a woman's virtue became something to defend – and by defending that virtue a man merited respect by earning a woman's favor. I've detailed this dynamic in prior essays; the romanticized form of *Chivalry* was a means to female power in an epoch when the entire social order was effectively a Male Space. Romanticized Chivalry was the feminism of its time.

The Feminine Imperative understood the protector tendency in men and exploited it in the practices of *courtly love* or *romantic love* being elevated to a requisite criteria for male respectability. The social pedestalization of women that forms the basis of the old social contract we know today was started in the ideals of romanticized chivalry. A big part of men's *Burden of Performance* under the old social contract was his dedication to protecting a woman's honor if he himself was to be respectable in the male form of respect.

Feminists will of course bleat that “*In the past women were treated like property*”.

Yet at some point along the way, even while a woman was a man's ‘property’ (arguable) she was still held above the male form of respect and a female form of respect became her due. Even in the old Patriarchal Abrahamic religions wives and most in-group women were held in high regard and served as role model archetypes for female respectability. The only way to really lose this due-respect was to be a prostitute or an adulterous woman – both bad bets for men's parental investment trade-offs and ensuring his own paternity in the long run. Being a nag was also something a respectable woman would avoid, but the operative here is that, default respect for women didn't require anything like the male Burden of Performance.

Respect Your Elders – “Okay, Boomer,...”

One last point to note is that respect for one's elders used to be included in this default form of respectability. This is no longer the case today, at least for men. My theory is that by virtue of being older the presumption was one of attained wisdom. Maturity implies mastery, or at least it used to. So, a default respect for one's elders entered into religious canon. Honor thy father and mother, for instance, is a reflection of this default respect.

But in today's gloablizing social media marketplace being old is a weakness and a liability unless what makes that man respectable is relatable to his prior performance. And even then respect is just a courtesy if it appears at all. Default socialized respect for women is generally a given in gynocentrism, but mature men are held to the performance burden of young men, because we have such access to seeing this performance difference in real time today.

There is a similar questioning of respect based on a position of authority for men. School teachers, martial arts instructors, policemen, civil authorities and military officials are examples of this diminishing respect. There is a saying that even if you don't respect the man you should respect the office, but today this is no longer the case. Position no longer indicates respectability the way it used to under the old social contract.

Next week, I'll be publishing part two of this series.

Respect Reconsidered â◻¢ Part II

December 18, 2019 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Respect comes very cheap today. In the last essay i made the case that there are gendered forms of Respect, each with their gendered understanding of what a universal idea of respect should entail. The same misunderstanding applies to our gendered concepts of Love; each sex presumes the other accepts and acknowledges their own ideals about love – men approaching love from outwardly expressed idealism, while women’s is rooted in inwardly (though increasingly outwardly) expressed opportunism.

For the most part this division of approaches to Love is something both sexes hold personally, and unless that person is an artist or a poet the expression of that approach to love is something we reserve for those we come to love. Love, like religion, is usually something we have a personal belief about, but it’s generally something we don’t broadcast to those we don’t love.

Respect is different. Our ideas of what defines respect is something we will broadcast because that ideal for Respect is something that's socially expedient in getting the things we want. The first time I was told, "You don't *respect* women!" was when I was 19. Even then, in my Blue Pill delusions, I saw a contradiction. The women (and sometimes men) who were telling me I didn't Respect women were almost always after something. No one tells that you ought to be more respectful because they want you to be a better person, nor are you corrected because the ideal of *respect* was even a primary concern. No, people tell you to show respect when they want something or they have an interested invested in you deferring respect to the person or thing they believe you ought to be paying respect to.

Pay Tribute or Pay Respect?

In fact, the idea that one ought to "*pay*" respect to something or someone else really sets the context for the utility that Respect represents to them. You "owe" respect to an ephemeral ideal in the same way you "pay your dues", like a personal debt that someone insists you owe because you want to be reverent of the concept of Respect. And this basis for Respect is why I say Respect has been cheapened today.

Even when I was 19 and women would attempt to shame me into deference to women with Respect, I saw the contradiction between women and men's concepts of Respect. My male idea of Respect was one of the few things my father had imparted to me. So, naturally, I questioned the idea, "What do women actually do that's worthy of my respect?" Respect was earned. Lord knows I hadn't done much to deserve anyone's respect at 19, but I did know that deeds and acts were something a man had to do to gain respect – and maybe somewhere along the way acquire *integrity* (another container word). My smart ass response was "I don't know any women who deserve my respect." And that was true, but every Blue Pill conditioned guy I knew then would tell me, "You'll never get girls to like you with that attitude mister."

So, basically, if I wanted a girl to be intimate with me I had to feign respect for her because she's a girl? The Blue Pill teaches men, yes, and the better you are at pretending it the more a woman will appreciate you. This is where the debasement of Respect (as an ideal) in our feminine-primary social order begins. Unmerited respect for women only reinforces the *Women are, Men must become* principle. Men must become, men must qualify, men must perform. As such, male respect is something that is almost always in flux. Women's respect just is, and thereby female respect is something more static.

Respect for the Sake of Respect

In a gynocentric society the predominant definition of respect, the one that is transferred to virtually all aspects of that social order, is the female concept. Automatic, deferential, but ultimately unmerited respect simply for being – female respect – is considered a useful tool, but cheapens the ideal of respect and what makes a person respectable.

When I outlined the difference between male and female concepts of Love, one of the first things men do is get indignant. They don't like the idea that women don't share their own 'love for the sake of love' idealism. My point was that women "fundamentally lack the capacity to love a man in the way he thinks should be possible for her." This is difficult for a Blue Pill conditioned guy to wrap his head around. Much of who they are was built on the premised goal that women will "love him as much as he loves her", so to suggest that this isn't possible for him means that "women fundamentally lack a capacity to love men, period." They conclude that if women cannot share his

idealistic approach to Love then they cannot legitimately love him. *His* concept should be the only acceptable concept and therefor rejecting his concept is rejecting its legitimacy.

This same singleminded interpretation applies largely to women and their form of respect. If men would hold a woman to a merited, male, standard of respect, rather than a default deference to respecting her for no measurable reason, then those men don't believe in Respect at all. It's her way or it isn't real.

Most men are afraid to appear disrespectful to women. This fear is compounded by the mass effect of a globalized sexual marketplace

When I was 19 I was concerned that I'd done something wrong. Why would women presume I didn't respect them? I was perceived as a *Jerk* and I just knew that that wasn't what women really wanted. I didn't know it then, but this was a shaming tactic being used to keep me in line as a prospectively useful Beta. In a way I suppose it was a *meta-shit test*. An Alpha man wouldn't care if women thought he was respectful. A sure sign a guy is Beta would be reflected in how he responds to being accused of disrespect of women (really '*womankind*').

In truth, a default respect for women is really worthless from a male perspective. I'm sure that just my typing this out will be enough to trigger most women, but if you are triggered, it's more important to consider why you are. A default respect for females may seem like a socially correct perspective for an "upstanding leader of men" Blue Pill Alpha archetype, but it is men who adopt the attitude that women must qualify themselves to him who engender genuine respect among women.

Flipping the Respect Script

This is an important lesson in Game as well. One of the first things many of the old school PUAs would teach an AFC (Average Frustrated Chump) is to flip the script with respect to who is qualifying whom. The natural presumption for most Blue Pill men is that they must always qualify to a woman. Usually this entails proving his quality in various ways (buy her a drink, pay for dinner, carry the conversation, etc.), but the operative assumption is that she is the one whose Frame he is entering into. The PUA fundamental then was to flip this '*natural*' script; to get her to pursue him. In doing so, her subconscious confirms his high value – why else would she pursue? If a guy could cleverly tease this pursuit out of her it then creates a perpetuating feedback loop about him [until he fucks it up somehow by reverting to qualifying to her].

Flipping the qualification script with a woman presents one very difficult hurdle for the AFC: he must risk offending the social convention that tells him he **must** never disrespect a woman. This is where the larger, social, respect dynamic becomes apparent.

From a Beta male, Respect is cheap. Most Betas' attention comes for free and is steeped in the idea that he must never upset the respect dynamic. But just like love, attention and interest, women don't value Respect that is easily had. Too much circulation makes the price go down, and scarcity makes the price go up. We constantly tell men to make, and consider, themselves '*the Prize*', but to do this a man must risk offending a default female respect to shift the Frame to a default male respect. This is counterintuitive part of unplugging and learning Game.

That deference is what is expected. To respect women is common. What is uncommon is a lack of female respect. Therefor a default respectful deference is basic and plain to a woman. But it is the man whose respect a woman must earn who make the most significant impact and inspire the greatest emotional investment on her part. As I've stated in many essays, never deny a woman the satisfaction of believing she's figured you out with her *feminine intuition*. Women expect a worthy Alpha to

command respect amongst his peers, but also to expect her to earn his respect. And in her meriting it, she then holds a new respect for him.

Respect, as social dynamic, is an attempt to govern the terms of communication. Respect also has its utilities. It's a rational for an easy dismissal of uncomfortable facts. For instance, *Mansplaining* presumes a lack of respect for women by a man who is trying to define what ought to constitute respect. It is a means of controlling a narrative. A "lack of respect" is an easy way to poison the well in any debate and also serves as the basis of a lot of straw man arguments.

Higher Love

Respect is defined by the party who decides what it is, and who should have it. In this way Respect is intimately linked with Frame, and since women's form of respect is the socially predominant one today, the starting point of most intersexual exchanges begins with the presumption that a woman *should* control the Frame by means of a default, unearned respect. And to some hopelessly Blue Pill men who invariably mix that conditioning with religion, this respect then becomes a form of *Reverence* for the female.

In *Part I* of this series I dropped this line:

God is Love

[...] I've been exploring the way men and women idealize the concept of *divine love* from a god or some metaphysical source. Each sex has a gendered concept of love that they believe the other sex shares with them, but in fact doesn't naturally come to without some education or experience.

To which a commenter left me this in the comments thread:

"God is love". Rollo, this is just one more on the heap of things I am struggling with regards to my "christian faith". I am very much looking forward to reading Alpha God and eventually your 4th book.

Unconditional love is the main message of the new testament. Could it be that Christianity is really that feminized not just by "the village" and feminized church today but actually? Could the New testament be a watering down of the old Jahve Religion?

Zoltan

While I'm not planning on exploring Red Pill concepts of "*unconditional love*" on this blog, I will be picking apart the implications of how men and women's differing concepts of love come to define, or set the understanding of an ideal of a 'higher love' (don't sing the song, don't sing the song,...).

So what does this have to do with Respect?

Everything if you consider the gender whose definition of what Respect *should* be is the socially predominant one at any point in history. Performance defines men's existences. Performance determines respectability for men and earning one's way into Heaven might be the highest form of respect, right?

More next week.

The New Age of Enlightenment

January 14, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The Old Order

I can remember a time back in the 1980s when I would visit my mother for a weekend and she'd insist my brother and I go to her church on Sundays. At this point in her life she was very much an Evangelical Christian. I would go with her because my mom's side of the family had always been the *religious* side, and that was just part of who my mom was. I did have a basic faith in God and Christianity at the time, but my father was a card carrying atheist (and nominal Unitarian) for his whole life, so I had a pretty eclectic religious education when I was a teenager.

My father was a *skeptic* by nature and a lot of my own questioning nature was indirectly influenced by him. I can remember going to my mom's church and suffering through the worship music to get to the sermon. I actually enjoyed the sermons because they gave me something to chew on intellectually. Not that the 15 year old Rollo was much of a thinker at that time, but I always had basic questions for these guys after the speech. When I got a bit older, in my early 20s, I started wondering who these 'pastors' really were as people and what made them qualified to deliver sermons. I really wanted to talk with these guys, but doing so meant I had to sit through their hard sell about how Jesus had saved them from themselves. I always thought this was kind of silly considering most of these guys weren't much older than me. How hard a life could these guys really have lived by 25?

Most of these pastors weren't used to was really having to engage much with their congregations beyond what was required of them to maintain appearances. I don't mean that they were inaccessible; most of them had something outside of church that kept them involved with people. It's that prior to the internet the way a pastor, or a church, did *business* usually centered on a man delivering a message (presumably inspired by God) and then shaking hands with the faithful after the sermon was over as they filed out the door. End of sermon. End of discussion.

If you wanted to talk about the sermon, or, heaven forbid, criticize the interpretation or message in some way that was a conversation relegated to your family, or perhaps a home group discussion. Assuming you even were in a home group or had a few peers you could discuss it with, you always risked running afoul of someone whose ego-investments in his/her faith would put them on edge by questioning it. The old order of religion, not just Christianity, used to be based on respecting the man delivering that message as God's ordained spokesman, or reading whatever book he might've published, processing it yourself or with a handful of other believers, sussing things out and waiting for the next message on the next Sunday. There was very little engagement about articles of faith or doctrine unless you were a guy on the inside.

All of this changed with the advent of the internet and the globalization of mass media and communication.

Today, there's hardly a pastor (mainstream or obscure) who doesn't have a blog or a YouTube channel on which he (or she) contemplates his last/next sermon. In the 80s-90s even the most introspective religious leader would have only a handful of people to bounce ideas off, but today a sermon is almost focus grouped before the guy walks up to the pulpit on a Sunday. Meanwhile, that same pastor is engaged on two or three social media accounts discussing everything from religion, to politics, to praying for his favorite NFL team to make the playoffs.

The old order of how religion was done has given way to a new, globalized process of how we do religion. Today anyone, believer or not, has access to that pastor on a moments notice. Didn't like the message? Thought the interpretation was inaccurate? You can tell him on his blog's comment thread

or fire off a tweet to start a discussion about it before he can even drive home from church.

This is the age of globalized engagement – and this new paradigm is fundamentally altering old order institutions. What the Gutenberg press did for religion by publishing the Bible for the masses, now the internet has done for the old order way in which people can engage with the process of their beliefs – and not just religious belief.

The New Enlightenment

February of last year I wrote an essay about the *Global Sexual Marketplace*. In that post I described how globalization isn't just about economics or demographics – globalization also applies to intersexual dynamics. Gone are the days when a young man or young woman could expect to meet one of the handful of eligible, single people in their high school, small town or limited social circle to pair off and start a family with. In the old order young people were stuck with the choices of a limited *Local* sexual marketplace. Today, with our instant, robust forms of communication, a worldwide sexual marketplace has now opened up the romantic prospects of virtually anyone with a smartphone and an internet connection. Don't like your prospects in your hometown? Now there's a whole world of men and women waiting to meet you. The old order of intersexual dynamics has fundamentally shifted and all in less than 20 years.

The rapidity of this shift is what I believe is at the root of the problems that surround the new way of doing the old order institutions. As a global society we are still reluctant to let go of the falsehoods of those old order institutions; even in light of the new order evidences and data collected as a result of this unprecedented access. While we attempt to reconcile our old order beliefs with what a global information network confronts them with, we cling evermore tightly to what we thought we knew because it formed the foundation of who we *are*. And as we try to make sense of it we are presented with both true and false narratives that pander to the fact that this information and technology is progressing at a rate that most human beings' minds were never evolved to keep pace with.

My good friend Aaron Clarey (Captain Capitalism) recently published a *tour de force* article on women entering into and dominating most of the future of *Corporate America*, and how men ought to welcome this change. It's a great post, so definitely go read the whole thing, but after I'd finished it I was struck with the idea that what Clarey was on to was describing an old order institution (Corporate America) and how we still perceived it from an old order understanding. On the surface it seems counterintuitive to think of women assuming authority over what was the Male Space of Corporate Culture as a good thing. Cap was being facetious for the whole thing, but his point was really this: women have coveted the reigns of Corporate America for a long time now, but their feminist thirst for power (*Fempowerment*) is based on an old order understanding of what Corporate America really is, or will eventually become. Like a debutant late to the party, the status and prestige that the Feminine Imperative sells women to believe is inherent in *Corporate America* is all old order bullshit. So, yeah, have at it ladies. The information age has stripped back the curtains on the *Corporate America* you assumed all that student debt to participate in.

Academia is another area in which this old order vs. new enlightenment understanding is taking place. Prior to 2000 if you heard a particular professor had a reputation for being tough, you had to get it from a third party. Today we have rate-the-professor.com or something similar. Now you can see how well a teacher performed from students who took their classes from a decade ago.

GlassCeiling.com is an aggregate of current and ex employees rating the work environment of damn near any company today. Yelp.com does something similar to a businesses performance. And as a

result most of these companies hire specialized personnel to maintain their online reputations – and this is the paranoia that comes from presuming old order impressions of a company are relevant in a new order paradigm.

Analog Thinking vs. Digital Thinking

“In the future, everything that can be digital *will* be digital.”

I’m not sure who originated this quote, but I can remember it being tossed around in graphic design circles as early as 1993. Back then the print industry was transitioning to a digital way of production. Adobe Photoshop was at version 3.0 (when I started using it) and QuarkXpress was revolutionizing pagination for pretty much every publication at the time. The writing was on the wall. I was fortunate to be coming into my career on the cusp of the old order *traditional* ways of creating ads and publications (stat cameras and pasteup galleys) and learning their digital equivalents in design applications. I had to get real good, real quick, not only in terms of understanding the hardware, software and networking, but also in using it to create effective, creative, advertising. A lot of my contemporaries struggled with this transition. My mentors in design were *old school* designers. They taught me a lot with respect to effective advertising and design, but they couldn’t teach me the new tech that was changing every 6-8 months. Whereas in the old order a design agency only focused on print media and employed a full complement of professionals for each aspect of production (photography, typography, pasteup, pressmen, etc.) now I was responsible for **all** of these jobs and more to come as the internet opened up more new media to *desktop publishers* like me.

I had to get real good, real fast, and maintain my creative edge all while expanding into more and more new areas and methods of producing what I do. The old order designers either adapted or went extinct. Since the early 90s this narrative has played out across countless professions and trades. I can remember listening to *Lars Ulrich* from *Metallica* complain about how Napster’s peer-to-peer file sharing of MP3s was going to be the death of the music industry. The old order musicians weren’t ready to accept the realities of “everything that can be digital *will* be digital”.

Analog business models, analog thinking, that have formed the basis of who we are as a society are still in place today. In some ways we can force-fit those old order ideas into our new order digital reality, but eventually that old order thinking reveals its age. College professors, church pastors, your 9-5 corporate American cubicle supervisor, the self-help guru you think has some sort of relevance, the old pop psychologist whose heyday was in the last millennium, all these personalities and an endless number more are all struggling to stay relevant against the information that the new order of 2020 confronts them with.

It’s not that these people are luddites. They embrace the technology and the new means of disseminating their craft, their ideas, their ideologies, in the digital age. It’s that their *thinking* is still mired in the analog age – an age in which ideas were formed on information that was limited to what generations that came before could gather with the means they had available to them then. The ideas of an analog age are what we’re presently trying to force-fit into the new understanding presented to us by this digital age. We enjoy the luxuries, sensations and entertainment that the digital affords us, but we immerse ourselves in it without realizing how our old order thinking defines why we enjoy it. Our analog selves, the product of millennia of evolution, still defines what our digital selves are without realizing the dangers inherent in our engaging with it. As such we get digital *addictions* – pornography, social media, ‘engagement’ – and we make our analog selves dependent on a digital economy.

How many YouTube content producers rely on their 'side hustle' revenue to pay their bills today? How many self-published authors have quit their day jobs to write for their new employer, Amazon, today (Amazon owns 86% of the publishing market today). How many former cubicle workers decided it was more lucrative to start an internet business than continue slaving away at a corporate gig that only made their bosses rich? Today, we'll readily shift to the digital world to sustain us financially – in the end we don't have much choice – but it's the old order thinking that pervades this new "reality" and causes problems.

The number one way that couples meet, since 2005, is online. Via Tinder or Match or other net based ways. Gone are the days of boy-meets-girl, eyes fixed on the other across a crowded high school gym dance floor. Gone are the days of meeting your "bride" at church camp. Those are old order romanticisms, and ones that we still want to force fit back into our new order reality. We think in analog, but we live in digital.

Barriers to Entry

Another thing I did at age 15 was play a lot of guitar. My teenage, MTV fueled, mind really had a love for music. The heavier the better. But the barrier to becoming a "Guitar God" like my heroes was something that was very prohibitive at that time. If you wanted to get good; good enough to actually get a band going, you had to seek out a guitar instructor at the local music store who hopefully shared your taste in music. Beyond a once-a-week, 1-hour lesson, you had no other means of learning an instrument than practicing on your own, buying a book of guitar tablature from the music store, or endlessly wearing down a cassette tape by going back over the song you wanted to learn again and again. And all this was the process of learning to play just a song you liked. I had to learn how to compose a song, write some lyrics, form a band, learn to promote it, and somehow figure out how to scrape up enough money to record a demo in a music studio. The barrier to entry was very steep. You had to love the art so much that you would dedicate a good portion of your life to mastering it.

Today I can go on YouTube and find a 9 year old girl in a country I've never heard of before play *Eruption* by Eddie Van Halen, note for note, because she learned it from another YouTube "content provider". We have far more resources to understand how to be competent in, if not master, virtually anything today than at any other time in history. We have access to the entire world's aggregate of information in a device that fits in our pocket.

In his book, *Mastery*, Robert Greene describes how the barriers to entry into previously prohibitive arenas of life are gone in the digital age. And just like the music industry of the 70s through the 90s, old order industries and institutions have had to cope with the restructuring of their businesses and lifestyles as new generations of digital savvy (if not digital thinking) people become competent in, sometimes master, what took them decades of perseverance to master themselves. What we see in this shift is the Barons of the old order media, industries and institutions – who jealously guarded their own knowledge-base – attempting to force-fit their analog thinking into a digital mold.

As a result, conflicts arise. When Uber revolutionized the idea of ride-sharing in the digital age, the old order taxi companies enlisted every legal tool in their arsenal to fight the inevitability of their old revenue model disappearing. We see the same scenario play out in everything that can be digital becoming digital now. Even the old order institutions that built their mastery and prosperity on a successful pivot to the digital (the early dot coms) are finding that even newer aspects of the digital now threaten the successes of that initial pivot.

Content is King

Mastery is now easier to attain than at any other time in human history. The old order, analog thinking masters strictly limited teaching their secrets to anyone but the most worthy of apprentices. Those apprentices had to have the most serious dedication to their interests and would likely do menial tasks for much of their apprenticeships just to be in the presence of their mentors. That hard-won mastery is gone in the digital age. That's not to say that practice and dedication aren't still necessary for mastery today, but the barriers are largely removed. As a result, we are now encountering a generation of self-appointed "masters" in arenas wherein previously the title of that position of mastery implied respectability. Again, old order thinking predisposes us to believe that if a self-declared master online grants himself a title we should presume he "did the work" to earn that title. For all this easy access to competency, mastery, information-based skills, what we find lacking is real, valuable content. It's great that we have access to the tool boxes of old order masters, but what do we build with those tools? Thus far, not very much. Usually those tools build rehashes of old order ideas to be sold as something novel in the digital age. When I'm critical of the *Success Porn* grifters of this digital age, what I'm really drawing attention to is the reselling of old order, tired ideals. Motivational speakers, new age gurus, self-help "coaches" of today, are really only selling the same old order thinking in a more convenient, more easily disseminated digital method. The content is old. The religion is old. The thinking is old, and it's thinking that is still firmly rooted in an old order understanding of how the world *ought* to be based on the limited information set available to the people creating it at that time.

The ease of the digital new order makes us lazy. For all of the access we have now, for all of the information we have, we've never been more unmotivated. The process of mastery, the process and dedication needed to attain it, used to contribute to the creative impetus required to use it. Today we've never been less creative in our thinking. It's why we keep returning to old order stories and movie franchises. We just retell the same old order thinking stories in more advanced and colorful ways with the technology of the digital order. But we just repeat ourselves; or we add some social justice twist to stories that were timeless because the art took precedence over any other consideration.

The Red Pill

In the earliest days of the *seduction community* the forums that sprang up around men looking to get laid was an extension of this old order vs. new order thinking. The internet and conversation forums dedicated to Game, pickup artistry and dating were a predictable application of attempting to solve old order problems (getting laid) with new order information. Men in particular wanted to figure this out, so, as expected, they would coalesce and compare notes across the planet, each sharing their personal experiences with other men. Then further combining that experience with data available from psychology, anthropology, sociology, evolutionary theory and dozens of other related fields of study to provide a global consortium of men with a more accurate database on intersexual dynamics than they'd ever had available to them in any prior era.

Up to this point (I estimate 2001 or so) men had to figure out the dynamics between themselves and what women were becoming since the Sexual Revolution. And most of that "figuring it out" was based on limited information, based on old order thinking. The old challenges of understanding ourselves doesn't change, but the way we think about those challenges is in constant flux; and that changing has become increasingly more rapid in a global age.

With that change comes conflict with the old order thinking. In terms of the Red Pill, old order thinking manifests itself as Purple Pill regressiveness. Often times the new Red Pill awareness conflicts with the old order thinking that present generations have based their existences on. They refuse to acknowledge the data we have access to now that we didn't when they were forming beliefs and ideals that would form their personalities and ego-investments. Yes, there are certain timeless truths, but we must hold "common sense" to the same scrutiny we would apply to new ideas in this age. When I identify a person or a concept as *Purple Pill* this is what I mean by it; usually, it is an old order ideal being force fit to conform to align with new order data.

We desperately want our belief sets, our ideals, to be confirmed by the information we have access to in the digital age. Sometimes this does happen and we feel validated for it, but more often we see that our efforts in building a life according to the old social contract or an old order way of understanding ourselves and the world is invalidated. And this is what either builds us up anew or forces us into stasis in our lives.

The Red Pill has been redefined in many ways on many occasions over the past 20 years to fit the sensibilities of people who really want to give a new validity to whatever pet ideology they think it should apply to. Most of these people have no business calling anything "red pill", but they're attracted to the concept as a proxy term for 'truth'.

Initially, in the earliest days of the SoSuave Forums, we used the Matrix analogy to describe how a guy who still believed and still behaved according to his old order understanding (his conditioning) of intersexual dynamics was stuck in his ignorance. The old way of thinking about women – that up to that point was based on limited and largely inaccurate information – was still what a Blue Pill guy would accept as reality. It required a guy to "unplug" himself from that old order-informed way of thinking and transition to a new awareness of intersexual dynamics. Hopefully that guy could live a better life (even save his own life) by using the information in that new order tool box. Thus, we have the Red Pill analogy, but what the Red Pill really describes is *exactly* the casting off of an old order ignorance in favor of a new order thinking predicated on information we were limited from in prior ages.

We are entering a new, digital Age of Enlightenment. I know a lot of the Manosphere would tell us we're heading for a new Dark Ages of degeneracy and decay. Enjoy the decline, right? If this is true and we are spiraling to more ignorance, depravity and superstition on a now globalized scale it will be the result of not changing our ways of thinking according to the new data we have access to today. It's never been easier to become what we want to become today, but with that facility comes lethargy, a lack of creativity and insight, and self-gratifying sedation. Just because we've been *enlightened* by this new, globalizing knowledge-base doesn't mean we know how to apply it.

If we do enter a decline it will be the result of an inability to unplug from a comforting old order way of thinking.

This essay is from an abridged preview of my upcoming book The Rational Male – Religion.

Exit Dalrock

January 23, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



This is truly depressing.

Yesterday Dalrock announced that he's stepping away from his blog. Not only that, but he's contemplating deleting the blog and over 10 years of what can only be described as seminal work in explaining contemporary Christianity from a *Red Pill* perspective.

I'm not sure what prompted this decision. I want to chalk it up to burnout, but I'm afraid that doesn't explain the desire to erase a body of work of Dalrock's magnitude. Everyone gets burned-out at some stage and 10+ years is a long time to sustain a blog that's as well-thought as Dalrock's.

I'm talking with Dal via email now and I'm trying to make sense of this decision. Several people have already begun to archive the 'best of' Dalrock for posterities sake, but I'm not sure this aligns with his desire to remove his work entirely.

Farewell (for now at least), and thank you.

Posted on [January 22, 2020](#) by [Dalrock](#)

As you have no doubt noticed, it has been several weeks since I have last posted, and over a month if you don't count the Merry Christmas post. I've decided that it is time to shut down the blog. I don't have a detailed explanation to share as to why I've decided this, aside from the fact that I think it is time. I do want to clarify that:

1. I haven't suddenly changed my thinking and decided to embrace chivalry, feminism, etc.
2. All is well in the Dalrock household, and no one is pressuring me to stop.

I've been blogging for just under ten years, and want to thank my readers for their prayers, words of encouragement, and what they have taught me. I can't say for certain what the future holds, but at present I don't have any plans to return.

Farewell (for now at least), and thank you.

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I've been friends with Dalrock for 10 years and it's no exaggeration to say that no one has done more seminal work on examining Red Pill intersexual dynamics in the context of mainstream Christianity than Dal. His blog has been the go-to place for discussing the Red Pill within a framework of Christian convictions for as long as I've been blogging. In fact, we both began blogging at around the same time and we used bounce ideas off each other on the old RooshV forums in a private discussion sub Roosh himself had set up for the likes of myself, Dalrock, Roissy (for a brief time) and various other Manosphere notables of that time.

When I first launched this blog I gave serious consideration to include some section or dedicated space to issues of Red Pill awareness and how religion (Christianity in main) is intertwined in it. I gave up on that idea in the early days of *The Rational Male* because Dalrock had so thoroughly covered what I knew then would be a necessary part of what was becoming the "*manosphere*". And to be completely honest, Dalrock did it better than I had the time to invest in making it worthwhile. So I stuck to my policy of never discussing religion (or politics or race) in specific unless it crossed over into intersexual dynamics.

In these 10 years the one forum or commentariat that I participated in with regularity was Dalrock's

comment sections. I would relate the ideas he was developing to *Red Pill* concepts and he in turn would use my ideas to better illustrate what he was seeing transpire in Christian dating, Christian marriages, romantic/chivalric idealism and secularism transforming intersexual dynamics in a Christian context. A lot of this came to a head when he (and I) began challenging a new generation of ‘masculinity pastors’ and their own misguided ideals, and their efforts to turn the Manosphere into their pet ministries. It’s these grifters who’ll be toasting the demise of Dalrock’s blog the loudest this weekend.

When I began work on my upcoming 4th book about the *Red Pill* and religion my first impulse was to coauthor it with Dalrock. I asked him more than once to consider going in on the book with me, but his desire for privacy and anonymity had him decline my requests. Instead I asked if he (and various other men I respect in the *christo-red pill* community) would be someone I could quote and consult for the book. This he agreed to. In the new book I quote Dal’s blog quite a bit; particularly with regard to scripture and his concepts of marriage and child rearing in our *brave new world* of gynocentrism.

Dalrock filled a unique position in the ‘sphere. He more than myself has always been a thorn in the side of Trad-Cons & Red Pill Pastors (*Warhorn*) and their efforts to force-fit their old order beliefs into what the Red Pill was making more and more Christian men aware of. The Red Pill has never been a threat to faith, but it has been a threat to men who’ve built social and personal frameworks around a church culture that validates their Blue Pill conditioned lifestyles. If Rollo Tomassi points out how the *Feminine Imperative* has replaced the *Holy Spirit* in contemporary church culture and doctrine, well, he’s just a sinning PUA who can be dismissed. But if Dalrock rips back the veneer of ‘Christian Kosher’ Feminism that pervades the modern church, that’s when these guys have to do their homework.

All that’s gone now. And, potentially, all of that work is at risk of being deleted. All of the well-thought articles that held feet to fire and challenged an increasingly more feminized church (and their male feminist ‘christian’ apologists) to seriously look at itself are going away. And as I said, I’m sure the grifters are rejoicing and seeing it as a sure sign that God is at work in the Manosphere.

Blogs are Dead

I’m wondering if the age of blogging is at an end. 12 years ago blogs were the way to express ideas to a wider audience. Twitter and most of the social media we take for granted today was around, but it was certainly less endemic as it is now. Hell, even YouTube was still privately owned back then. If you wanted to build an online media brand you had to really believe in what you were doing to make the effort worthwhile. Blogging has always been a labor of love. That’s especially true today because everyone on social media today is their own *Brand of Me*. If all you do it curate an Instagram account with no other function than to show off how great a life you live, congratulations, you are your brand. It’s second nature to us now, but it used to take a lot more effort to relate your digital consciousness to an audience. That was what you used to blog for.

Now, even the most basic social media accounts can be ‘*influencers*’. In fact it’s become so endemic that big name brands and their social media PR specialists have figured out that tween-age girls like to think of themselves as ‘micro-influencers’ and “hire” them to represent their brands for as little as a 30% discount on the product itself. As I mentioned in last week’s post, the barrier to entry has been reduced to almost nothing these days. But that ‘nothing’ barrier removes the process necessary to really develop one’s passions, or develop what one thinks about their beliefs. Content is king, but just

calling it “*content*” reduces passions and ideas to a commodity. Are you a *content provider* or are you an ideas person?

The commodification of ideas, beliefs, imagination, creativity, etc. is really where this ‘sphere and countless others are heading. It’s not hard to start an online brand. Drop-shippers are all basically selling the same Chinese product, but the brand, the logo, the competition is all just a popularity contest now. Want to be a Red Pill dating/life coach? Just read passages from *The Rational Male* verbatim on a 5 minute video shot on your iPhone 7 and call it your original work. It’s not plagiarism, it’s *content deliverables*, right?

The easier things are to produce, the more real creativity suffers. Assuming most people in the future actually have original content to deliver, the process also makes them beholden to prioritize the *production* over the actual product. Blogs are not very good at that kind of prioritization. I was always amazed at how Roissy/Heartiste could produce a blog post a day right up until ‘his’ deplatforming last year. Most of those daily posts were just current event filler crap and C&P’ed comments from his threads, but in between it all there were the occasional strokes of genius. And those genius posts became fewer and fewer in the last 4 years.

I’ve never posted for the sake of posting. Traffic has never been my priority on this blog. Neither has monetization. The message of this blog and my thoughts have always taken precedent. In almost 10 years I’ve never written an essay *for* an audience. I put forth what I think needs to be considered and hopefully people can use that information to construct a better way of living with it. But in the coming decade pandering to an audiences’ sensibilities will be the *only* thing most content producers will focus. Audience engagement and content providing is already trumping any real discourse.

And this is the real hard thing to accept about Dalrock’s *retirement* and deleting himself; it’s 10+ years of real, passionate, ideas and necessary debate that’s been instrumental for men in understanding the state of Christianity, church culture, Red Pill awareness and so many other related issues:



okrahead says:

January 22, 2020 at 6:21 pm

Years ago I did an internet search for “your Christian wife cheated on you” which led me to the now defunct Christian Men’s Defense Network site, which in turn led me here.... and I think I have some inkling of how Saul of Tarsus felt when the scales fell from his eyes. Seeing this post was like a punch to the gut. I went through the divorce court wringer with all that entails, for all the ridiculous reasons Dalrock has talked about for the past decade... The knowledge and wisdom I gained from this site helped me keep my son when the bottom fell out. That is a debt I can never repay. Godspeed Dalrock, and maybe just take a break for a little while to refresh the batteries. When I needed guidance in the worst way you were there, and I know there are plenty of others out there who need it now and will need it in the future.



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When I think of the wholesale destruction of Dalrock’s work I’m reminded of how violent members of a conquering tribe/nation/religion are prone to destroy the artistic and intellectual works of the society they’ve overthrown. The first order of business is to *erase* the art, the ideas, the ‘gods’ of the defeated tribe, or to plagiarize the best of it and erase the rest. Burn the books, destroy the symbols, appropriate and assimilate the ideas; in the end it’s an indictment of the one who’s doing the erasing.

I have no doubt that once Dalrock's work is gone there will be 'grave robbers' lining up to distort what he built to fit their own narratives and provide them with *content* to call their own.

And all for what? Roosh has decided to erase himself recently as well. All the work he created that was so influential in the 'sphere, now that's traded for a new kind of nihilism. And all the usual moralist suck ups are ready to see him as the Prodigal Son. *See? We were right all along. Our faith is validated and confirmed!* But all the same problems that brought us to questioning that faith are still where we left them. Only now there's no one left to point out their inconsistencies. No one's left to identify the Blue Pill conditioning that's prompted so many men to leave the churches. No one's left to call *bullshit!* Only those grave robbers are left; the same guys who've been apologizing for never understanding the Blue Pill or their compromised masculinity because their faith and existence depends on it.

Blogs are dead. Long live The Rational Male.

Just to allay any concerns, no, I'm not shuttering this blog. I'm still going to be writing here and elsewhere. I'm not unpublishing anything. Maybe blogs are now a dead media, but I do my best thinking here. And yes, I fully expect some 'coaches' will be lifting my material to fulfill their *content* quotas. Just be sure to remind them where they're sourcing it from whenever possible.

I will apologize for not posting as consistently as I have in the past, but this is mostly because I've been focusing on the latest book. Like I said, I don't post for the sake of posting. I craft my essays and I don't publish them until I think I've stated what I needed to state.

Rise Above

February 7, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)

I received this comment on my January 29, 2020 livestream of Rational Male 101:

I think Rollo is talking about an idea that I've read about before in Thomas Sowell's famous book *Conflict of Visions*. One side of the spectrum says that humans are very animalistic despite their capability of rationalizing otherwise, and human nature must be constrained by laws and social processes (such as constraining hypergamy). The other side of the spectrum says that humans are entirely capable of overcoming their Darwinian natures through intentional decisionmaking and must be unconstrained in order to flourish. Everyone lies somewhere between the two. I assume most men here lean more toward a constrained vision.

Nature vs. Nurture is a constant theme in the Manosphere. Yes, it's a constant theme throughout most natural sciences, but it's a paradox that's going to always pervade intersexual dynamics. And mostly because people's belief sets are rooted more in one or the other. Personal responsibility versus biological determinism is an issue that defines what our perspectives are on a great many things; not just intersexual dynamics. This isn't an issue of politics or even worldview. There are plenty of *believers* in our human capacity to rise above our personal circumstances and evolutionary dictates on both sides of the political spectrum. For every hardline Trad-Con espousing the virtues of the human spirit and freewill superseding our physical conditions there is a left-leaning humanist who'll conveniently agree that humans aren't beholden to what some inconvenient science says if it aligns with their belief set.

Most "*old order*" ideologies today are struggling with relevancy in what I called the age of "*new order*" thinking or our New Age of Enlightenment. This new order understanding is the result of the unprecedented deluge of information we now have access to in this millennium. Not only is it this new influx of data that's challenging the old order ideologies, but also the accessibility to it that *old order* thinkers can no longer keep pace with.

The response to this influx of information requires us to parse it out like never before. In predictable human fashion most people will make a hard turn towards the *old order* dictates that used to be able to explain harsh truths to us adequately enough for us to move on to other things. Thus, we see the global Village return to an interest in old religions, shamanism, metaphysics and tribal superstitions (and a lot of *Chick Crack*) today. That's not to say that some of these old order institutions never had merit. A lot of what *new order* data presents to us can be confirmed by *old order* beliefs and *wisdom*. What we used to take on faith can now be confirmed by *new order* information. But this is also problematic for *old order* believers. It's never a comforting thought to be confronted with what you had thought was sublimely metaphysical actually being something that can, in fact, be quantified. Yes, your religion was correct about some things, but those things are no longer the magical articles of faith they once were.

But We're Better Than That, Right?

The Nature vs. Nurture debate is really a polite proxy for the war between two perspectives – Determinism vs. Freewill. While questions of consciousness and personal philosophies are outside the scope of this blog, what is in scope is how these perspectives define the way we approach our

understanding of innate mating strategies, long term relationships, forming families and raising children.

As I mentioned early, determinism *feels* wrong to both kinds of *believers*. When ever I debate the harsh realities of how Hypergamy works, not just for our species, but most of the animal kingdom, I'm invariably met with the question of whether or not Hypergamy is 'Good or Evil'. There's always a want to qualify what's really a natural dynamic. Is a pack of wolves *evil* for bringing down a caribou to feed the pack in the dead of winter? It all depends on who you're rooting for I guess.

The 'sphere's contemplating these scenarios are nothing new. Considering the moral implications of the uglier aspects of Hypergamy is just one easy example among many other naturalism vs. moralism dilemmas in Red Pill praxeology. *Empiricists* will explain the dynamic in the hope that knowing about it, and how it works, will lead to better predictive outcomes. Hypergamy works thusly X-Y-Z; now plan accordingly and build a better life upon that predictive model. *Believers* on the other hand will absorb this data and look for moral equivocation:

They believe that the goal of debate is to establish what is morally better, and what everyone should do. They **argue about what is right**.

The Believers vs. The Empiricists

On a recent video I did with Rich Cooper and Dr. Shawn Smith one point of debate was whether or not the idea of Hypergamy should be used as a "predictive framework" for understanding intersexual relationships. The topic of our discussion was the merits of Hypergamy in its expanded, *robust*, definition and whether it's a reliable metric to compare people's relationships (married and dating) against. As you might guess a lot of Red Pill awareness centers on Hypergamy; it's why I continue to stress it even when my detractors lie about my interests. It's really *that* important.

But as we we're debating the ins and outs I posed another question to Dr. Smith, "*If Hypergamy is not a reliable predictive framework for understanding intersexual relationships, then what is a better one?*"

I wasn't being **facetious**, nor was I trying to hit Shawn with a gotcha question; I genuinely wrote this question down in my preparatory notes for the show. If not Hypergamy, in its expanded definition, (that describes women's innate mating strategy) then what is a good outline by which we might judge women's (and men's) motives, incentives and behaviors with respect to their mating strategies.

Do women even have mating strategies defined by their innate, evolved, natures? Or are their sexual, reproductive decisions purely an act of cognitive will, as defined by their socialization? If 100,000 years of human evolution *didn't* shape women's reproductive strategies, then what are we left with that explains the commonalities we see women using (with our *new order* data gathering) in their mate selection and breeding (or aborting) habits? Is it entirely freewill and personal choice? We're certainly meant to believe it's "*her body, her choice*" and the decisions are an extension of her cognitive will.

Yes, I get that it doesn't have to be one or the other. The possibility exists that it's both nature and nurture affecting women and men's mating strategies – and certainly choice is involved in the outcome of those strategies. I'm more inclined to believe it's both, or at least we want to believe our conscious decisions are what's pulling the strings. I've been in all the livestream debates when we asked the question, "Do women have agency?" and if not then are we our *Sister's Keeper*? The more moralistic a guy is usually the more he's likely he is to include women's lives to his list of masculine

duties and personal responsibilities.

The underlying assumptions in all these accounts is “*Aren’t we better than this?*”

As reasonably rational, self-aware creatures, with what we presume is freewill and a liability of personal responsibility for the choices we make when exercising that freewill, then haven’t we evolved above all our base impulse? If not, then shouldn’t we have by now?

Every day I harp on about the fallacy of the Blank Slate that most old order thinkers can’t seem to disabuse themselves, but if we are in fact “*above it all*” then the fallacy of the Blank Slate, as well as the notion that we might ever be influenced by our evolved natures is all a moot point. If our conscious selves are in fact *better than our evolved natures* then the variables of evolution are rendered meaningless. All that matters is the *self* and developing our consciousness to rise above our conditions.

Our conscious minds are capable of overriding our innate natures. We can, sometimes do, kill ourselves by not eating. A fast or a hunger strike is something we can consciously do as an act of will. A sense of righteousness and virtue can get mixed into that conscious and our will supersedes our innate nature (we get hungry and need to eat or we die). It doesn’t change the operative physical state that our bodies need certain things. We often commit suicide as an act of will or the conscious act of our depressive emotional state. Again, *will* (however it’s defined) overrides our physical conditions, but how much of what we believe is our *willpower* is uninfluenced by the same physical conditions, environment, upbringing, socialization and personal circumstance that we hope to rise above?

Very soon, perhaps within my own lifetime, we will be able to genetically engineer humans. In 2018 a Chinese scientist broke codes of ethics to create the first gene-edited baby. The science, if not the technology, is already here. The possibility exists that human beings, through sheer force of will, can custom engineer our physical states to conform to what our ideologies would tell us is preferable. If you’ve ever seen the movie Gattaca you’ll understand the implications of this technology. It’s this author’s opinion that we are living in a time when the ideologies we subscribe to today will affect the ethics of what we engineer into the humanity of tomorrow.

Gattaca is science fiction, but the philosophical questions it poses are very real now. From a objective, humanist perspective this raises a lot of interesting questions. Should we engineer-out of humanity “diseases” like Down’s Syndrome? What about sickle cell anemia? If a gay gene is ever discovered (I don’t believe homosexuality is genetic), should we edit it out of humanity to ensure “normal” heterosexual human beings in future generations?

The Chinese scientist who broke the rules of ethics was reprimanded for his experimentation. “*When the news broke, peers in China and abroad condemned him for manipulating life’s building blocks using a relatively untested gene-editing tool.*” But why? Chinese official declared his experimentation illegal. It’s entirely possible that a new race of superior humans could be engineered to be better ‘adapted’ to live longer, be smarter, more immune to certain diseases, possibly eradicate some disease and make for a stronger human species. Why would it be *wrong* or unethical to strive for “perfection”?

Have we not elevated our will above our physical limitations? Or are we using our physical conditions as an implement of our will? We’ll find out soon, but our ideological bent and the ideas of what right and wrong is most certainly influenced and defined by the realities of our physical selves.

Rise of the New Order

This was a comment from Jack about the rise of the New Order:

Rollo, the digital age has ruined us. Culture and pop culture today move at an alarming rate, what was hip now won't be in the next year or month, society has never moved this fast and as a result the new way is merely a day away from being the old way. The demon's out of the ring now, no turning back, and there's no real way to deal with the modern age.

If you are not born into greatness, or utilizing the vast knowledge of the net to surpass everyone and stay there, you get nothing. It's now the same way with women, previously, our worlds were smaller and hypergamy wasn't as out of control. There were checks and balances, God and church being two of them, shame was a motivator for keeping women in check as they don't understand loyalty like men. Now, they have infinite access to all top men, with upwards access to all jobs, and no repercussions for acting in their very best interests and base instincts at all times. This shrinks the dating pool dramatically to only a few desirable mates because they value themselves so highly. So, if you're not a natural at flirting with women, or learned how to do it through you and the many other "red pill" men out there AND CAN KEEP THAT ON 24/7 WHILE DOING IT BETTER THAN EVERYBODY ELSE, you will get nothing or lose what you have.

It's almost all risk no reward for modern men unless you're alpha", and even then you're not safe. Women will always want more and better, so if you're not constantly 100% on at all times, you lose. If Jeff Bezos and Johnny Depp aren't safe despite their fame and fortune, what does that say for everybody else? It's exasperating as a modern man, you have to be and do too much to compete on the global market, as a man younger than you I don't know if you can understand how daunting it is to have to be everything all at once and it STILL not being enough. You can't even stay established anymore, if you're not constantly putting out content, you fall to nothing again and have to start from scratch.

Your competition as a red pill man, are other men armed with this knowledge, and it will get harder as time goes on with more men are forced to adapt this way of thinking or give up entirely. The new system forces you to constantly adapt faster, and better than all of your peers, or die instantly. There is no rest, no reprieve, no time to catch your breath, either you constantly innovate and improve on the new or you simply don't eat. I cannot understand how this can keep up when this new "enlightened" era leaves the majority of the male sex in the dumpster.

That being said, without men such as you or Dalrock, established constant fonts of content for this, the kind of thing men need to hear, there will be no direction for men in the coming years. Yes, someone might come along eventually to replace you and the groups you represent, the thought even, but the men like you are very much buoys and lighthouses to keep those of us drifting in the digital age's ocean from sinking. Without that, we're all absolutely lost. Without guys like you, it'll be even harder to aggregate that information and even try to compete or establish relevance. So the destruction of Dalrock's work means setting those of us who wish to live and fight for a better life back several years, which none of us can afford. Many of us have learned partly, or greatly from you and men like you, whether that's connecting the dots or having the entire mind opened. So whether or not he

wants to delete everything, his work must press on for every one of us who wants a chance to survive in this.

While I'm flattered to be considered one of the pioneers of understanding intersexual dynamics from Red Pill perspective, I can entirely relate with the sentiment of perpetual vigilance. "If [insert male celebrity] can't make it in today's sexual marketplace with today's women then what hope does the average guy have?" is a common MGTOW refrain. I understand men's desire to just throw in the towel and accept one's sexless fate. We now live in a *Global Sexual Marketplace*. The *old order* rules for the localized sexual marketplace that the last 3 generations of men still expect to work for them today are a thing of the past. And this is only *one* symptom of the rapid expansion of technology and its effect on our cultural narratives.

For all the alarms we'd like to raise about humans' genetically engineering future generations of humans, the effects of the meta-scale social engineering experiment that is gynocentrism are already here. Men have always formed *adaptations* to the realities of solving their reproductive problems, but never have a generation of men had to adapt to so rapidly a changing environment. And it's only going to get more complex as we move forward.

Today's men have few options available to them in our present state. Most of us will continue to keep pace and attempt to see the signs of ways to best advantage what comes at us in the sexual marketplace, and really life in general, until we can no longer keep up. *Evolve or die*. Keep pace with the trends and stay sharp enough to look ahead and leverage what you can based on an objective assessment of what human beings really are. Stay sharp until you no longer can. Hopefully, if you've wisely conserved and protected your resources during that time you'll have some security until you die. If not, then you can expect to fall prey to the next generation of vultures who see your nest egg as their source of revenue.

Or you can give up. You can do just what's necessary to survive in a system that passed you by and console yourself with complaining about how degenerate and unfair it is. And you'll be right on both counts because that's where you are. Old order thinking is very comforting, and it will be until there are no more old order thinkers – replaced by a succeeding generation of new order thinkers who themselves will be swept aside by new order thinkers.

More and more we're going to see a return to the old order religions, metaphysics and tribalism as the generations that cannot keep pace with human advancement seek *meaning* and consolation. As a result we'll also see a new virtue signaling and ego-investments in the power of the *self*, freewill and mindful consciousness. The Trad-Cons of today are already here and the more 'spiritual-but-not-religious' social justice adherents apply their own brand of magical thinking, but for the same reasons. The effect is the same – the retreat from competing in a globalizing system that, sooner or later, will outpace us all.

And like all other aspects of this rapid advancement, even this retreating demographic will be coopted and commercialized by savvy 'players' who are still keeping pace. Formalizing the retreaters, organizing them, catering to their idiosyncrasies, all will be big business for those who learn to sell consolation (if not hope) to those who think they'll never keep up.

RULE ZERO LIVE! â€¢ LAS VEGAS â€¢ Update

February 20, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)

RULE ZERO LIVE!

WELCOME TO Fabulous LAS VEGAS

LAS VEGAS, NEVADA

ONE DAY ONLY SATURDAY APRIL 18TH

SPEAKERS
RICHARD COOPER • ROLLO TOMASSI
RIAN STONE • MLD JON • TROY FRANCIS

JOIN US FOR A LIVE-TALK EXPERIENCE AND ONE-ON-ONES
THIS SPECIAL EVENT IS LIMITED TO 100 ATTENDEES
REGISTRATION AVAILABLE TO COMMUNITY MEMBERS ONLY

SOLD OUT!



I am officially sold out of my 20 tickets for this event!

First off, I want to thank all the guys who've reserved a spot to already. The response to what started as a small gathering of guys in Vegas has been overwhelming. As of this post I am sold out of my initial 20 tickets – **in 5 days!**

Jon (MLD) is also sold out of his tickets. **Rich Cooper** is about 3 away from selling out.

So that's the bad news. The good news is that **I do have 6 extra slots available** for overage.

However, once these are gone that's it! The price will still be \$500 per until March 1st. At that point registration goes up to (and stays at) \$750. You must be a **Rational Male Patreon** subscriber to purchase a spot.

BUT THAT'S NOT ALL...

We've just added a new gathering to the event activities,...

Watch Jon's channel for details **MODERN LIFE DATING**

Why We Fight

February 25, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



“Violence, naked force, has settled more issues in history than has any other factor.” –
Robert Heinlein, *Starship Troopers*

In the almost nine years of of this blog I have only hit upon *violence* on a couple of occasions. I’ve only been in a physical altercation a handful of times in my life. And by that I mean *real* fights; the kind of violence that requires you to physically harm another person. I’ve been in lots of sparring fights and martial arts tournaments, mostly when I was in my 20s and 30s. While I’ve been hurt and caused hurt to my opponents, I can appreciate that there is a qualified difference between competitive *sport* fighting and real violence. The one mutual interest my younger brother and I had when we were growing up was beating the shit out of each other. By the time I got to high school I was no stranger to taking a fist to the chops or various headlocks and “wrassling” holds.

Most of the times I’ve been in *real* fights were in high school. It’s interesting just how Darwinistic our teenage years really are –we’re just too immature to appreciate it then. Unless you grow up in a sheltered family, learning about sex and violence is usually part of our adolescent experiences. After high school I got into a few fights when I was playing gigs in the late 80s-90s Hollywood scene. Depending on where we played and who we happened to piss off, those kind of fights were something you had to keep in the back of your head as being a possibility. Usually you had friends or bandmates who had your back, but not always.

She hit him first tho pic.twitter.com/TvskFhOH8Z

— Fight Vids [@TheFightVids](#) [February 22, 2020](#)

Of those scuffles most of them were versus a drunk guy who presumed he could kick my ass, or my bandmate’s ass, because, well, we weren’t exactly the most physically imposing guys to be honest. And a lot of those fights were initiated in one of two ways; the guy was fed up with guys like us because the women (usually in some sexy outfit) preferred to fuck guys like us – or, the fight was provoked by a woman and the guys fighting were coming to blows over who’d fucked whose girlfriend. Often enough it was the girl herself who’d later admit she “made a mistake” and one or the other found out.

All of that was back in the late 80s and early 90s. Things have definitely changed with respect to how violence is initiated, normalized and respected (or delegitimized) today, but the basis of that violence will never change. Violence is part of human nature. We do ourselves no favors in denying this simple fact. I can remember in 2001-02 when I did casino promotions for this new ‘sport’ called King of the Cage. It was the forerunner for today’s MMA fighting, but back then it wasn’t as socially acceptable as it is now. I believe Nevada was one of the only states that could legally host such an event. The outcry then was that it was an underground ‘bloodsport’ and legitimizing it as a true sport was the first step towards degenerate social savagery. Or something like that. People used to be appalled by it.

Now MMA fighting is something I’ve seen some Evangelical Christian churches use as a draw to get their men to attend a ‘masculine revival’ weekend. [Warriors for Jesus with a ‘saved’ MMA fighter](#) speaking about using his *sport* as a ministry. I think there’s a primal, evolved side of men’s nature that makes violence attractive. And like *love* and *respect*, violence is another aspect of the human experience where men and women’s approach and understanding is innately different.

Boys and men are innately drawn to competition, combat and violence. We make ‘*guns*’ out of our fingers. We craft weapons from scraps we find in the garage to defeat our ‘foes’. We love our plastic

army men and G.I. Joes, our cowboys & indians, and we play ‘war’ with our friends. Our video games from the first coin operated arcades to our immersive virtual reality consoles are about combat and strategy. Even sports have been called a “proxy for war”. Team sports are a facsimile of tribal competition. Human males’ physiology, by and large, evolved for combat and physical stresses. I realize that might be hard to believe by today’s standard of masculinity, but the evidence is there.

The male Burden of Performance began with a need for testing that performance against our primal environments and some very real opponents. I have read some interesting research that suggests human beings are innately risk averse. Most humans would rather avoid conflict than voluntarily engage in a fight that they could very well lose, if not die from. The logic is that humans’ success as a species is at least partly due to our evolved sense of caution for life and limb. If you cooperate and play it safe it’s likely your risk-averse genes would propagate into future generations.

Of course the flip side to this can be summed up in an old Latin proverb,...

Fortune Favors the Bold.

There’s also research that shows men experience a spike in testosterone levels after defeating a rival in combat, and/or killing their opponent. This doesn’t even have to be actual violence; some studies show men experience a similar spike when their sports teams win a significant game. So, while in some instances avoiding conflict and backing down from a dangerous engagement has survival benefits, risk taking and enacting one’s will by force also has some reproductive benefits.

For as much as they rail to the contrary, women *do* have an affinity for violent men. Women get turned on by men with a capacity for violence. Modern psychology attempts to pathologize this arousal prompted by dangerous men (hybristophilia), but, by order of degree, women evolved to select for men with at least the perceived capacity to do harm to another man. I would speculate that this attraction stems from women’s evolved need to seek security and protection from men, and sympathetically, men evolved an innate protectionist aspect to our own evolved firmware. Competing with rival men for sexual access, sometimes violently, is part of our ancestral programming. As we developed into a more ‘civilized’ species that competition shifted to contests of performance between men, but the old violent firmware is still part of humans’ starting package.

Let’s You and Him Fight

On Twitter and a few past livestreams, I’ve pointed out that women today have developed a false sense of security with respect to the potential of *real* violence. This is equally a result of the masculinization of women as it is our accommodating the Feminine Imperative in mainstream cultures. In the age of social media, as the globalization of women’s entitlements have spread, so too has women’s entitlement to personal safety.

One very real downside to the *Fempowerment* narrative is that it has convinced women that the fantasy of the “*strong female*” is something they can aspire to personally. This is what I’ve called the *Warrior Princess* fallacy: Over the course of generations our feminine-primary social order has convinced women that they can realize the same warrior role as men. Via storytelling in various media the ideal that physical differences in men and women are relative, and women can be “just as tough and dangerous as men” is pervasive. This is a dangerous precedent, and one that is a direct result of *old order* beliefs in, and popularization of, *Blank Slate* equals.

In the idealized fantasy society of equalism, masculinized Amazon Warrior Princesses can give as good as they get from any man. But in the real world, men evolved for physical performance, competition and combat; women evolved to endure the rigors of childbearing and nurturing. And as

the introduction of transgendered biological males into biologically female sports divisions is proving, the realities of our physical differences is unavoidable.



However, the idea that women are always entitled to physical protection in the *new order* presents some interesting dichotomies. Women mix an entitlement to personal safety with an expectation of clichéd female bravado. Remember, this all happens in the context of women's innate solipsism; add a bit of alcohol and the social posturing of a group of women all vying for attention on a Friday night and you begin to see the volatile potential. Today's women have grown accustomed to initiating or escalating inherently unsafe circumstances for themselves – to say nothing of the men they'll involve.

Women have a limbic understanding that, for the most part, they can be violent with relative impunity. If a male ever strikes a female, even in self-defense, she can be assured that a mob of random males, following their evolved protectionist directive, will spontaneously form to beat the shit out of the guy. In today's Blue Pill engineered society, even the most passive male waits for an opportunity to prove his quality to womankind by becoming 'justifiably' violent in defense of a woman. It's what most men are conditioned for for most of their lives.

“Sorry babe, I don't know what came over me. I just can't abide by any man assaulting a woman!”

The old, vestigial, evolved response of violence is something our male hindbrains know will trigger 'gina tingles in women. The primal ideal of the nobleman with the capacity to unleash justifiable fisticuffs is Blue Pill conditioned psychological red meat. That the woman provoked or escalated an unsafe situation isn't even an afterthought – the guy raised a hand to a woman, opportunities to prove a legitimate capacity for violence are rare for low SMV men.

As such, women presume safety. Women will raise hell about feeling unsafe around men. They'll bleat about fantasies of enforcing a 'male curfew' (only for undesirable Betas of course) out of safety concerns. We'll hire security staff to walk a woman across a dark parking lot and install emergency call boxes on college campuses. But in social situations (particularly when drinking) will escalate inherently unsafe situations knowing that men will play by the *old order* rules.

There is an old PUA maxim that picked up on women's penchant to provoke men to violence. It was called the ***Lets You and Him Fight*** dynamic. Whether women are aware of this and deliberately provoking a fight between men, or, their subconscious motivates the conflict is a debate that's been around for a while. But the **LYHF** dynamic is a shit test women will use in assessing a man's Alpha status. Women need indignation as it is, but in this dynamic is a woman's hindbrain wants a visceral response from a man.

I first became aware of the **LYHF** shit test when a friend had told me how annoyed he was by his girlfriend starting fights with guys that she expected him to finish. She would honk the car horn from the passenger seat if someone had even slightly cut them off in traffic. Even flip off other drivers if the opportunity presented itself. She would start fights with other women which would provoke their boyfriends to step in on their behalf and he was tacitly expected to kick their ass to defend her provoking them. “What are you a pussy? Go beat his ass!”

I've tackled the subject of shit tests numerous times on this blog so I won't belabor them here, but this test plays upon some very deep, evolved, intersexual and intersocial dynamics. On some level of consciousness a woman wants to know her man can get violent. Most Blue Pill men find that suggestion appalling. We're supposed to be “above all of that”, right? For the most part I'm sure the majority of men would rather not be put into a position of taking a fist to the face. As such we build social conventions and rationales around not engaging physically in a *real* sense. So, to consider a woman might desire a man with a predilection for violence prompts them to qualify that woman for his own safety.

Intrasexual Competition

“Any group is weaker than a man alone unless they are perfectly trained to work together.”
– Robert Heinlein, *Starship Troopers*

When a group (tribe) of primates reaches a certain number of members the potential for '*hostile takeover*' by lesser males becomes almost a certainty. Beta male primates form coalitions to overthrow an existing Alpha leader. Most dominant Alphas instinctively cull this coalition building to ensure their position. A smackdown, abuse, punishment for anything that looks like a challenge to his position from lesser male troop members is something Alphas do to infrequently teaming up on him. Partially this is a display of dominance (social proof reinforces it), but it is also a curbing function. Eventually the Alpha becomes weaker and less effective at enforcing his dominance, and the Betas grow in number until such time that they can band together and depose him. Then the cycle repeats with the most dominant male among them assuming the Alpha role. He gets access to the most fertile females, kills off his rivals' offspring (which prompts the females into estrus) and reproduces for as long as he's able to remain in that position.

And yes, I'm aware of the theory that pro-social Alphas that build loyalty-exchanges among other males, and display a willingness to share resources with females, tend to make for better 'leaders' within a tribe. What most of that research conveniently leaves out is the element of envy and jealousy that develops (even among primates) in the Beta male population until the sentiment reaches a point of challenge. Even the good-guy, prosocial Alpha has to watch his back.

As you might guess, many of these behaviors are paralleled in humans. Alpha displays of violence, even if by proxy, are '*sexy*', but mostly we manifest male prowess in social displays. Athletics, resource acquisition, peacocking, conspicuous consumption, really any costly signaling of high sexual market value. To compete with these Alpha displays, lesser males must either:

- Increase their own value, and learn to display it effectively,
- Find ways to convince other men, (coalition building) and reproductively viable women, that those displays are worthless, while propping up his own displays as more valuable.

In the age of social media and mass communication Beta males are constantly reminded of their lesser positions. There's no respite. Even the most well-meaning, prosocial Alpha's presence is a reminder of Beta male inadequacies. High school bullies and '*Jocks vs. Nerds*' is a constant theme across human cultures because the evolved human male experience is always one of competition and a *Burden of Performance*. To be male is to compete, and as such there will be winners and losers.

Deposing, or disqualifying, an Alpha – much in the same way primates do – is also a constant theme in human cultures. Beta males enacting '*justice*' on an 'evil' Alpha or an Alpha proxy has always been a teenage fantasy for boys. Spiderman, Captain America, the wimp who incredibly transforms into a powerful Alpha himself will prove to the world how that Alpha power should be ethically used. The geek who gets the girl because she magically sees his superior quality that aligns with the terms he's establishing as valuable is also a fantasy. All of these cast the Alpha as 'oppressor'.



“O, it is excellent to have a giant’s strength, but it is tyrannous to use it like a giant.” – Shakespeare, Measure for Measure

Why is using strength, displaying value and exercising will an act of ‘tyranny’? Why is restraint of power a moral imperative? How did we come to disqualifying value displays? I’ve seen a few talks by Jordan Peterson where he promotes the idea that a *real* man is a dangerous one who possesses the capacity for violence and oppression, but has the strength of will *not* to use it. This then begs the

question, how does anyone know a man even possesses this capacity if he's not to display it? Concealing strength is awesome, but it is, by definition, indistinguishable from weakness. No one knows if you're a black belt or a white belt until you get in the ring and fight. However, the *moral* consensus is that it's unacceptable for men to display value.

This then is the global, social coalition that was formed by the majority of lesser men. To continually disqualify the merits of superior men is individually taxing and makes lesser men look worse for doing so. But build a social order around men self-policing their displays of value; then you have higher value men doing the heavy lifting for lesser men. You may be powerful, but the social mores of the time (created to serve the majority of lesser men) will tell you to conceal it. In fact, they'll build social conventions to convince the whole of men that displaying *vulnerability*, not strength, is a display of value.

Most of what I'm digging at here is *old order* thinking. Socially enforced monogamy has primarily served the greatest number of Beta men. And while it's definitely been a stabilizing factor for civilization, I can't ignore that the social expectation of monogamy is also the result of society-wide coalition building among lesser men to ensure that greater men wouldn't out-breed them. Most male-specific social conventions are designed to control men's innate directives. Their latent purpose is to teach rules that limit displays and usage of strength.

And in the *new order* we see this *old order* intersexual competition struggle to keep pace with a global sexual marketplace that centers on women's innate mating strategies resetting context of intersexual dynamics. Open Hypergamy incentivizes men's overt displays of higher value – and now on a worldwide scale. In response, men form online coalitions to disqualify those displays in an attempt to devalue the strengths of men they couldn't hope to compete with in the *old order*. Meanwhile, women in the global sexual marketplace continue to reward men who display genuine value according to their mating strategy's needs.

Your Mission, Her Mission

March 3, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Does your woman think of you before herself?

Does she make your priorities her own priorities?

Does she surprise you with acts of kindness and appreciation?

Does she inherently know that your success is her success?

Does she admire you? How does she show it?

Does she know what you need before you know it yourself?

Does she plan ahead to ensure you're taken care of?

Does she care to know *who*, not just *what* you are?

Does she take time to learn about or participate in the things you are passionate about?

Does she look forward to having sex with you?

Does pleasing you please her?

Does she do any of these things with genuine desire or is she fearful of your displeasure?

Or

Is your woman '*high maintenance*'?

Is pleasing her or avoiding her discomfort your mission in the relationship?

Is your relationship defined by how well you measure up to her expectations?

Is your woman's success more important than your own?

Are you the *sentimental* one in the relationship?

Do you plan ahead to ensure she'll be in the right mood?

Do you perform chores in the hopes that it will make her amenable to you sexually?

Do you believe your relationship is (or should ideally be) an equitable one?

Does her family take priority over your own at holidays?

Is your relationship based on quid pro quo?

Is she ever surprised by your anger?

Is your relationship perpetually a "work in progress"?

Is your relationship's *success* defined by qualifying to her metrics?

Do you measure the quality of your relationship by how well you meet her needs?

These are tough questions for most guys. I'm often asked how to vet a woman for a relationship or marriage and the hard part of coming up with a list of qualifications is that you have to actually be in a relationship with that person to really judge a woman's suitability for a long term commitment. Hot sex is a great 'up-sell' for women to convince a man to commit, and it's usually at the top of a guy's list of must-haves for his commitment, but you don't really understand her motivations or genuine desire until you are already in a relationship. Now you have emotional investment in her (caught feelings) at the same time you're realizing she's really not the person you thought you were vetting her for.

The 'Asshole Alpha'

A hard thing for most Blue Pill, Beta men to appreciate is the genuine desire a woman has for an Alpha man. When that guy sees a relationship that's based on a woman's dedication to please her Alpha man, his Beta Hamster goes into action. A lot of things don't line up with what he's been conditioned to believe about women and how a relationship should go.

His first presumption is that the Alpha guy is a 'manipulative asshole' and if he 'respected' her she would be better off for it. It's certainly not how he would treat her. Default respect for women plays well for a Blue Pill mindset. If you read through my first set of questions above the most common impression a feminized mind will have is that I'm implying a woman ought to be *beholden* to an Alpha man. While it's true that, ideally, a solid conventional relationship is founded on a man's ambition and success, and his woman sharing that mission, she has to *want* to be a part of it. Forcing a woman to be a part of a man's world is actually the methodology of a Beta man.

Monogamy can occur either because a female chooses to be faithful to a male, or as a

consequence of a particular lifestyle.

Promiscuity, Tim Birkhead

Exploring the *Desire Dynamic* has been a key feature in all of my writing. Understanding that genuine desire cannot be negotiated is usually one of the toughest parts of the *Red Pill* to accept when a guy is just coming into it. It's hard because most men already realize the principle; they've just been building lives around the contingencies, and forming deep rationales, to avoid accepting it. I have readers tell me all the time that what I put forth in my books and essays is stuff '*they already knew in the back of their heads*', they just didn't have the words to articulate it. Your relationship sucks, or your marriage is soul-destroying not because you can't seem to live up to a false ideal (which is true), but because your woman has no *genuine desire* to be a part of your world. Modern marriages fail, not because of trust issues, or security, or even 'her needs not being met' – they fail due to a lack of genuine desire.

Most women today are in monogamous relationships as a consequence of a particular lifestyle.

Blue Pill men have a hard time with this as well. A relationship based on a woman's choice to be faithful to a man, based on her genuine desire, looks a lot like what he's been taught a lopsided *manipulative* relationship is all about. The prime-directive of feminism (the *female Blue Pill*) is that a *Strong Independent Woman®* should "***never do anything for the express purpose of pleasing a man.***" Part of a Blue Pill man's lifelong conditioning is to think like a feminist woman thinks.

Most Blue Pill men are male feminists by default. Whether they vocally identify as one is largely a formality; Blue Pill men *think* like feminist women, because their social education came from feminist women.

When a Blue Pill male encounters the rare conventional relationship – one based on a woman's genuine desire and a man's Frame and ambitions – and he sees a woman doing things for the *express pleasure* of an Alpha man, his first impression is that she is with him by coercion. That conventional relationship model doesn't fit with what his female teachers taught him was the egalitarian ideal. Thus, rationalizing that a beautiful woman would only feel obligated to please an asshole is because she has low self-esteem, she's *forced* to please him because she's destitute, she's codependent, he overtly uses *Dread* on her, etc. This becomes his ego defense of his Blue Pill conditioning. His default presumption is that she is with *that guy* as a consequence of a particular lifestyle. It never enters his thought process that she is with that Alpha by choice.

Objects of Desire

Most men are uncomfortable with being the object of genuine desire. Even the idea of having a woman do something inspired for his express pleasure makes them feel like they're falling into the role of Asshole Alpha. *Promise Keepers* in particular hate this impression of themselves and will go to great efforts to quash it in themselves, by deriding it in other men.

If you read the first list of questions above and thought, "*Damn, that sounds harsh or manipulative. What about her needs?*" this is your Blue Pill training coming to the surface of your consciousness. Just the thought that, as a man, you might ever be truly desired by a woman gets conflated with 'abuser' status. Either that, or the first consideration is to default to *Bank Slate* thinking – "*What about her?*" This is the egalitarian, presumption of 'equal-and-opposite' as the ideal thinking.

Most Blue Pill conditioned men, and virtually every *Fempowered* woman, defaults to "What about her?" as their *Mental Point of Origin*. Guys do this because it's been hammered into their brains since

grammar school that ‘**putting women first**’ is the surest way to gaining their intimate favor. As such, the idea that they might ever ‘come first’ with a woman becomes an alien thought to them. Not only that, but they see the hypothetical Alpha I mentioned above as the *villain* to defeat in order to prove his quality. That ‘quality’ is based on his ‘putting women first’, so an Alpha Asshole becomes a golden opportunity to display how well he’s learned his Blue Pill lessons from his female teachers.

Without the *Red Pill*, without the insight to question his conditioned belief-set, this mindset is impossible to break in a guy. For the most part he’s attached his *Game* – his hope of solving his reproductive problem – to that Blue Pill, *Village* training. Some guys may never break the cycle. They never see the code in the Matrix. Most men fall into a grind of constant qualification to women because they have never, and will never, be the object of genuine desire of a woman. Their mental models prevent them from ever being that object to a woman. They would feel awkward, dirty, for making anything *about them*.

When a man’s *Burden of Performance* can be directed towards qualifying himself to women, men will begin to conflate their masculine identities with how well they can ‘put her first’.

The religious Trad-Con mindset revels in this, but the ideal comes from the same source – feminine primacy. Directionless, purposeless, men find a purpose in making the pleasing of a “*quality woman*” ideal the metric by which they measure their manhood. The Feminine Imperative figured out how to make women’s security the measure of a man long ago. It was written into men’s sense of duty and his Gods’ will. They must become less so she becomes more. It didn’t always used to be that way, but since the advent of romantic love as an ideal, it’s been the game men were told they had to play. And now, men’s natural competitiveness is channeled to outperforming his rivals in how better he can serve the Feminine Imperative.

IV. Don’t play by her rules

If you allow a woman to make the rules she will resent you with a seething contempt even a rapist cannot inspire. The strongest woman and the most strident feminist wants to be led by, and to submit to, a more powerful man. Polarity is the core of a healthy loving relationship. She does not want the prerogative to walk all over you with her capricious demands and mercurial moods. Her emotions are a hurricane, her soul a saboteur. Think of yourself as a bulwark against her tempest.

16 Commandments of Poon, Roissy

I can make appeals to men to make themselves their *Mental Point of Origin*, but few actually wrap their heads around the concept. Fewer still will give themselves permission to do so. The reason for their difficulty is that their reproductive success was pinned to the Blue Pill mindset they’d had beaten into their psyches a long time ago.

The *equal partnership* ideal is antithetical to how men and women evolved to be complements to the other. That ‘equal’ partnership is predicated on a man endlessly proving his dedication to ‘putting her first’ that his hindbrain believes will lead to a woman’s genuine desire for him. His hope, his understanding, is that if he works at his relationship long enough, if he puts her first, eventually she will appreciate him and desire him based on his efforts and performance. But it is just this priority in his life – the priority he’s linked to what little sense he allows himself to have of his manhood – that defeats his ever getting to that state of a woman’s genuine inspired desire.

Alpha Men

March 10, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Back in July of 2019 I was approached by a Dutch documentary team from VPRO (Dutch Public TV) who asked me if I would be open to doing an interview with them. I gave them a tentative yes, but I was really hesitant to trust ANY source that looked like the mainstream media. When they said they'd be at the 21 Convention I actually cancelled on them. I no longer want any association with their lack of integrity.

The director/producer, *Nordin*, kept on me though. He convinced me to do the interview because the "documentary would be incomplete" without me. I was still really sketchy about doing it because I know how these things go. It's their game and they can easily make you look like a monster or an idiot if they want to. *Nordin* was really upfront with me, but so were a lot of other "journalists" I've

dealt with.

I'm glad to say my concerns were unfounded. This documentary was the first real 'fair assessment' of the 'sphere that I've ever seen. I'm in the ranks with the likes of Dr. Warren Farrell and *Hannah Rosen* in this and I think they did a good job of presenting the topics fairly.

You'll have to get past the psychotic look of *Elliott Hulse* on the thumbnail though ☐

Half of this is in Dutch but it's still very watchable if you don't speak the language. All the English speakers are subtitled in Dutch so it's pretty good as-is. As soon as an English subtitled version is up I'll swap out the links.

Have a look at this and tell me what you thought. My segment comes in around the 30:30 mark, but well worth a watch of the whole thing to get some context. I will likely do a longer review post of this video in the coming weeks.

The Future Shock

March 24, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)





When something big in the news goes down I've learned from experience not to be too quick to write anything about it until the hype dies down and more information comes out. My long-time readers know what I'm talking about. In the early days of this blog I could get caught up in a story about how a guy got Zeroed Out and committed suicide or killed his family and himself, and people would run me up the flagpole for jumping to conclusions. That those conclusions were, in fact, accurate was irrelevant to critics. It was all about '*hasty generalizations*' and confirmation biases at the time of writing.

This new Corona Virus pandemic is something different though. There are a lot of people very eager to jump to those hasty generalizations in *this* global crisis – and pointing out their panic only makes them feel more justified in panicking. At the time of this writing we're seeing a globalized response to a globalized virus. For all our *new order* information, technology, access and connectivity the same *old order* human nature remain the same. Odd that the people who've criticized me for being too mechanistic about our evolved nature are the same people who are in a righteous panic caused by the nature I've been told we're supposed to be evolved above now.

But today, instead of a localized panic, we get a global panic. Instead of localized disinformation, we have globalized disinformation.

"In the social media age, people have forgotten that it's not remotely normal to be able to

see hundreds of millions of people's opinions & actions, let alone engage with them.

We're living in the biggest experiment in human history and have little idea of the long term consequences."

Zuby

Ironically, Zuby tweeted this quote about a week before the Corona Virus really became what it is now (late March, 2020). At the time I thought it captured what was going on in our *Global Sexual Marketplace* so I saved the quote, but it's true about a lot of *new order* areas of our modern globalized lives. And that includes global pandemics too.

I wrote about *old order* versus *new order* thinking a few months ago. This essay, *The New Age of Enlightenment*, is actually an excerpt from my upcoming fourth book in the *Rational Male* series and is a theme I carry through much of it. At the time of my writing it I had come to much of the same thinking as Zuby had here: it's time we re-envision what a rapidly advancing global society looks like. My take began in the global sexual marketplace, but it's expanded to many other areas of life. It's a challenge to humanity to be sure. Reassessing what was *old order* wisdom worth preserving and abandoning what was simply inaccurate (or deliberately distorted) in the age of *new order* information and communication is something most people are unprepared for. Most people are too comfortable in the lives they built for themselves based on the foundation of old order ideals.

The Virus pandemic is proving this to us in real time and online 24 hours a day now. Faced with the rapid, systemic shutdown of every major economy on the planet, the global community now reverts to its very human, very predictable nature. The response to real, existential crisis is what defines the person, and what defines their ego-invested belief-sets – except everything is intensified.

Here's what I'm seeing happen.

Believers' Confirmation

Doomsday preppers rejoice. Christians, Catholics, [insert Millenarian Dominionist religion] all love and hate this crisis simultaneously. It both proves God's love and God's wrath in the same breath. And as I've expounded upon in the fourth book, there's simply no arguing with people who have no questions. Don't take this as a flame on *believers* – I get why they find comfort in it – it's a simple observation of how crisis situations bring out what truly motivates people in a way we only rarely see.

Even the *woo woo magical thinkers* find a common confirmation of their spiritual-but-not-religious beliefs. They all told you so. They all knew it was coming. The tea leaves and energy 'vibrations' have all been off for months. If only we'd sent enough positive Juju out into the universe the Law of Attraction would have prevented all this! Likewise, they're all equally unprepared for it. A reaffirmed *faith* (however they define it) will see them through. And maybe that's a good attitude to have when panic and fear are the hot new commodities to sell on the worldwide stage (I'll get to that in a moment).

Uncertainty is difficult for people, but there's a lot of comfort in finding confirmation of beliefs in crisis and tragedy. And that belief doesn't necessarily have to be religious. Political wonks are equally zealots now. This pandemic will define presidencies and, going forward, will likely determine the platforms of future world leaders for some time.

"Never let a good crisis go to waste" – especially in an age when the majority of the world's people literally cannot escape seeing it in real time. For the political ideologist, on either side of the

spectrum, how this pandemic is being handled by officials, and the prophecies of inevitable economic ruin, is just as belief-affirming as religious confirmations.

For the Left, this is the event they've always waited for to bring down a president who's been effectively invincible since the Primaries of 2015. To use their own words, they can "*finally get the motherfucker.*" That it took a global pandemic is irrelevant. For the Right, it's an illustration of how life will look under the fantasy Socialist tyranny they see in the Left. The wholesale closing of abortion clinics is an added bonus. In our own sphere, for MGTOW it's the sweet humbling of women's egos as, from all appearances, women turn to a new appreciation of conventionally masculine men and ape the mannerisms of traditional femininity – for now. For the Trad-Con sunhat ladies this feminist pivot is, again, reaffirming. Gone, almost overnight, are the bleating of social justice warriors with all discussions of socially constructed gender norms. Noticeable in its absence is all talk of Women's History Month (March) and the need for reparations in gender inequities. Hell, in Finland the all-female, all-feminist, government is glaringly impotent from all accounts I've read.

Most of this is what I'd expect from the average global citizen in the face of a world changing, relatively lethal, pandemic. However, it's the *new order* Outrage Brokers and Success Porn Hustlahs scrambling to place their bets on the next 9 months who are truly a wonder to behold now.

Outrage Brokers in the Apocalypse

Amongst all of this pandemic gnashing of teeth we get the inevitable grifters. If we're honest, we knew most of these guys were leeches when times were good. Certainly not all of them, but the temptation of quitting an *old order* day job for the promise of a *new order* monthly direct deposit from Google for playing 'life coach' on a webcam was a dream come true for most. Now their true natures rise to the surface as they see the chuckwagon of the gig economy pulling away. And just like rats going through an *Extinction Burst* they frantically try every new angle that they might profit from.

These are the war profiteers of this new order era, but the pitch is the same as it was in the past – stoke fear, sell security.

It almost seems quaint that I brought up this exact formula as discussion topic on Rule Zero just 2 weeks ago. We were illustrating how the term Red Pill (and now MGTOW) has been coopted as a branding opportunity by "*coaches*" and "*relationship experts*" with very little experience beyond what they can glean from others in the sphere. The main point was this: it's far easier to get views and build subscriber bases in next to no time when your material is all **red meat** outrage for 'underserved' *Average Frustrated Chumps*. Toss out a few "red pills", paint a few of them black, and commiserate with the average 80-percenter guy's reality with women, gynocentrism and then play on the same *indignation porn* that the mainstream has been selling to women for 3 decades now. All sizzle, no steak. Is it any wonder that critics think the Red Pill is populated with nihilistic, homicidal Incels?

But that's the formula. It just took men longer to perfect it for a fresh generation of male consumers. Indignation might be an innate female need, but the past 3 generations of men have developed a taste for it as well. It's what happens when boys are raised as defective girls.

It's important to see this crisis through the emotional lens that the past 4 generations of men and women have been taught to prioritize. For over 50 years now we've been conditioned to see the female, emotions-first, experience as the *correct* interpretation of every facet of a globalizing society. This pandemic is no exception.

Because of their *emotions-first nature* fear is easy to sell to women. Women's innate need for security is what made them the primary consumer in western societies, but now we have at least 2 generations of men who were educated to be defective women. Those *Village*-educated emotions-first men are susceptible to the same sales formulas now. *Feels before Reals* isn't just for women, and this pandemic crisis is proving it in spades.

The savvy hucksters know this. The not so savvy ones will attempt to go back to whatever cubicle job they think still exists for them before they quit their day jobs. But the career Outrage Brokers are already profiteering from that formula; feed the fear, sell security.

You know the names. Watch them. You'll need to remember their nature when things shake out.

Zeroed Out

What even the best Red Pill rage-bait "entrepreneur" knows is that the vast majority of his/her soon-to-be-former supporters will be Zeroed Out in the coming months. There is no going back to what we thought of as normal. Even if we recover back to a comfortable normalcy fairly quickly this experience changes things. The game has changed, all games have changed, and the uncertainty of the basics will replace the leisure of having the personal concerns we used to entertain before the virus hit.

A lot of good men will be *Zeroed Out* in the wake of this crisis.

*I think it ought to be part of any Red Pill aware man's understanding that at many points in our lives we will be confronted with the prospects of having to rebuild ourselves. Failure, rejection and disappointment will happen for you, that's just part of a man's life, and it's easy to rattle off platitudes about how many times you get back up being the measure of a man. But what I'm saying is **there will be times when total reconstruction of your life will be a necessity.***

You will be zeroed out at some point, and how you handle this is a much different situation than any temporary setback. This zeroing out is made all the more difficult when you confront the fact that what you believed to be so valuable, the equity you were told was what others would measure you by, was all part of your Blue Pill conditioning. At that point you need to understand that there is most definitely a hope for a better remake of yourself based on truths that were learned in the hardest way.

The red meat is still there. The chemical rush that comes from indignation-without-solution will always satisfy in the short term, but now it will be a reminder of what people had a luxury to pursue before all this shit went down. Grifters and Outrage Brokers know this. Zealots and Shamans know this. Black Pills, God-Pills, MGTOW and every Red Pill rebrand knows this. And the old order thinkers who were comfortable and self-righteous in the certainty of a condition that couldn't ever end for them will all say they saw this coming while they shit their pants looking for a way to sustain themselves. The red meat is all that's left for them, and they'll climb over themselves to be the source of it.

I'm not throwing all this out there to freak anyone out. Freaking out is the reflexive response I've been seeing for 2 weeks now. It's more infectious than the actual virus. I'm simply trying to put this crisis into rational, masculine perspective. That requires observation.

Yes, women are going to revert to their survival instincts; observe it, catalog it, use it to confirm what

the Red Pill has been proposing for 20 years now.

Yes, lesser men will panic and expect you to panic along with them. Their imaginings and superstitions are a source of dopamine for them. Learn from their real nature.

Yes, the Outrage Brokers will all feed you fear and sell you product to allay that fear. They'll all have a nootropic pill to cure Covid soon. Make a note of who they are.

And yes, you will likely be Zeroed Out in some manner in the coming year. Take comfort in knowing you're definitely not alone. You, me, everyone will need to rebuild ourselves to some degree soon. Start analyzing your strengths, pay attention to what's going on around you. You must be agile like never before. Many different aspects of Red Pill awareness will be confirmed for you, a lot probably have been already, learn from these confirmations. This is the Future Shock. Now is not the time to flounder in despair. Look for the opportunities.

Dissecting Body Language

March 30, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Hard to believe my seminal essay on *Body Language* is almost 2 years old now. I did a review of Body Language and a subcommunications with Jon from Modern Life Dating on my latest livestream and it was good enough that I thought I'd make a post of it here.

I'm also helping Jon out with his Body Language Mastery II program this time. I passed on the affiliate marketing stuff for the first program Jon did because I wanted to "audit" the class first to see if it was legit. I understand a lot of guys' first impression of this stuff can be a bit off-putting, but the videos and the interactive stuff was really pretty good. I get that not everyone in my audience needs this program, but if you do, or maybe you're just looking to have some interaction about Game, I'm endorsing Jon on this program. If you watch the livestream you'll understand why.

I'm really late to this party. Tomorrow, Monday, March 30th is the last day to get in, but if you're interested follow this link:

[Body Language Mastery](#)

Registration ends at midnight March 30.

The Red Pill Path

April 11, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



The Red Pill, with respect to intersexual dynamics, is, and will always be a praxeology. It is

unconcerned with value judgements. Issues of how one interprets the data presented by Red Pill praxeology as *right* or *wrong* is an exercise in subjectivity and personal belief. In essence the Red Pill should always be about what is – not what should be, not what seems moral, immoral or amoral.

I knocked on about this in *The Believers vs. The Empiricists* back in July of 2019. The problem with adding ideology to the Red Pill is that it distorts the intent of staying as objective as possible. A **Praxeology** is the study of those aspects of human action that can be grasped a priori; in other words, it is concerned with the conceptual analysis and logical implications of preference, choice, means-end schemes, and so forth. In a praxeological context, the *Red Pill* is a ‘loose science’ concerned with the understanding of the underlying motivators of why we do what we do as men and women. It doesn’t get *everything* right, but it does ask the right questions. It’s these questions that make *believers* uncomfortable. The beauty of The Red Pill as a praxeology is that we get to write those questions and conclusions down in pencil, not ink, to be erased and edited as new information changes them. The *Red Pill* is not an ideology itself. Despite what many moralist critics would like to redefine it as, a *Red Pill* awareness is about an obligation to understanding the truth about men and women’s natures. Yes, I know, it is impossible to be entirely objective in anything. In fact, just the thought required in asking a particular question implies a particular subjective bias. You wouldn’t be asking those kinds of questions if you didn’t subscribe to some belief-set that caused you to think about them in the first place. Even a commitment to objective truth is itself perceived as a value judgement. What’s worth your consideration is at least as important as why you think it’s worth considering. I get it. It still doesn’t mean we shouldn’t try to be as objective as humanly possible, in spite of the pre-knowledge that we have underlying reasons for being curious about something.

Objectivity vs. Ideology

There. Now that’s out of the way.

What one does with the data the Red Pill praxeology aggregates, and how one interprets that information, is up to the individual. The prescriptions we create for ourselves with this knowledge are almost always a value call. The real question for men, new to the Red Pill, is are they beginning from a position of value judgement first and then seeking to find the Red Pill data that best aligns with that preconception? Or are they beginning from a neutral, objective position of interpreting this information and *then* forming well-thought, rational prescriptions for themselves based on that objectivity?

How we make this information useful to us is just as important as how we came to the conclusion that it should be useful to us. After having written in this ‘sphere for almost 20 years now I’ve come to see how men will use Red Pill awareness to either better (save) serve their lives by changing their minds about themselves and implementing it, or else they use that awareness to validate their preconceived belief-sets. Usually they do this by cherrypicking the parts that align with those beliefs and discarding or disqualifying the data that conflicts with them. This is how you get the *Purple Pill*. Accept just enough empirical Red Pill data to validate a belief-set rooted in their Blue Pill conditioning. And it’s made all the better if you can profit from pandering to those Blue Pill beliefs in others by calling yourself a ‘coach’ of some kind.

PUAs, MGTOW, MRAs, Trad-Cons, Positivity and *Success Porn* advocates, Red Pill Ministry Pastors, Father-Figure Fitness Coaches, Masculinity Psychologists, Female “*Relationship Experts*”, and a plethora of other sub-factions that reside in the ‘sphere are **all** belief-set prescriptions. Their subjective prescriptions either follow in the wake of Red Pill praxeology, or they find their

preconceptions validated – in some part – by the data and awareness that the Red Pill brings to them. When the information that the Red Pill presents conflicts with these belief-prescriptions, that's when we see *believers* attempt to redefine the Red Pill as an *ideology*. When a stark empirical truth challenges an ego-invested belief, most people feel attacked. That belief is often one that people have based their lives on, so challenging the belief is challenging the way that person has lived for a long time. In terms of the Red Pill, it's much easier to redefine or reinterpret what that empirical data *really* should mean to a man. And whenever we see words like *should* or *ought* we know we're dealing with a value judgement.

The only way a believer can protect an ego-investment challenged by Red Pill awareness is to reduce the Red Pill to an ideology. *Bring the enemy to battle on your own field and on your own terms*. So long as the Red Pill is just about objective observations, connecting dots and collating data, the right or the wrong of it, the value judgement of what *ought* to be, is irrelevant to discerning the truth. But if you can convince yourself and others that the Red Pill is in fact an ideological pursuit – not an objective pursuit – then you choose the terms of the battle. If the Red Pill can be redefined as a belief-set then you can lock horns with it with your own belief-set. Then the debate isn't about what *is*, it becomes about what's right or wrong, or what that data *should* mean, or how it *should* be put to proper use in a person's life. Hypergamy becomes less about women's nature, and more about how women are inherently predisposed to *evil* as a result of it. Alpha or Beta become defined by how well a man aligns with a preexisting belief-set – “*You're not a **real man** if you believe/don't believe this!*” – and the Soulmate Myth might become an article of faith that wins an ideological argument.

Redefine the premise of the Red Pill as an ideology and you can fight it as an ideology. But even if you could, the data the Red Pill presents still forces a lot of conflict in the *believer*. That leaves the *believer* to reconcile that data with the cognitive dissonance he/she feels about it. It is much more intrinsically satisfying to redefine, disqualify and then re-qualify information that confounds our beliefs than it is to go into outright denial of that conflicting data. Sometimes outright denial is all that's left.

People resort to denial when recognizing that a truth would destroy something they hold dear; and there are few things we hold more dear than our investments in what we think are right and wrong with respect to how we solve our reproductive problem. In the case of a cheating partner, denial lets you avoid acknowledging evidence of your own humiliation. Short of catching a spouse in bed with your best friend, evidence of infidelity is usually ambiguous. It's motivated skepticism. You're more skeptical of things you don't want to believe and demand a higher level of proof.

Denial is unconscious, or it wouldn't work: if you know you're closing your eyes to the truth, some part of you knows what the truth is and denial can't perform its protective function. This is why we say, “Once you've seen the code in the Matrix, once you've taken the Red Pill, there's no going back.”

One thing we all struggle to protect is a positive self-image. The more important the aspect of your self-image that's challenged by the truth, the more likely you are to go into a state of denial. If you have a strong sense of self-worth and competence your self-image can take the hits but remain largely intact; if you're beset by self-doubt (a hallmark of self-righteous Beta thinking), however, any acknowledgment of failure can be devastating and any admission of error painful to the point of being unthinkable. Self-justification and denial arise from the dissonance between believing you're competent, and making a mistake, which clashes with that image.

Solution: Deny the mistake or redefine the terms of the debate.

By nature men are deductive problem solvers. This is manifest in many ways, but for a Beta male who still believes solving a woman's problems will lead to him solving his reproductive problem, more often than not it leads him to a worse life. Once a man unplugs and begins to internalize what a deeper, more accurate understanding of intersexual dynamics means to his life he's going to look for ways to apply it to his own circumstances. This is a natural, unavoidable progression. As I've stated in many an essay, I'm not in the business of making better men, I'm in the business of giving men the tools with which to build better lives for themselves. I expect men, at some stage, to use what they've learned from what I write to change their minds about themselves and become the better men they can be with a better awareness.

I do not offer prescriptions. I do not have a one-size-fits-all formula or 12 catch-all rules that will help you live a better life. Most men want that formula, and a lot of them will pay a small fortune to avoid the work necessary to effect a real change in their lives if some *coach* even hints that they have the cheat codes to do it. They are sheep in search of a shepherd. I have precious few expectations of my readers, but one is that I expect you take it upon yourselves to be the artists of your own lives. If it frustrates you that I won't hold your hand and lead you to a better version of yourself just know that going through that frustration is necessary for you to be your own man. Not an adherent, not an acolyte, but the author of your own decisions.

A lifetime of Blue Pill conditioning has already attempted to remove that control from you long enough.

The Mystery of the Red Dress

April 28, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



about him almost thirty years later. At one dinner early in their relationship, Jobs started talking about Ralph Lauren and his Polo Shop, which she admitted she had never visited. "There's a beautiful red dress there that would be perfect for you," he said, and then drove her to the store in the Stanford Mall. Baez recalled, "I said to myself, far out, terrific, I'm with one of the world's richest men and he wants me to have this beautiful dress." When they got to the store, Jobs bought a handful of shirts for himself and showed her the red dress. "You ought to buy it," he said. She was a little surprised, and told him she couldn't really afford it. He said nothing, and they left. "Wouldn't you think if someone had talked like that the whole evening, that they were going to get it for you?" she asked me, seeming genuinely puzzled about the incident. "The mystery of the red dress is in your hands. I felt a bit strange about it." He would give her computers, but not a dress, and when he brought her flowers he made sure to say they were left over from an event in the office. "He was both romantic and afraid to be romantic," she said.

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Today’s quote is from the Biography of Steve Jobs. I did read the book in its entirety in 2010, but recently had this bit sent to me from a reader as an example of ‘*How an Alpha should treat a Gold-digger*’. Mmm? No.

As an example of “alpha behavior” or an illustration of equal justice I can see why this incident might be construed as such, but there’s a much more valuable lesson to be learned in this exchange. The incident took place between Steve Jobs and singer Joan Baez, a woman who Jobs eventually had a relationship with.

In 1982, Jobs was introduced to Joan Baez by her sister Mimi Farina. He was 27 and she was 41. “It turned into a serious relationship between two accidental friends who became lovers,” said Jobs. Some of his friends believed that one thing that drew Jobs to Baez was the fact that she used to date Bob Dylan. “Steve loved that connection to Dylan,” said Jobs’

college friend Elizabeth Holmes.” The relationship fizzled out when it became clear that Jobs wanted children and Baez did not.

Rolling Stone, 2011

Using a *Red Pill Lens* on this situation, we see a few apparent truths. The age difference was definitely a factor, but Jobs was well-known for what was called his “*Reality Distortion Bubble*“. In effect Steve Jobs had an intrinsic understanding of himself as his *Mental Point of Origin*. A lot of Type-A personalities have this in common – they innately make themselves the first thought they have in virtually all decisions they make. For some this can border on sociopathy, but most people we consider successes or *geniuses* had this sense of self as their starting point. Let me make this clear, you don’t have to **be** a sociopath or a solipsist to make yourself your *Mental Point of Origin*, but that is where these states begin.

Practically every very wealthy man I’ve ever worked for, or with, had himself in mind before a thought was given to anyone else’s consideration in his decision making process; family, spouse, employees, friends, we’re subordinate to his *Mental Point of Origin*. For most the process would start and end with themselves and their interests. These were the sociopaths. For a few that process started with themselves and ended with the consideration of others, but the process was a pragmatic one that facilitated a maintaining of power balance. As I’ve said in the past, I’m a proponent of *enlightened self interest*: I cannot help others until I help myself. Nor can I help others as effectively as when I help myself first. It’s not that you ought to become a selfish prick – you should think of the interests of others – but only after you’ve considered yourself in the scope of your own interests and how your interests facilitate the interests of others.

Now that this is settled, let me say that by this metric, Steve Jobs was none of this. According to the people he worked with, his family and friends, Jobs had all the characteristics of a solipsist. Yes, men can be solipsists too, though it’s more of a learned process rather than the innate proclivity women have to be *solipsistic*. From a business perspective, from a single-minded determination perspective, Jobs was certainly an Alpha. His mindset was that of an Alpha. His relationship history, however, was grossly influenced by Blue Pill idealism. One commonality you’ll find among men we consider great innovators, inventors, discoverers and entrepreneurial geniuses is they are almost invariably Blue Pill idealists with respect to their romantic lives. *Jeff Bezos* and *Elon Musk* are two current examples of this commonality. Argue their *greatness* if you like, their personal lives are classic examples of what happens to the Nerd, the autistic, the high IQ guy, who’s afforded the money and success to live out their Blue Pill fueled impression of what a relationship with a woman should be like. And predatory women, with the savvy to understand (and have the patience for) the nature of Beta men, make these guys their bread and butter.

“There’s a beautiful *red* dress there that would be perfect for you.”

I’m not sure I would describe Jobs as an autistic, or being on the *Asperger’s spectrum*, but he was certainly on the sociopath spectrum. Try not to conflate ‘*sociopath*’ with something negative in this instance. Sociopathic behaviors and character attributes can equally be attractive survival traits as they are evidence of megalomaniacal tyranny. Sociopathy is really by order of degree. Jobs most certainly began and ended his thinking with himself in mind.

My *Red Pill Lens* read on this is as follows: Something in Steve Job’s subconscious was testing Joan Baez for *genuine desire*.

I’m fairly certain most of my readers will understand the *ovulatory shift* implications of a *red* dress

being the item in mention here, but there is a method to Job's madness in this.

"I said to myself, far out, I'm with one of the world's richest men and he wants me to have this beautiful dress."

Joan doesn't get it from the start here. She presumes that a *rich man* would want to purchase her affections via the transaction of a gift. Not uncommon for even 41 year old women, and yes, her thinking here is exactly the solipsistic mental point of origin women have a natural default for. Indignant guys will call her a *Gold Digger*, which is accurate, but moreover you have to look at the process here. She presumes that *rich men* buy expensive gifts for the women they're interested in. But in typical Jobs fashion Steve flips the script without knowing that's what he's doing.

When they get to the store Steve points out the dress and says, "*You oughta buy it.*" She looked a little surprised, said she couldn't really afford it, he said nothing and they left.

"Wouldn't you think if someone (*a rich man*) had talked like that the whole evening they were going to buy it for you?"

It would be easy to dismiss this part as default female entitlement, but remember this was 1982, and while women (particularly attractive and famous women) did expect things from well-to-do men, the entitlement levels weren't anything like they are now. I think she was genuinely confused. She really *didn't get it*.

"The mystery of the Red Dress is in your hands. I felt a bit strange about it."

He would give her computers, but not a dress, and when he brought her flowers he would be sure to say they were leftover from an event in the office.

"He was both romantic, and afraid to be romantic."

This end part is Baez's last attempt to explain why an '*eccentric*' rich man wouldn't buy her a dress he thought she'd look good in. I'm often asked how to go about vetting a woman for a long term relationship, and I've written essays about how most men simply never actually have the luxury of holding (much less developing) standards by which to '*vet*' a woman's commitment-worthiness. Most men are not *rich men*, most men are Betas. Fewer still have the sense of self-value, or the access to so many optional women, as to presume to *test* a woman's interest in him in any meaningful sense. Steve Jobs was not a *necessitous* man, he had, or could easily realize options when he wanted to. But even though he was idealistic in a Blue Pill conditioned sense, his subconscious wanted something it couldn't buy – genuine desire from Joan Baez.

It's easy to dismiss the Red Dress Incident as just another quirky personality flaw of a borderline sociopath who didn't have the *Game* or the social intelligence to know he was offending or turning off a girl he kind of liked. Indeed, Joan tries to insert her own pop-culture psychoanalysis of Steve in the end; He was *afraid* to be the romantic she just knew he wanted to be. I expect this kind of rationalization from women who miss out on a once-in-a-lifetime chance to optimize Hypergamy. But what if Steve wasn't *afraid*? What if it was a form of his *shit testing* Joan to determine her genuine desire for *him*?

As I said, most men don't have the luxury to *shit test* women at all. For low SMV men, which is to say most men, the thought of experimenting with *testing* a woman for desire, much less long term suitability is never a consideration. Most guys can't believe their luck that a woman actually

expressed interest in him because they've lacked romantic options for most of their lives. So to **consciously** experiment with determining *honest signals* from a woman seems like tempting fate. The *Thirst* is such that most men would do damn near anything not to screw things up with a girl who's showing interest in him. Just be thankful your ship's finally come in, right?

I'll add again here that most women, particularly in this social media era, are well aware that most men will never vet them for anything beyond baseline arousal and sexual availability. *Thirst* serves the Feminine Imperative very well, but what about men who are Blue Pill idealists, that can actually afford the options? Men for whom money and access are no object, but still persist in the fairytale the Blue Pill told them was possible?

What I see happening here is Jobs' request for Baez to buy the dress for herself was a test of her genuine desire for him. Steve could've easily bought her the dress, even the whole store, but that wasn't the point. What Steve wanted was for her to **want** to please him. His expressing a like for the dress was his subconscious testing her desire to please him.

"*I think you'd look good in this; It's perfect for you*" isn't an offer, it's a request. *Will you sacrifice something to **please** me?* 41 year old Joan Baez, could've afforded the dress. Hell, Ralph Lauren would have probably given it to her. But she expected Steve to buy it for her; that was her expectation then and it was the source of her confusion right up to Jobs' biography interview. Her affinity for Jobs was transactional, not based in genuine desire. She failed the test.

Whether subconsciously or by design Steve wanted what most well-conditioned Blue Pill men want today: a genuine connection with a woman based on genuine (preferably unmitigated) desire. The Desire Dynamic is synonymous with *The Rational Male*. **You cannot negotiate genuine desire** is a foundational principle of both my work and all *Red Pill* awareness that follows from it. Steve's ego wouldn't allow him to negotiate for Joan's real desire. His *Mental Point of Origin* and marginally sociopathic nature wouldn't conceive it. But consciously or unconsciously he would test her (and other women he was involved with) for her desire to please him.

What is Your Red Dress?

It's a cliché now for wealthy men to test women's true interest in them. "Does she love me for *me* or because of my money/fame/status?" is a Blue Pill fantasy script for Beta men. This has been the plot of many popular stories and movies for centuries now (*Coming to America* with Eddie Murphy), but it's a cliché because it accurately describes men's subconscious coming to terms with women's mating strategies and opportunistic concept of love. Women don't fall in love with *who* a man is, they fall in love with *what* that man is. If a woman ever falls in love with *who* a man is it's only after loving him for *what* he is first.

That's some real cognitive dissonance a man has to confront in his life. The indignation that dissonance produces is very much the Red Meat most low SMV men love to wallow in, and commiserate in.

"She doesn't love me! She loves what I can afford her! She's a **Gold Digger**, I knew it!"

We love having women's duplicity confirmed for us as men. It means we dodged a bullet by not investing in, and wasting our reproductive potential with, a woman who would be a bad bet for our future paternity. It provides the same chemical exhilaration and relief women feel when they think they've figured out a man's "true" nature (Alpha Cad/Beta Dad). In the same way women get off on the indignation of discovering of men's attempts to deceive women's existential fear of false signals, so to do low SMV men get off on the indignation of discovering a woman only wants him for his

money – not the *real* him.

What our subconscious truly wants is a pairing with a woman who has a genuine desire for us. Hot, unmitigated, Darwinistic monkey-sex is usually the manifestation of that genuine desire, but there are many more nuanced ways our male psyches will try to determine it. In past essays I've had men and women run me up the flagpole for suggesting a man *never* buy lingerie for his girlfriend or wife.

“How's she supposed to know what I like if I don't buy it for her?”

“I love getting something sexy from my man, sucks to be you.”

These, and more like them, are usually efforts in remaining self-ignorant of never having experienced genuine desire from a woman. If a woman has **genuine desire** for you she will be interested enough in you, and have the desire enough, to know how to please you without you explaining it to her. Genuine, organic desire is the foundation of all healthy relationships between men and women. Women who have genuine, unobligated desire for a man don't ask him if they can go to Vegas for a girl's weekend – her desire is for her man. Plates don't require an active '*spinning*' on your part when she has real desire to be part of that man's life. Women will eagerly share a worthy Alpha (rather than be saddled to a faithful Beta) *if* she has genuine desire for him.

| ...and your desire shall be *to* your husband, and he shall rule over you.

| Genesis 3:16

When a woman has genuine desire for a man she Just Gets It when he suggests that a Red Dress would be “*perfect for her*” and she buys it, borrows it or steals it to wear it *for* him.

If Steve Jobs had purchased the Red Dress for Joan Baez, every time she wore it she would be wearing it for *her*, not for *him*. Something inside Steve knew this, and something in you does too.

Pro Revenge

May 23, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)





Several years ago I wrote the essay *Rejection and Revenge*. Eventually this piece found its way into my third book *Positive Masculinity*, but I had considered it for inclusion in the first book because it covered a core principle I had discussed on the *SoSuave* forums years prior. A desire for revenge is something innate to the human experience. Most higher-order animals have some rudimentary sense of what's fair. *Even dogs have a sense of fairness* and can experience some form of jealousy. The study of altruism in animals, to say nothing of humans, is a complex affair. However, somewhere along the evolutionary path a species did better if they cooperated and had some investment in promoting the survival of their kin.

That leads to an innate understanding of fairness and unfairness. Human's add ethics and morality to this equation, but the root is the same; on some level of consciousness we make comparisons, and from them we evaluate what is equitable according to our own interests. It serves a species' survival interests to evolve pattern recognition and make reasoned judgments about those patterns.

Collectivists will argue that this dynamic is proof of a need for an idealized egalitarianism to promote the greater good, while *selfish gene* individualists will argue that it's evidence of unconditioned self-concern for one's own survival. Either way, human beings are very motivated by the emotional response to a perceived injustice – so much so that we will raise those feelings to metaphysical significance. Even our gods rage over injustice; *Revenge is mine sayeth the Lord*. A tooth for a tooth and an eye for an eye might make the whole world blind, but it's the foundation of our evolved sense of fairness.

And why wouldn't fairness be so impactful for us? Our lizard brains associate that imbalance with a

threat to our survival, our wellbeing and our reproductive efforts. Our limbic system detects some unfairness – usually via our peripheral awareness – we get a squirt of some hormonal cocktail into our system, and now we can't shake this feeling that we ought to feel jealous or suspicious of someone or some environmental condition where we're getting the short end of the stick. We are literally wired (and piped) for making judgement calls. Even when those judgement calls prove unfounded, and maybe detrimental to us, to err on one side or the other of that innate judgmentalism served our ancestors well enough to get us to where we are now.

It's easy to consider this evaluating, judgmental nature in terms of simplistic right or wrong choices. *Right* being what ever benefits the individual in equal measure to another, *wrong* being whatever thoughts or behaviors conceal the interests of individual self-concern. The *Seven Deadly Sins* are all fundamentally about this evolved fairness equation. Greed might be a benefit to the individual – and their kin by association – but to our limbic evaluation it's unfair to the greater, necessitous whole of society. Ergo, greed becomes a sin, and social conventions like *do unto others as you would have done unto you* becomes a counterbalance to the unfairness. However, most of the choices we make in life are not simple *right* vs. *wrong* equations. Some of the greatest stories ever told by humans are about *right* vs. *right* and *wrong* vs. *wrong* (or maybe less *wrong*) choices. While dogs may feel jealousy, and chimps may give a banana to another who didn't get one, they're rarely confronted with the nuances of justice that humans have to consider.

Why We Love Revenge

When we attach this innate sense of fairness to biological imperatives things get dicey. The purview of my work is intersexual dynamics, so I'll be focusing on that imperative here. But remember that concepts like fairness, jealousy, revenge, rivalry and the indignation that accompany these and more are not just limited to solving one's reproductive problem. That said, human beings *love* revenge. We fantasize about it. We write epics about revenge. Some invest their lives in creating fictions to find some psychological catharsis for an injustice they will never actually resolve in their lifetime. I would argue that humans enjoy the chemical cocktail, and associated emotions, that stem from a desire for revenge.

To be clear, I'm not talking about some ephemeral sense of justice. This is root-level, squirt of adrenaline, desire to balance a perceived or actual unfairness that threatens the individual's (or associated group) survival or propagation. I've written extensively about women's innate need for Indignation and the associated chemical-emotional response they derive from it. Primarily I believe this need stems from the way women (neurologically) prioritize and process emotion, but it also serves as a confirmation of their Hypergamous filtering. No indignation is more satisfying for women than the feelings they derive from thwarting the sexual efforts of a false-Alpha male. This indignation response, and the good feels that reinforce it, serves to aid (sometimes trick) women's sexual selection imperatives and avoid their existential fear. Ultimately, what's *fair* for women is whatever serves the Sisterhood's Hypergamous best interests.

For men, and particularly the young men of this *new order* generation, revenge fantasies hold a similar, indignant appeal. As we've systematically feminized the males of the last 4 generations, we've also conditioned them to prioritize the same emotional responses we would expect in women. As I'm fond of saying, we raise boys as defective girls who then become parodies of defective women. Part of this conditioning is training young men to identify with the female experience, but also to want to become a part of that experience. The female experience is always the "*correct*" experience. So it follows that the prioritization of emotion as a peak experience is something this

generation of men have internalized. Feels before reals. A common lament of women and feminized men today is that if men could be more expressive in their emotions (the emotions women are comfortable with) then the world would be a better place. Thinking and feeling like a woman makes for a better “man“, right? That’s today’s gynocentric logic.

But indignation (the result of inherent unfairness) based on reproductive imperatives works very differently in men. Men’s evolved *existential fear* is based on ensuring his own paternity. Determining that a child is a man’s *actual* genetic progeny has been an imperative evolution has embedded in men’s mental firmware. Until DNA testing arrived men had relatively no empirical way to determine if he was a cuckold (a female mating strategy) and his parental investment and evolutionary imperative had been wasted. Thus, indignation, prompted men to create social conventions to provide at least the semblance of socially enforced parental certainty. The deal is, if a man is to invest his reproductive potential in a woman and their children she should be bound by social expectations that the child is his genetic progeny. It’s only *fair*.

But, life’s not fair. And men and women’s reproductive strategies are inherently adversarial, so what constitutes *justice* in the sexual marketplace is often defined by the gender with the most social power at the time. In every age prior to the Sexual Revolution that was men, now it’s women.

Men innately process emotion, particularly negative emotion, differently than women. Again, this is how evolution wired men, but the social dictates of this time go to great lengths to condition men to believe that the way they process emotion is “incorrect”. Their natural proclivities make them *bad humans* when their innate way of being emotional conflicts with the “correct” female way of experiencing emotion they were taught. As a result of this conflict we have recent generations of men who seek the same indignation rush women have an innate attraction to. However, these young men get their endorphin rush from revenge scenarios that align with their innate imperatives – exposing paternity fraud, cuckoldry and exposing the duplicity of women’s innate mating strategies.

Comeuppance

Revenge is an expanding topic of interest for average frustrated young men. Closing in on almost a million subscribers, the Reddit sub-forum [r/prorevenge](#) is one of the fastest growing topics on the platform today. I was only made aware of the sub after doing some research on the popularity of tags for YouTube videos. ‘Pro Revenge’ is a *Black Pill* (and MGTOW) sweetheart tag for what I referred to as the Doom Pill in my video *Red Meat for the Red Pill*. The Pro Revenge concept is simple; guys in the forum relate stories about how ‘deserving’ people got their *comeuppance*. Justice or Karma is served up to cheaters, scammers, liars, thieves and other assorted attempts to offend our innately human sense of fairness. To be fair, all Pro Revenge topics are not about cheating or duplicitous women – there are loads of stories about bad employers, plagiarists and *Success Porn* gurus – but real-world revenge stories about women’s duplicity being thwarted by a smart *Red Pill* guy or just blind circumstance are clearly the most popular themes.

The popularity of young men experiencing revenge either in fantasy or vicariously through others is becoming a very lucrative profit model for agile YouTube channel hosts as well as *Lifestyle Coaches*. When I consider the ceaseless hunger for *Red Meat* topics in the Black Pill, MGTOW or just the Manosphere in general the source of that hunger always comes back to the emotional rush attendant to indignation. When a woman “gets hers” because her mating or empowerment strategy was foiled, men get a sense of righteous indignation; particularly guys who enjoy commiserating in their shared sense of powerlessness. And that commiseration has never been easier or more organized than in our

new order technological world. Pro Revenge is just one of many innovations that cater to men's desire to see things put straight and experience the endorphin rush that comes with it. It feels good to see "justice" served.

Of course, women turned the revenge fantasy into various art forms long ago. Carrie Underwood sings openly about vandalizing and destroying a cheating (now ex) lover's expensive four-wheel drive truck and countless commiserating women (even today) can recite the lyrics verbatim. In a gynocentric social order, destruction of personal property is entirely acceptable if the perpetrator is a woman who discovered her duplicitous lover was not the man her Hypergamous instincts believed him to be. Women's existential fear meets justice. And women and feminine-sympathetic men all nod in agreement. Essentially, Pro Revenge has been a thing for women for ages. Courtesy of centuries of bastardized Chivalry and the *romantic ideal* we just accept it more because Beta men reinforce it as a form of Game. Thus, we have women manufacturing their own indignation in fiction and daytime talk shows that expose an incorrigible pickup artist getting his *comeuppance* and confirm women's Hypergamous intuitions. And yet, even this openly embraced double standard only serves as fuel for the Pro Revenge instincts of more young men today.

For all the hopelessness and despondency the information age has brought to men and women it's also revealed the evolved motives beneath our want for what we think is justice. The Doom Pill is becoming the logical extension of this nihilism and the players in the *Hustle Economy* are now perfecting ways to profit from it. Exploiting the *Gender War* for fun and profit has never been easier – because this new generation of men and women enjoy the indignation derive from it so much they become oblivious to their own exploitation.

The Rational Male â◻◻ Blog Update 2020

June 26, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)





The Commentariat

I hate to start a post off with apologies, but I feel like I have to hash out some things with my long time readers. In the wake of all this worldwide civil unrest and amplified *Cancel Culture* online I thought it prudent to disable comments on this blog for a couple of weeks. As expected, the usual suspects who are still obsessed with destroying this blog, attacking my books with review bombing, and creating torrents of my books' for pirated downloads took the opportunity to start race-baiting in my comment threads. I can only conclude that this was the beginning of an effort to plant inflammatory racial sentiments on my unmoderated discussion threads to be complained about to the authorities at my blog host to have my 9 years of Red Pill work deleted in much the same way *Chateau Heartiste* was last year.

I will not allow that to happen. I will not allow half a dozen adolescent haters and pathological liars to remove this blog and its 18 years of aggregate Red Pill information. Unfortunately, this necessitated the temporary closure of the comment sections on this blog until I could implement a better filter of the content, bot-spam and overt sock puppeting of user accounts. At present I've reverted back to the original Jetpack comment plugin that comes standard in WordPress. No bells, no whistles, but it's security is far better than the wpDiscuz plugin I installed so commentors had a better control over editing and content. Sorry, the assholes and race-baiters have ruined that for us now. Take it up with them.

Until such time as I think the woke-mob threat is over, or the career-liars have filed for bankruptcy, the comments on this blog will be moderated until further notice. I don't take this decision lightly. The comments on this blog have been unmoderated since the day it began. Open discussion has always been one of the core strengths of *The Rational Male*. When I opened this blog I knew I

wanted to keep the same dedication to debate alive that *SoSuave* had started with. As I've always said about the comments, it's a hot kitchen, stay out if you can't take the heat. That was fine and well in an era when everyone commenting came to the table with an earnest opinion in the spirit of hashing things out. Even personal attacks could sometimes be beneficial if they sparked a novel debate. But that's not where we're at now. Today, adults with the maturity of 12-year-olds are using the opportunity of today's social climate to use a forum of honest debate as a means for the politics of personal destruction. I find it the height of irony that some of the people who were railing about threats to free speech and the injustice of *Social Justice Warriors* just 3 years ago are the first to use their same cowardly tactics they warned about then when the opportunity for petty revenge comes along.

So, until such time as I think we can go back to an unmoderated format I will be assigning mods and being much more proactive in deleting any comment that could in anyway threaten the future of this blog. I will also actively ban *any* user who uses a sock-puppet account, attempts to create multiple proxy accounts, impersonates myself or another registered user, and any user who I even suspect is attempting to attack this blog. I tried to do this your way. 8-9 months ago I said *fuck it* and unbanned, and de-blacklisted everyone and everything. I decided to go full hands-off and let users deal with the obvious troll accounts, spammers, and ubiquitous bots in the comments. It got to be too much work to untangle the endless proxy accounts and outright liars in the commentariat. No more. That was my bad, and the predictable attacks came along as soon as the time was right.

If your account is banned now, I won't apologize to you. You fucked up. If it comes down to you baiting other users as a threat to the viability of this blog, I choose this blog. I'm a very patient man, but I will not allow *The Rational Male* to go down. I distanced myself from *Heartiste* back in 2012 because of exactly the racial and political sentiment that defined his comment threads. You will not bring that shit here.

The Rational Male – Religion

My upcoming 4th book *Religion* is in the final stages of edits and I'm presently finishing the Forward and Afterword sections of the book. This book has been consuming my life for almost 3 years now. It's the first book I've written virtually from scratch; meaning it's not solely a collection of prior essays. I had every intention of publishing the book in March-April and that's when the whole world decided to go to hell. I took the opportunity of the quarantine to revise and reedit the book. I wanted to be sure that parts of it reflected the current state of the global sexual marketplace and be relevant to a post-crisis readership. Since then it's become clear that 2020 will be a chaotic reset for a lot of things we've taken for granted for a long time. I'd be lying if I said I thought the world I began writing book 4 in would necessarily be the same world that I finally published it in. This has been foremost in my mind since mid March.

I had originally asked my friend *Pat Campbell* to write the Forward section of *Religion*. I like to have a peer write the Forwards to my books and I thought *Pat* would do a Red Pill book on religion justice. Then, in January, *Pat* had his car accident, seizure and a tense ICU stay in an Oklahoma hospital. Real life is a lot different than online life, I had thought my friend would be dead or in a coma, and that really did a number on me at that time. We'd been friends and partners on his show and my YouTube channel, as well as convention speakers, for over 2 years by this time – I was aware he had the brain tumors and they were malignant the week of the accident. *Pat* has cancer; just like the last person I asked to write the Forward to my 3rd book, Andrew Hansen (*The Private Man*). Andrew's cancer took him before he could do the Forward to *Positive Masculinity* and I ended up making the

Forward a dedication to him and his life. *Pat Campbell* is one tough son of a bitch. Thus far he's been beating the odds and I would attribute this to his stubbornness and bullheaded tenacity. That's what makes him a badass. I will likely dedicate book 4 to him as well.

Facing down your own mortality really puts things into a new perspective for a man. Most men don't get this opportunity. I love *Pat* like a brother, but I get the feeling that this experience changed him significantly. I saw the same change happen in Andrew 4 years ago and I'd looked at book 3 differently because of it. I was having a similar experience with book 4, and then the pandemic hit, and then the world went batshit insane. The irony that book 4 is about the Red Pill in religious contexts isn't lost on me here.

Religion will be a thick book. The biggest complaints I get about *The Rational Male* is the formatting and grammar, syntax, and yes, I know, the print book's type size. I'll be focusing on a 2nd edition (and a hardback version) of book one once I release *Religion*. However, this book will be the most bulletproof addition to the *Rational Male* series in terms of editing, proofing and citing sources. I've made a lot of effort in providing *proof of concept* in this book. Not that I think this will dissuade my disingenuous haters from blathering on about the validity of the sources they don't necessarily like, but they won't be able to say I didn't do my due diligence. The topic of religion and making correlations to Red Pill concepts (to say nothing of evolutionary concepts) is a really dicey prospect. I'm definitely going to get things *wrong* with the 'true' believers – there's no way I can get them right without full confirmation of various beliefs – and this is another aspect of the book I have to be very careful with. And this takes time.

This is why I've scaled back my blog posts here. My writing time is directed wholesale towards book 4. I am doing my best to keep this blog fresh with new content, but a once a month post bothers the hell out of me. I'm also considering going to a once a week show on my YouTube channel until I'm published. That's also something I don't want to do, but I may need to. I'm an author first, public personality second. One blessing about the quarantine/lockdown is that my 'real' job liquor promo gigs have been basically nonexistent since all this began. I was starting to get new offers to do work in Vegas and then the riots happened. Back to the book.

Body Language Mastery 3

Lastly, I will again be endorsing *Modern Life Dating's* upcoming program *Body Language Mastery* and the online community that it facilitates. Since I've been so invested in the new book I haven't had the time to really do much one-on-one counseling with guys sending me requests. I honestly want to do these Skype consults, but I can only really do them as I have the opportunity. I swear, I read every one of your emails. That said, the program Jon from MLD has going is a great opportunity for guys to get this kind of advice/counseling via the weekly group chats that are part of the program. Not only do you have access to myself and guys like Rich Cooper, Rian Stone, Jon and Troy Francis, but there's a community of dozens of guys in the group who are there to help, live in real time.

I did a 90 minute show with Jon to cover the details of this new round of the program. If you're waiting for a counseling session with me, please consider joining July's group and bringing your circumstances here. I will be available to you in much the same capacity, but you'll get a lot more input from the community. The registration just opened today **June 25th** and it will close on midnight **June 29th**.

This is the registration link: **[Body Language Mastery 3 – July 2020](#)**

So, that's the *Rational Male* update for 2020 thus far. I hope you can bear with me for just a bit

longer. I'll have a new essay incoming by Monday. Thanks.

The Rise of the Hustle Economy

July 23, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Back in January of this year I published a bit from my upcoming 4th book in *The New Age of*

Enlightenment. As I get closer to publication the current events of 2020 have made me consider a new dynamic in regard to how, in an unprecedented way, the new power of *cancel culture* has given rise to what I've called the *Hustle Economy*.

How many YouTube content producers rely on their channel as a 'side hustle' revenue to pay their bills today? How many self-published authors have quit their day jobs to write for their new employer, Amazon, today (Amazon owns 86% of the publishing market today)? How many former cubicle workers decided it was more lucrative to start an internet business than continue slaving away at a corporate gig that only made their bosses rich? Today, we'll readily shift to the digital world to sustain us financially – in the end we don't have much choice – but it's the old order thinking that pervades this new "reality" and causes problems.

I write this at a time when several prominent names in the *Manosphere* (and other spheres) with large subscriber bases are having their channels erased by YouTube/Google. In some cases this erasure is a complete deletion from mainstream social media (Twitter, Facebook, Instagram and even WordPress). I'm not a fortuneteller, but I did predict this happening as far back as my *State of the Manosphere* address in 2018 and as recently as a defunct convention I spoke at back in May of 2019. I said a storm was coming. I saw then that a mainstream Village would need convenient foils, easy targets, to defeat in the 2020 election cycle; and the "*Red Pill*" – as subjectively defined by every online ideologue-grifter – would make the perfect, easy-to-hate, villains to bring down to prove a point. Purging long-overdue "hate accounts" would seem like a necessary and needed step to prove ideological virtue to the 'woke' masses.

Well, that storm is upon us now, and the people who convinced themselves they were *entrepreneurs*, and a much more profitable *side hustle* was their true calling in life, are looking around with a bit of nervous hesitancy now. Even the guys with the temerity to start an online business in the wake of the Corona Virus eliminating their jobs are now realizing they may not be as *anti-fragile* as they thought. *Cancel Culture* isn't just about getting ideological enemies fired from their day jobs. It's about total personal assassination, and stealing that person's *bread* in the form of denying them any future ability to exist online, much less generate revenue, is the real objective. Right now, the *Cancelled* are just faceless randoms online losing jobs and tenured university staff who got too comfortable in the belief that they could never be fired. But in the coming months the *Cancelled* are going to look like an army of dispossessed with nothing to lose by hunting down the ones responsible for *canceling* them.

An Economy of Hustlers

The Hustle Economy came about because the barriers to entry into that economy have never been lower. For roughly 7-8 years anyone with a laptop, webcam and a basic understanding of social media and WordPress could join the hustle revolution of online "*influencers*". Who wouldn't want to make more money than the shitty 9-5 corporate cubicle job they spent 4 years in college to get into? Is it any wonder that for a decade the various '*spheres*' have been dissuading young men from attending college, to get worthless degrees, in order to get into one of these jobs? Why bother with the "leftist indoctrination" we call *education* when you can make six figures in a couple of years online if you learn how to leverage SEO, engagement, grow an email list and pitch *offers and merch*? Hell, you can *pretend to be a dog online* and make more money than that job you thought assuming all that student debt for would be so rewarding.

The Hustle Economy was a natural progression from the Gig Economy. A lot of companies

understood the sense in ‘retaining’ at-home employees, or project/contract workers. No benefits, next to no overhead, productivity was up to the freelancer completing the tasks on time (instead of monitoring hourly’s productivity in a cube farm) and all for about the same, if not less, compensation. Don’t like your gig? Fine, just fire your “employer” and go back to your service advertising site to pick up a new one. For being a hired gun or contractual employee working from home most smart pros saw the freedom of the Hustle Economy almost immediately. Cut the middleman out and have the “jobs” come to you in the form of a potentially worldwide clientele.

Around 2014 the online Coaching/Guru hustle really began to develop into a template that anyone with a bit of social media savvy could follow. ‘*Smart*’ men and women quit their dead-end cubicle jobs or rearranged their Gig Economy jobs, for the more lucrative *positivity hustle* dollars that only required the small investment of a laptop, webcam and a willingness to parrot the scripts of *Tony Robbins*, *Zig Ziglar*, *Napoleon Hill* or *Norman Vincent Peale*. To be fair, this new *Hustle Economy* isn’t unique to the *Manosphere*; the Lost Boys Generation – this generation of directionless young men – niche market is just one among many lucrative markets today. Health & Fitness, “*Entrepreneurs*”, dating/relationship/marriage, personal empowerment, motivational positivity, the *Law of Attraction*, these are just a sampling of what I’ve called the *Success Porn* industry in the past. And *new order* technology makes all the *old order* gifts seem novel to a generation that’s never experienced them before. This *Hustle Economy* online template is cross-cultural and largely globalized now. Religion, psychology, motivation, business, philosophy, fitness, medicine/health, dating/relationship, marriage, child-rearing, or even just catering to the *red meat* needs of others’ desire for affirmation in their own despondency; all of these and more are now the spheres of the *Hustle Economy*.

Old Order Mastery vs. New Order Hustle

In 2015 I had a guy approach me at the *Man in Demand* conference who wanted to thank me for my work and *The Rational Male*. He said he’d come to reading it at the suggestion of his (male) therapist while he was recovering from a nasty divorce. This was the first time I had ever been told that a *legitimate* clinical psychologist had been using my book as a part of their therapy practice. The significance of this was profound for me then, but I don’t think I fully appreciated it until I had more men relate a similar beginning to reading my work in 2017 up to today. Here were *real* psychologists with doctorate degrees using *The Rational Male* as a reference in their practices. It was at this time I began to pay more attention to doctors and scholars and legitimate business pros who were aligning themselves with the various *influencers* of the new order spheres.

Psychologists are the best example of this because of the diversity of fields they can involve themselves in. Take a guy like *Gad Saad*, easily one of my favorite evolutionary psychology researchers. He’s a bonafide doctor and evo-psych scientist who’s found a new celebrity in various *Hustle Economy* sub-spheres on Twitter and elsewhere. His YouTube channel is pushing 180K subs and he managed to leverage himself as an e-personality. But *Gad* is one of the few legitimate psychologists to successfully transition to the new order hustle. More psychologists struggle with it because they still cling to an *old order* thinking that their pre-New Enlightenment educations were founded upon. They may still hold private clinical practices that they developed some 10-20 years ago. That’s the way you did it as a therapist in the *old order*. In fact, one reason I never pursued a postgraduate in behavioral psychology was because the only way to make any “real money” was to get a doctorate and start a practice. Masters degrees would get you a job as a social worker.

Today, legitimate psychologists must actively compete in the *Hustle Economy* to make the hard

work, time and money they invested in their degrees pay off as well as an online self-help *Guru* or *Coach*'s hustle; some of whom have had their own *practice* open online with a 99 page "e-book" available filled with positivity pabulum lifted from *The Secret*, going for as long as they've been in school. When WebMD first launched in the late 2000s doctors everywhere had to contend with their patients diagnosing themselves with whatever disorder they believed their symptoms indicated according to what they read on the site. The age of the self-educator had begun in this regard and online "*clinicians*", both certified and *holistic*, saw the opportunity to profit from the symptomatic fears of people about their health. *Real* doctors had to either fight a losing battle of reeducating and allaying the fears of increasingly more people's health concerns one by one, or find their own angle in the *Hustle Economy* and leverage their title and credentials to add validity to it. Today, an honorific is respected in name, but it's by no means the path to earning potential – at least in the short term.

I occasionally encounter the critic who will claim I don't site sources or my own work is speculative or just opinion. Wherever possible I do in fact cite sources, stats and research, but in the new order information age quoting stats or correlating studies has become an exercise in "dueling research". And that's assuming a critic has the time and interest enough to consider what you're citing and counter it with their own. If you're diligent enough it's likely you can counter even the most basic of scientific presumptions with some research, TED talk or meta-study data. The truth is most people simply don't develop their personal belief sets based on the data of multiple peer-reviewed, independently funded, experimental research PDFs someone links them online. They usually go with experience, emotional resonance and what "sounds right" according to how they were raised. If anything, rationality and critical thinking – the kind of mental presence sorely needed in higher education – is distrusted above all else in the *Hustle Economy*.

So, I can certainly see the frustration most *old order* career professionals have with the online template success models of their new order competitors. Add to this that they are both vying for the very sparse attention of the same *customers* – all of whom are *little experts* themselves – and you begin to see the practicality of, "if you can't beat 'em, join 'em". Thus far I've used psychology as the illustration, but this *Hustle Economy* dynamic applies to all *old order* businesses, academia, government systems, and religion. Religion in particular (as I'm writing about) was, and is, one of the first spheres to eagerly embrace the *Hustle Economy*. With everyone online being a *little expert* and everyone having some relative platform on which to prove it, religion, spirituality and magical thinking were easily monetized and template-formed. And their profitability is made all the better when one sphere's template (religion) complements or amplifies another (government, psychology, fitness, sex, etc.).

Garbage In, Garbage Out

Kicking and screaming will the *old order* thinkers be dragged into the *Hustle Economy* of this new age of digital enlightenment. Back in the late 2000s I can remember being told that to make ends meet a family needed two incomes and a side hustle. Now that side hustle *is* the main thing. The old plan of going to 4, maybe 8 years, of college to get a good job that paid well is hard to sell in the age of hustles that can pay far more than a formal degree does. Don't think for a moment I'm in any way celebrating this development. A good education should be its own reward. Being well versed in a variety of areas, and understanding critical thinking and how to learn should be a priority for well-educated people. But even our institutions of higher learning, our esteemed universities, must also contend with the *Hustle Economy*. As COVID forces us to stay home, and classes, and jobs, are

moved online, people are only now realizing just how unprepared their schools and employers are to deal with the new order way of learning and working. They're beginning to see how many hours of their lives they waste in pointless formalities and commutes, but more so, they see how antiquated the *old order* systems they relied upon for security for so long really are. And in turn, those universities and corporation must now enter the *Hustle Economy* themselves if they want to survive.

This is the essence of the Red Pill. While I believe that *Red Pill* ought to only be used for intersexual dynamics, I do see the parallels in transitioning from a reliance on *old order* thinking to seeing how deceptively false the premises of that thinking are in light of new order, readily accessible, information today. We are presently in a state of radical transition – made all the worse because most of the last 4 generations neither realize it nor understand how to deal with it – and the old systems based on old presumptions are failing right before our eyes. These generations are ill prepared because all they know, all they've been taught, are failed, failing or outmoded ideas of the *old order*.

The Empress has no Clothes

August 12, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)

Tomi Lahren vs. Rollo Tomassi.

I've had a lot of my YouTube subscribers tell me that my admittedly "long form" live stream videos are being chopped off at the 2 hour mark. I've been aware of this problem for a month now and as much as I'd like to suspect it's YouTube/Google censorship, it's really a compiling error between StreamYard (my streaming app) and how YouTube saves the video after it streams. I had to search for a fix right after the Will Smith / Jada Pinkett breakdown video I did was likewise chopped at the beginning. That was easily my most popular and best watched video on the channel and people wanted the whole damn thing.

I discovered a workaround. I noticed the entire video was in fact compiled on YouTube when I opened it in their editor software. However, the playback was limited to only 2 hours from the end of the clip back up to wherever the 2 hour mark was. The fix was simple: delete about 6-10 seconds of the silence before the intro music starts and then resave/recompile the video. Presto! The whole video is now watchable. Well, not exactly Presto!, it takes about half a day to recompile a 2:45:00 video on YouTube's very slow encoders.

Needless to say, this is kind of frustrating when I dig into videos like Will Smith and now my dissection of Tomi Lahren's dating/men ragequit video. Tomi's fem-screach has been all the rage du jour in the Manosphere and on *ProRevenge* doompill YouTube since last Wednesday. You just can't pass on that kind of Grade A, USDA Choice, Red Meat. Even Trad-Con women holding "legitimate" opinionist positions at some of the bigger news aggregate blogs had to put *something* out about raging Tomi's meltdown. And as expected they were either piling on with her frustration about men not "*living up to the responsibility of being Real Men®*" or else it was more unwitting anti-feminist feminism; the same thing Tomi has suffered from since she was 20.

Even with that 'fix' of recompiling the original video I'm still getting guys emailing/Tweeting to me that they can't watch the whole thing on various formats (mobile, web, tablet, etc.). Maybe that's because they need to clear their video cache, I don't know, but I've taken it upon myself to host the full video on my own server here. This is the whole analysis of Tomi's PSA to *Boyish Men*.

The Empress has no Clothes

This task gave me an occasion to review the whole thing in a better light. There's so much going on in this video it's hard to sum it up. Tomi's will be 28 this month (August 2020). She's right on schedule for her *Epiphany Phase*, and as a Farm League celebrity who happens to be reasonably attractive the end of her 20s are weighing heavy on her ego. For the record, I've been privy to some DMs from guys in my and Jon MLD's communities who've dated (banged) Tomi and had some interesting details as to what prompted her to this ragequit. I'm not going to make these public. Honestly, it's TMZ style salaciousness, but these conversations confirmed my initial assessment: Tomi is barreling headlong into the *Epiphany Phase* and it's not pretty.

In the video I mention that Tomi needs to find some kind of humility. She's arrogant, entitled, self-aggrandized and completely oblivious to the fact that her opinions of herself and her "attractive" girlfriends are in fact the product of the feminism she claims to despise. Insight, humility, grace and poise are among the many conventionally feminine characteristic the women of Tomi's generation

(and older) desperately lack. I'm sure Tomi and Co. would disagree, but increasingly more men today are realizing the *Empress has no Clothes*. Women today like to believe they already have these feminine traits – this is part of the *Fempowerment* narrative that teaches women they uniquely hold the attributes that make a woman a *Quality* woman, while also possessing all the best traits that make men admirable and respectable.

As mentioned in *An Essay for Women*, feminist ideology and gynocentrism has conditioned four generations of women to believe they can be the embodiment of the best of both genders. Self-fulfilling, independent and needing for nothing outside themselves (“*You are enough girl.*”), the women of Tomi's generation are now discovering that the *elite* men they desire the most have the least use for them. Why would they? I'm not talking about MGTOW here, I'm talking about high SMV men in the global sexual marketplace who are in the *Game* and would like to eventually start a family with a devoted wife who *needs* him. If the best a woman of can be is a self-fulfilled, ego-assured, independent *thing* with no needs outside herself, why would she ever seek out an elite man? Why would a man be attracted to a woman who screeches at the top of her lungs,...

“*It'll be a cold day in Hell before I EVER CHASE A MAN!*”

By definition, high value men – the men with their “*shit together*“, the men with a *plan*, the men who “*value value*” – have no attraction for a woman who publicly expresses she doesn't *need* him. Now, Tomi and her *Sisters* doth protest too much. Her frustration with men is the result of her inability to accept that she does, in fact, *need* men; and her *standards* would predictably *crumble given the right incentives*. Granted, Tomi correctly assesses that the *men of today* are increasingly more effeminate, *pussified*, rudderless and apathetic than any generation that came before them. But ironically, she misses that the sad state of men today should make her even *more* hyperaware that her bitchy, self-entitled and decidedly masculinized sense of self is unattractive to the *elite* men she believes she and her sisters deserve.

The prime directive of feminism is:

Never do **anything** for the express pleasure of a man.

Since the post-Sexual Revolution rise of gynocentrism, this feminist maxim has played well with women's empowerment messaging. There was a time (from the late 60s to late 90s) when men identifying with the feminine – getting in touch with their emotions – was a form of *Game*. Misguided as it was, men were taught that by supporting, identifying with, and empowering women they would be adapting to that era's sexual marketplace. Today, this is *old order* thinking, but the legacy of those generations' beliefs about women are what is causing such frustration in Tomi's generation.

It's too easy to just dismiss her as another entitled, stuck up bitch heading for her date with the *Epiphany Phase* and the *Wall*. The problem, and the solution to it, is right in front of her generation's face. **No man needs a woman who has no need for him.** Men and women evolved to be complements to one another. This *Complementarity* and gender interdependence is one of the greatest adaptive strengths of our species, yet the surest way to debase and destroy it is to foment the idea of autonomous, androgynous, independence of one sex.

Tomi Lahren is a *Feminist* in the truest sense of the term. In one breath she screams men are trash, and in the next she claims to love men. This is the cognitive dissonance that generations of feminism embeds in women. Years of socio-psychological upbringing trains them to distrust, despise and

emancipate themselves from men, while at the same time their evolved, biological, mental firmware cries in frustration for a *need* of men to love, protect, provide and sexually satisfy them.

This inner conflict becomes more and more stressful as this generation of young women approach the *Epiphany Phase*. One conflicting shift I see among this crop of young women is a greater, and earlier, awareness that they will be less likely to optimize Hypergamy with an acceptable, *elite*, man they are taught to believe they all deserve. *Settling* for anything less than optimal is anathema to the Strong Independent Woman ideal; *settling* for a suboptimal man is the main source of inner conflict for the *Equal-but-Better* expectations women place on today's admittedly lacking men.

This is what Tomi is screaming and crying about.

She's Not Yours

October 15, 2020 | by Rollo Tomassi | [Link](#) | [Original Link](#)

My colleague and friend, *Rian Stone*, took it upon himself to breakdown the brilliant simplicity of a common *Manosphere* idiom:

| She was never yours, it was just your turn.

This phrase has been around since the earliest days of the Pickup Artists' (PUA) online communities. And like many of the *old wisdoms* of that time the reasoning for it gets distorted by the various factions of what's become the *Manosphere* today. In 2020 the more extreme end of MGTOW communities – Black Pill, Doomers, and VolCels – are what most mainstream audiences conflate with *Red Pill*. What they, along with *Success Porn* niche marketers, have done is pick and pull the parts of *Red Pill* praxeology that resonates with their personal beliefs and circumstances and demonize what doesn't. Both factions have an interest in misconstruing what the *Red Pill* has taken 20 years to develop. It doesn't really serve the ends of either perspective to spend too much time thinking about a contentious *Red Pill* principle when misrepresenting it is more valuable in confirming their belief sets – especially when doing so generates views, subs and ad revenue.

To the *Doomer* mindset *She's not yours...* is confirmation of women's duplicitous, fickle or *evil* nature. That's not to say the nihilistic perspective doesn't approach women's nature from an objective *Red Pill* understanding, it just means they focus on *surrendering* to it and giving up on women. This confirmation bias also gets mixed up in the *Doomer* understanding of Hypergamy. Hypergamy resonates with them because it confirms the idea that all women will dump a guy at the first sign of his losing an *Alpha Frame* veneer; an *act* which he must constantly maintain in a world of endless options and online attention for women. Slip up once too often and at the first opportunity she's gone. It's the fallacy of *Hypergamy as a straight jacket*, and *She's not yours...* justifies the defeatism. You will never find a lasting contentment with a woman because she holds first right of refusal in any intimate relationship (i.e. *Briffault's Law*). Ergo, sooner or later your turn will be over and all the effort, time and emotion you invested in her will be for nothing (i.e. *Sunk Cost*, *Relational Equity*). In fact, it may be worse than nothing when you consider the opportunity cost of having bothered with trying to make her *yours* in the first place. While the *juice* might taste really good in the short term, it's never really *worth the squeeze* in the long term. This conclusion is what really upsets the *Success* gurus because it's a hard logic to refute – at least from their own *Man Up!* perspective.

That's the *Doom Pill* interpretation. It's based on reflexive, immutable binary extremes – the default reaction of this generation – because it confirms a hopelessness that defines them. Ironically, it was the very PUAs of the 2000s they despise so much who originally coined the phrase. Back then it served as a reminder to guys to never get too attached to one particular woman while *dating* several women concurrently. It was almost a mantra to ward off ONEitis because they were spinning plates and “*catching feelings*” for one girl tended to end up destroying them. It was a maxim that worked best as a preventive medicine since most practitioners of *Game* saw it as a means to achieve the monogamy their *Blue Pill* social conditioning convinced them was possible. Average men build lives around serial monogamy; it's always been the surest way to solve the average man's reproductive problem. So when you open them up to an abundance of sexual/intimate potential via *Game* they tend to use it to get their *Dream Girl* and ignore what the *Red Pill* says about women's nature.

In today's 'sphere, *She was never yours, it was just your turn* is a salve for guys who've already invested in a woman and she dumped or divorced them. The presumption is that despite all their best *Blue Pill* qualifications or their *Game* savvy, Hypergamy gets the best of all women and she'll move on to the *bigger and better deal*. This perspective presupposes a stable monogamy, not spinning plates, is the goal-state for every guy. Notice the maxim here is cast in the past tense. *She was never yours, ...* At some stage a man believes she is *his* (or should be) and she no longer is now. Thus, *She was never yours* becomes a post-facto rationalization to the guy who's probably feeling gutted by his breakup. The real issue is the guy's want for a permanent solution to his desire for intimacy. We see this all the time among *simps* who spend small fortunes (monthly) to achieve some kind of virtual intimacy with his favorite *OnlyFans* cam-girl. In this case, *She was never yours* is reconfirmed for *simps* over and over as they move from one cam-girl obsession to the next.

For the *Success Porn* guru, all this is grist for the mill. On one hand, men struggling with confidence (see *social skills*), achieving intimacy/sex and finding purpose are their bread and butter. On the other hand, what they're usually selling is the *Blue Pill* ideal of a sustainable contentment for otherwise discontent men. That contentment includes the hope that a permanent, loving and monogamous relationship with one woman is not only possible, but is also a sign of his *authentic manhood*. When *Dr. Phil* sells this hope we write him off as a naive Pollyanna and *old order thinker*. However, this same *Blue Pill* hope is repackaged and sold online as a *return to masculine virtue* by today's *Life Coaches* in the *Hustle Economy*. The permanence of your contentment amounts to your ability to qualify for it and sustain it with their (usually repackaged) concept of masculine virtue. Any discontent on the part of the client is reflective of his own lack of determination or hard work to achieve it. 80's Televangelists and 90's *Multi-level Marketing* hustlers used similar graft. It's really a monetized version of the philosophy of *personal responsibility* — which has always been a darling of traditional conservatism and now a staple of *personal development*. Any failure of the concept is always attributable to the man's deficient effort and investment, which can then be attached to his character. This isn't to say that *all* personal development guys are unscrupulous hustlers, just that the true responsibility of education rests with the student.

She's not yours, it was just your turn, and other unignorable truths that the *Red Pill* makes men aware of, defeats the self-reinforcing circular logic of the *personal responsibility* hustle. It forces the hustler to admit that something outside men's control *might* have an effect on a their lives. Rather than accept this and work within the framework, the response is more of the same; deny the phenomenon exists, or presume that even acknowledging it is indicative of a defeatist mentality — thus, a shirking of personal responsibility which completes the circular logic.

This is the origin of the "Truthful Anger" fallacy. Around 2015 the *instructors* working for *Real Social Dynamics* (RSD) started getting a lot of questions about the material in *The Rational Male* from *students* attending RSD seminars. At some point they had to address these questions, but to do so would mean acknowledging the validity of the concepts in my book — concepts that challenged the positivity grift they were rapidly converting over to during this time. The solution was to acknowledge the *truth* in my work, but tacitly disqualify it by presuming it came from a place of *anger*. They then cautioned against internalizing it at the risk of becoming angry or bitter against women — both presumptions commonly used by mainstream gynocentric norms. It was misconstrued as "truthful anger"; poignantly true, but best not to dwell on it if a guy wants to be *happy*. In other words, would you rather be *happy* or would you rather be *right*? Happiness is always easier to sell than truth.

Now that we understand the opposing sides of the *impermanence of women* debate, we also have to consider the *Lie of Individuation* that usually gets thrown into the mix to dismiss the *She's not yours* maxim. The *Individuation Fallacy* is most easily understood as:

“People are all individually special cases; each a unique product of their environments and experiences, and are far too individually *complex* to understand via generalizations according to sex, etc.”

The *individual* supersedes any commonalities attributable to biology or evolution, and usually focuses solely on social constructionism and personal circumstance as a basis for motivating behavior, developing personality and influencing others accordingly. The supremacy of the *individual* is the natural extension of an underlying belief in *The Blank Slate*. When you start from a belief that we're all functional equals everyone is an angel or a devil according to the choices they made. But depending on the person's circumstances they can be forgiven or damned for the consequences of those choices according to how we interpret their character as individuals. This is how we get rationales like, *not all women are like that* and “*People are too complex to categorize*” to dismiss the unignorable commonalities we see in men and women in the information age. No one likes to think they aren't in some way unique as much as they don't like to think determinism has influenced (in some way) what they think makes them unique. And since I'm sure you've made this connection already, yes, the *Individuation Fallacy* dovetails nicely into a doctrine of *personal responsibility*.

When we read some example of a woman opting out of a relationship (or sex) with one guy to take up with another, the reflexive response is to individualize her behavior according to her individualized circumstances. She's *damaged*, she's got *Daddy Issues*, she's *insecure* because you weren't *Man Enough*, etc. — any and every consideration that points away from categorizing her actions as commonalities in women's innate nature are the reflexive thought process. *She's not yours, it was just your turn* defines her actions in a concrete visceral understanding of women's nature that conflicts with the *Blank Slate's* individualism. In this case the maxim is a description, not a prescription.

Men have an evolved need to know paternity. Unhindered by social strictures or women's Hypergamous filtering men would opt for unlimited access to unlimited sexuality as our innate and preferred mating strategy. I've written a lot about this so I won't belabor it here, but a majority of men, over the course of history, will never be able to actualize this strategy. Ergo, socially enforced monogamy became the best mating strategy compromise for men as modified by the selection pressures of women's mating strategies. The risk in this compromise is the assurance of paternity. If a man is going to compromise mating opportunities with many women to parentally invest in one woman, the deal *must* come with one condition: the child must be his genetic stock or the compromise invalidates his existence (evolutionarily speaking). To ensure this men evolved a mental firmware that predisposes us to jealousy, mate guarding and desire to *possess* a woman. This is why we develop a *A Sense of Ownership* with our girlfriends, wives and children. The dynamics of *Kin Selection* and *Kin Altruism* all find their root in men's imperative to ascertain their paternity and protect their genetic legacy.

The need to control women's sexuality is nothing less than men's evolutionary compulsion to ensure that their compromise in parental investment is not for nothing. In a social order where masculine responsibility to wife and children was balanced with a commensurate masculine authority to enforce those responsibilities, men could nominally control the reproductive process. Part of that process

included *possessing* a woman. This was both an evolutionary imperative and a social imperative.

*Every man loves a slut, he just wants her to be **his** slut.*

In today's gynocentric social order the thought of *owning* a woman is an affront to the female-primary sensibilities that stem from *individuation*. Feminism and gynocentrism have conditioned generations of women to believe they are autonomous '*things*' with no need for anything outside themselves – least of all men – to find *true contentment*. They are *Strong Independent*® women who believe their fulfillment comes from self-ownership. Eschewing a man's surname in marriage, or even marriage at all, is a sign of *independence* and stiff middle finger to the idea of passive femininity or notions of ever submitting to a man's authority. The evolved complementarity between men and women is replaced with the social contrivance of an idealized egalitarianism. Husband and wife is replaced with "*Equal Partners*".

For women, the problem with this equalist fantasy is biology and evolved impulse are excused, if not encouraged, in a social order that prioritizes women's mating strategies. Literally anything goes when the worst consequences of women's Hypergamy can (enthusiastically) always be attributed to men's inability to accept them as *individuals*.

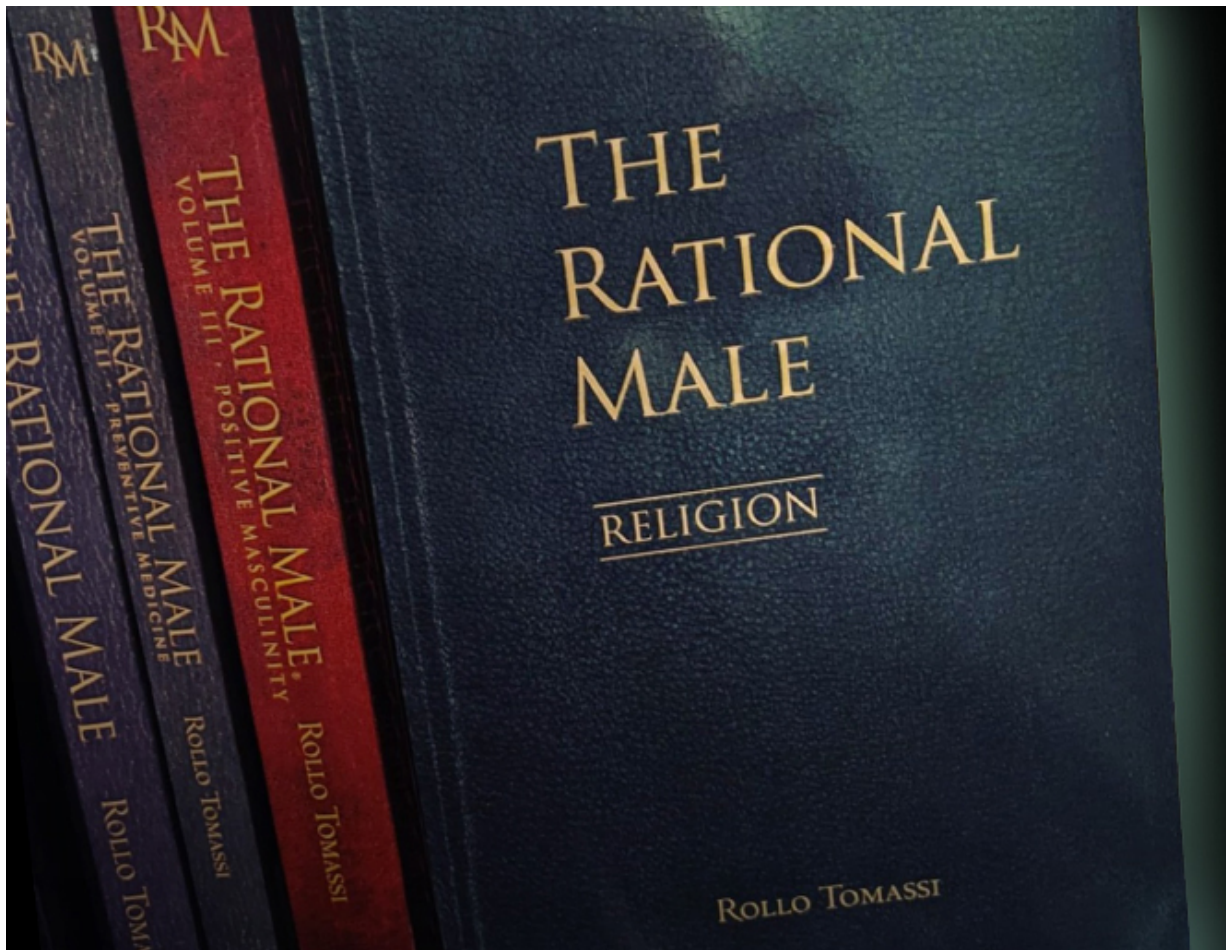
The problem for men is that we still have an innate *want* to possess a woman to ensure our paternity and invest in our genetic legacies. As mentioned, this desire for permanency with one woman was both an evolutionary imperative and a social imperative in a patriarchal social order. In a gynocentric social order the evolutionary imperative to possess a woman still remains, but the social imperative says...

She was, is, will, never be yours, it was just your turn.

And that is why this maxim rubs so many men the wrong way.

The Rational Male â◻◻ Religion

January 20, 2021 | by Rollo Tomassi | [Link](#) | [Original Link](#)



After 3 years the time has finally arrived. I pushed the button on the official publication of *The Rational Male – Religion* on January 4th, 2021. I know, I know, it’s been a long time, and try as I might I think the blog suffered a bit for it. The good news is I’ll be getting back to my writing here on the regular again, but I will admit this project consumed me more than I had ever anticipated. The process of writing a book of this caliber taught me a lot of valuable lessons, not just as a writer, but as a researcher and a *thinker* (if you’ll grant me that). I bit off way too much for me to chew in a lot of ways when I embarked on this project. I’m proud to say I had the commitment to *chew* it all eventually, but writing a book more or less from whole cloth was something I was less prepared for than my previous 3 books. So, for this *Return to the Blog* post I’m going to tell you about the book itself, my approach to it, the process of researching and developing it, and what I learned along the way.

The Rational Male – Religion has been available on [Amazon \(print\)](#) and [Kindle](#) for a little over 2 weeks now. It’s been the #1 New Release in the *Science and Religion* category since I published it, and it’s been #1 through #6 in some of the Religious subcategories as well. This is a big compliment to me since my intent from the beginning was to open the Red Pill up to an audience that wasn’t likely to be savvy of the Manosphere. Thus far the dozen or so reviews have all been 5 star, but moreover the comments have been overwhelmingly positive – to the point that some are calling it my best work since the first book. Flattering as that is, it’s the result of a degree of planning, research, discussion and attention to detail that I’ve learned is needed to have anyone outside the ‘sphere take

Red Pill praxeology seriously. It's one thing to discuss the often unflattering truths about women's nature and the latent purposes of mating strategies; it's quite another to assert that our personal beliefs and religious faiths are intertwined with them. I knew from the start that I'd be navigating a minefield of readers' preconceptions, and ego-investments in them. This was my challenge: convey the Red Pill praxeology of intersexual dynamics in the context of personal beliefs while being mindful that the past four generations have had Blue Pill conditioning inform a lot of these beliefs. I also had to bear in mind that the convictions, values and faiths being informed by Blue Pill conditioning aren't just limited to those with a belief in God.

This was my prime directive in writing *Religion*. I wasn't about to sugarcoat or dance around the tough, ego-investment challenging aspects of the Red Pill. I have an obligation to objective truth, but I also didn't want the book to become a "Rollo bashes religion in this one" effort. The most common hesitation I get from people curious about this 400 page book is "*Hey man, I'm an Atheist, religion is just a bullshit cope, should I just skip this one?*" Likewise, I have *Believers* ask me, "*Is this book just about bashing Christianity and traditional values?*" The answer to both is 'No'. In fact from the Introduction I anticipated this response. It's why I wrote the book actually. *The Rational Male – Religion* is an exploration of human intersexual dynamics and their influence on spiritual belief, religion and social values. Empiricists and Believers alike will get a lot from this book. It is a Red Pill look under the hood at the roots of men and women's "need to believe" in love, God and the metaphysical to solve our mating imperatives. I don't try to convert anyone to religion, nor do I try to convince you to abandon your beliefs. As always, it's about connecting dots and seeing correlations.

Religion is structured differently than any of my previous books. *The Rational Male* was originally a collection of what I believe are the most imperative Red Pill truths for men to understand in this new era of information. These were drawn from my past essays on this blog, which were prompted by long discussion threads on the *SoSuave* and other forum posts from as far back as 2002. I then reworked and curated these essays into what is now the *Bible of the Red Pill*. For *Religion* I had to take a new approach. Although I drew upon some prior essays, the majority of this book I wrote from scratch. *Dalrock* of course was a major influence throughout the book, but even for the older ideas it was necessary to rewrite the concepts both to *modernize* them for the coming decade and to make them accessible to a reader who may not be familiar with the Red Pill we take for granted now. This meant that I had to start from a point of explaining Red Pill root concepts in the beginning chapters and build chapter by chapter to the greater concepts. The overarching theme of the book is the need to recognize that we are now 20 years into a *New Age of Enlightenment* brought about by the internet, social media and an accessibility to information unprecedented in human history. I make a distinction between *old order* thinking versus a *new order* understanding that challenges (and confirms) those old order belief sets. This is the first hurdle most unfamiliar readers will have to consider. Most old order thinking is what constitutes our beliefs, convictions and values, but the data age (for better or worse) access to information (accurate or not) is challenging these ego-investments. Whether or not you think these challenges confirm your beliefs isn't the point; the point is that this new order information is forcing the past 4 generations – and future generations – to reassess how we'll progress as a globalized society by accepting new truths or clinging to old order thinking.

The book builds chapter by chapter up to the most salient parts in the final chapters. This is by design. I needed old and new readers to digest the way I come to the bigger concepts of the book before I get to them. This book is by far the most meticulously researched and sources-cited book I've ever written. In my prior books and on this blog I'm accused of not having peer-reviewed, har

data to back up my assertions. Most of this is just disingenuous filibustering by lazy critics who don't have the time to click on the links I put in my essays. However, I wasn't going to have that in this book. I footnote every source I used in the research of this book. If you're wondering why a book like this took 3 years to produce, a good portion of that time was spent reading and archiving the research. I should add that this aspect of the book is something I don't see *any* writers in this sphere doing to such a degree. This process taught me to be very detail conscious about what I was writing. Most people don't really care about the sources you cite, they just want to know you *did* look something up. In the *TL;DR* generation no one will take the time to read through the 20 page, peer-reviewed, meta-analysis they require from you to *prove* your assertion. They just find one study that reinforces their beliefs, link it, and dismiss you. So, my intent in citing sources in this book was more in the interests of thoroughness and less about trying to change anyones mind about their beliefs.

On Authorship

The biggest change you'll note in this book is my writing style. I've learned to *kill my darlings* and only rarely pepper in a \$10 word when I thought it served. This came from my reading *Writing without Bullshit* by Josh Bernoff. This book made me realize the importance of presenting my ideas with clarity. The cardinal rule of writing is this; *never waste the reader's time*. In the past I've used some complex terms and, lets just say *long-form*, sentence structures to get an idea across. Too many people thought that I was trying to *sound intelligent* by using words they had to look up afterwards, but I've always thought that the English language was too rich to be limited to basic 'caveman' words. I don't write for the 8th grade reading level most journalists are taught to do, however, I realized my ideas were too important not to be accessible to everyone. This book is 400 pages of tight, concise, cohesive writing in a way I really had to retrain myself for. Gone are the superlatives, qualifiers and needless *reinforcer* adjectives I used to think were useful. I had ample material to use and I knew where I wanted to go with the book from the start, so content wasn't going to be a problem. The challenge was making it intelligible to *all* readers, not just the ones who already knew the Red Pill lingo. My purpose then became making the read engaging enough to give readers an *Ah-ha!* moment about the prior chapter when they got into the following chapter. It became an effort in knowing what to throw out, what to keep and how to simplify saying the same thing in fewer words. As a result, my outlines and my drafts are littered with *dead darlings* that I wouldn't have thought twice about keeping in my prior books.

I feel like I'm a better writer for it now. Most of my essays average between 1,800 and 2,800 words. My process usually starts with a hand written outline of concepts I want to hit on and I go from there. Some of these outlines can get really complex as I move from point to point, which create further concepts sometimes. I've learned that I don't necessarily need to cram all of the outline into one essay or one chapter. While I've always *crafted* each post on this blog, I recognize the need for brevity now. The Red Pill praxeology and intersexual dynamics span many subfields, and while I try to be comprehensive in relating the data that makes up Red Pill concepts, at some point I have to trust my readers to *get it*. Either that, or I have to link what I can and let the bigger ideas carry the concepts into future posts. My challenge now is balancing being thorough with being concise – and all while considering what counterarguments will arise.

I finally feel like an author now. To be an *author* requires a certain amount of conceit. You read that right; in order to be an author you've got to be at least somewhat conceited. Not necessarily in a bad way, but you've got to make some presumptions about yourself before you can get past the sticking point of actually typing out ideas on a blank page. The first presumption is the hardest. You have to

ask yourself, “*Do I actually think I’m so important, worldly or wise that anyone should take me seriously enough to care about what I have to say?*” Even if you’re just blogging about something you know well enough, or you just like the topic enough, you have to get past the the hesitation in thinking other people who know better, or are bigger fans than yourself about something you love might be considered better authorities or *authors* than you.

I don’t really believe in *fear* being the biggest stumbling block for would-be writers. Most people aren’t fearful of failure or ridicule when it comes to becoming an author. Fear is a stupidly common theme for motivational speakers. Fear is the easiest rationale to target for the ‘*go getters*’ trying to build a brand on positivity. Fear just sounds like something people would deal with. Athletes, artists writers, everyone’s fearful of failure, right? Wrong. It’s about hesitation in thinking anyone should take you seriously. Then hesitation turns into procrastination and would-be authors turn into pundits or critics, or else they endlessly pontificate about how wrong other *authors* are and how they’ll correct them in the book they’ll eventually write,...eventually. If you think would-be *authors* are fearful of failure just look at how easily people blather on for multi-Tweet threads on *Twitter*, 280 characters at a time. The truth is, damn near anyone can write, but few people are actually *authors*.

Getting past that hesitation is becoming much easier in the internet age. First it was user groups, then discussion forums, then blogging was the thing that got us past the hesitation. We had to presume that someone, somewhere, might actually read our thoughts and care about them. While social media and *Twitter* destroyed our critical thinking and insight about what we were writing, it did help to kill any hesitation about presuming someone might think we were unqualified to have an opinion on *anything*. Fan fiction was one of the first genres of writing to evolve along with the internet. 50 *Shades of Grey* was literally the work of an *amateur* fan fiction writer who took the time to become an actual *author*. Her book was roundly criticized as fan pablum by critics, but you couldn’t argue with the numbers. At some stage a writer has to say *screw it* and just go for broke. Readers and critics be damned, when we become an *author* we write a book *we* want to read.

Once you get past the hesitation, and trot your ideas out in the open it comes down to honing your craft. The *craft* of writing is the next stumbling block to becoming an *author*. Anyone can write Tweet or a blog post and be entertaining. It takes an *author* to hold a reader’s attention for 300 pages. Most writers today are little more than word processors. The self-published “authors” of today were the cubicle jockeys of yesterday writing fan fiction or political screeds from their workstations on company time when they got bored. Just the self-appointed title of *author* has a romance to it. Few writers today actually know the *craft* of writing or storytelling, much less a comprehensive knowledge of what they’re relating most of the time. Even learned professors with lots of letters in their degree’s titles who find a new popularity in the *Hustle Economy* really have a grasp of how to write well.

I’ve often wonder when I could start thinking of myself as a *real* author. One book? Three books? How many pages do those ‘books’ need to have for me to be considered legitimate? *Hemingway’s, Old Man and the Sea* is 128 pages long. Hmm,...so, not pages. What about word count? 27,000 for that book. Nope, not word count. Damn, what makes a book a *book* and a writer an *author*?

Inspiration? Sincerity? Drive, moxie, perseverance? Probably all of those and a few more adjectives I can muster, but when should a guy start calling himself an *author*? The best answer I can come to is when he’s *honest* with himself. When you’re honest with yourself about the reasons why you write, why you feel you need to write, when you have mental conversations with yourself about what you’re going to write, all without the pretense of how anyone will misinterpret your words or any thought to

what your grandchildren will think about you in the future – that’s when you’re an *author*. When you’ve filled your 7th little notebook to remember ideas in because you’re sick of forgetting the brilliant things that came to you at 2am when you woke up to take a piss in the middle of the night, that’s when you’re an *author*. When you write *to* yourself and not *for* your readers, that’s when you’re an *author*. When you sit down at your iMac with no inspiration and write for 4 hours anyway, then you proof read the brilliant, inspired, words that came to you during the last 30 minutes, that’s when you’re an *author*.

That’s all very prosaic, but *being* an author needs to be defined now more than ever. It’s easy to write — it’s a *calling* to be an author. Lord knows, I never planned to be an author. *The Rational Male* wasn’t published until I was 45 years old. It took a lifetime to come to the knowledge and craft necessary to write it. Few people actually read books today. They’d rather listen to them, or they skim through them, watch the movie or just read the outline to form an opinion of the ideas or material. I’ve called this the **TL;DR Generation** – *Too Long; Didn’t Read*. Feed me the salient points so I can see if you’re full of shit, call you on it or give you praise, and then move on to the next post. Actually writing something that stops a reader in their tracks is the hallmark of an *author*. Writing something that inspires genuine conversation, debate or writing a story that a reader can lose themselves in is the craft of an *author*. Writing something a reader actually internalizes, especially in this generation, is a rare, practiced, gift of an *author*. Being an *author* is difficult today. The distractions are endless. It’s not enough to just write ideas and relate them with skill, you have to be engaging and accessible to your readers in ways that authors from past eras never imagined. This is why most *writers* never become *authors*. Writers lose themselves in the distractions. They get lost in building identities, brands and images of themselves they believe their *fans* expect of them. Authors write in spite of themselves. Authors are so enveloped in their ideas and craft that they don’t care if they come off as *assholes* for ignoring distractions. Writers get off on the image of being *writers*, authors are too busy exploring and relating ideas.

Truth, Awareness and the Post-Gynocentric World

April 16, 2021 | by Rollo Tomassi | [Link](#) | [Original Link](#)



For the past 12 years I've been asked some variation of this question:

*“Rollo, why should a man bother with women at all today? All women today, yes **all** women, are vain, self-important, narcissistic, hubristic and entitled. What average man would ever want to have anything to do with the average woman? By the time a girl reaches her late teens she's already conditioned to expect a **High-Value Man** is what she's due in life. By the time she's in her early 30s she still hasn't had the delusions of her entitlements dispelled for her? no matter what the realities of her situation might hold up in her face. What's the average guy supposed to do about the average woman?”*

Although I've been writing about intersexual dynamics for 20 years now, there's definitely been a sea change in those dynamics since the rise of social media. While the last two generations of women have been the test experiments, it's not just a case of “Bro, women's egos and assessments of their own SMV are blown out of all proportion because of Instagram.” Men's expectations (really anticipation) of average women's overblown egos is also part of the experiment. We've come to a point where men don't expect anything else from women than an aggrandized sense of female *self*. The average guy has little recourse but to accept this ego-appeasement and adapt to a sexual marketplace defined by women's hubris; or by choice, or necessity, (usually necessity) they simply opt out of that marketplace? or they convince themselves they do. In fact, much of what passes for *dating* now is really a form of personal brand management that has to contend with the rigors of a global sexual marketplace. No one really “dates” in this market. Without realizing it they simply look for strategic co-branding opportunities that align with the changing perception of sociosexual value in global society.

- How will the images of me dating this guy increase my brand engagement?
- How will the pics and video of him appearing in my feed impact my future opportunities to get with a hotter guy?
- How many Sims (commodified Beta orbiters) funding my lifestyle will abandon my brand as a result?

While these (and more) may not be conscious concerns for women “dating” today, the sociosexual context of this brand management is pervasive. It is the acknowledged environment in which men and women have play the game.

In a Gynocentric global social order the sexual marketplace is by women, for women’s short term and long term mating strategies. Men are simply the replaceable accessories needed to optimize those strategies, or to be used as convenient foils when the consequences of those strategies become unignorable. So, it’s hardly surprising then that we’re moving into the second generation of *Lost Boys*. Young men with no real purposeful direction in life, less creative drive and a generation-defining sense of existential *ennui*.

And what would be their incentive to prompt them to creativity or purpose? Certainly not the long-term reward of an adoring woman or of sexual satisfaction born of her genuine desire. Those rewards are reserved for the *High Value Men* all women (young and old) believe are their due. Anything less is just brand management now. In an age when girls are raised on the ideal that *no woman ought ever to do anything for the express pleasure of a man*, doing something pleasurable for one becomes an act of rebellion against the *Strong Independent Woman* character they’re raised to emulate. Thus, any guy she’s motivated to go against her *Fempowerment* programming for had better be extraordinarily, confirmedly, *high value*. To paraphrase Patrice ‘O Neil, women want a man who’s better looking, smarter, stronger, more dominant, educated, taller and richer than they are, yet still wants him to think of her as his equal ? or his *Queen*. He’s the ideal Superman who still defers to her socially-mandated authority (because he *respects women*) despite being her superior in every way she measures *high-value*. Oh, and he still has to continually qualify for her intimate approval even if he initially passes the average woman’s filters. Otherwise she might begin to feel as if she *settled* on him.

One thing that our *new order* communication society has made unignorable is that the *truths* we used to build the previous social orders on aren’t exactly what we believed them to be. In some cases those presumptions were useful faiths in *truths* we expected others to mutually accept; others were pretty-but-useful lies. Regardless, we still cling to romantic ideals that were tenable in previous eras despite the growing (easily accessible) research, data and empirical evidence that puts the lie to that romanticism. What we’re left with is a conflict of old order hope, faith, romance, emotionalism and the lives shaped by these influences versus the often harsh, empirical, objective truths about human nature that are unignorable in this age. Reason itself doesn’t destroy comforting faith, but it does take the *magic* out of faith by explaining it. Faith confirmed by reason only reinforces faith, but it can never go back to being a *faith* again once it’s explained. This is a hard pill to swallow for generations that have made a *faith* in emotionalism the guiding principle that defines their personalities, entitlements and expectations of the opposite sex. And this is to say nothing about the current global social order founded on emotionalism (*Feels Before Reals*).

Long ago I wrote an essay titled *The True Romantics* where I asserted that it was men, not women, who are the true romantics ? of this age and those past. Men are innate idealists. This idealism prompts us to the performance we use to establish dominance and competence hierarchies amongst ourselves, but it also incentivizes us to the romanticism we hope will solve our reproductive problem. I’ve said in the past that this *idealism* is both our greatest strength and our most exploitable weakness. For the past two generations this idealism has been a liability for most men. When you make a man necessitous it’s his idealism that makes him hopeful in hopelessness. It’s idealism that makes him a suicidal nihilist or a pollyanna optimist. It’s idealism that keeps him going to work each day in the

hopes that his dedication to a proscribed rule-set he believes everyone else is (or should) be playing by will earn him respectability. It's idealism that makes him a Black Pill *Doomer* when he can't reconcile his old Blue Pill conditioned hopes and goals with the Red Pill aware, new order data confirmed for him every day on social media or is just a *Google* search away. And it's idealism that makes him hate the women who will never make those pleasant Blue Pill fictions a reality, while he hates the men who brought him to that despondency even more.

Both sexes are gravely, irreversibly, disillusioned today. Both would like to return to some idyllic time where women could swoon for a dashing *high-value* man who would become a husband they could admire (and be hot for) ? and men could find a suitable mate via an understandable and realizable performance, acceptable responsibility, and actionable authority. But an underlying blind *faith* in the Blank Slate, Social Constructionism, Emotionalism and Subjectivism have made all this impossible. Progressivism, feminism, gynocentrism, (Wokeism) and all of the fallacies that built them, are really old order faiths founded on previously accepted presumptions ? presumptions that are destroyed by new, easily accessed, empirical data every day. The more empirical truth (or even the questions that come from it) the more desperate the old social order becomes in maintaining the frameworks its power relies on to sustain it. Red Pill awareness of intersexual dynamics is one such catalyst that is disrupting those old order, Blue Pill, false ideals. It exposes a game we all enjoyed playing up until technology made public what the winners and losers had to do to be so. *Women want to play the game, they don't want to be told they're playing it* is an old maxim I've used for over a decade. Now we can apply this to the entirety of our globalized social order; except being told we're all playing an old game is unavoidable. It makes playing it seem contrived, but it also calls into question why we'd ever build our lives around the contrivance.

Women and men are being dragged from this comfortable game based on emotionalism, false potentials of a Blank Slate and social constructivism. They are being forced to take the Red Pill and cross an abyss very few will have any idea how to deal with. We need new paradigms of thinking, and new ways of inter-relating with each other that align with an empirical understanding of our natures. This will require an acceptance of Red Pill awareness, and innovation and creativity that is sorely lacking in these generations.

Sizzle & Steak: Evangelism in the Hustle Economy

June 26, 2021 | by Rollo Tomassi | [Link](#) | [Original Link](#)



What exactly are we teaching the *Lost Boys* today?

I came across the term *Lost Boys* in 2016. It's attributed to the fan base that *Dr. Jordan Peterson* was generating around that time, but I had heard similar references to "drop out" young men as early as 2014. The fem-stream media was concerned that these 18-29 year old men were deliberately thwarting women's mating/life strategies by not preparing themselves for *adulthood*. Women were concerned that fewer young men were going to be suitably ignorant-yet-dutiful *husband material* by the time they were 30. Meanwhile, *TradCon* media (predictably) made this crisis of masculinity all about men "shirking their responsibilities" from a want to "perpetuate their adolescence?". As expected, men assuming more masculine responsibility was the cure to solving this social malaise.

Both sides of the ideological spectrum have never had a real interest in discerning the root causes for the now two generations of *Lost Boys*. To do so would challenge both ideology's base presumptions about innate sex differences, feminism, gynocentrism and female empowerment stretching back to the sexual revolution. *Hannah Rosen* called it the *End of Men in The Atlantic* back in 2012. The *Kidults* and *Peter Pan Men* were an easily shamed novelty. *Breitbart* called them the *Drop Out Generation* and we're similarly dismissed as 'lazy kids not preparing themselves for being fathers and husbands.' Even I threw my hat in the ring when I penned *Are You Experienced*.

In 2021 we are now two generations into the *Lost Boys*. Just like the latter half of the *Millennials*, now *Gen Z* young men are becoming the next wave of guys trying to find purpose in a life that has no need of them ? or they're endlessly derided for not living up to an old order standard. As *Rian Stone* has said, they are sheep in search of a shepherd ? students with no teacher ? young men who are effectively rudderless in life. This is where the Red Pill, Manosphere, *male space* or whatever we're calling it now is stepping in to become the teachers these young men have lacked. But what are we actually teaching the *Lost Boys*? From what I see today, most 'coaches' haven't done much more than profit by them. Today, they are more *lost* now than when *Dr. Peterson* identified them. What will be the long-term human, societal, cost of two generations of young men guided, taught and/or hustled into, or out of, embracing conventional masculinity?

The Blind Lead the Blinder

"Who's the more foolish, the Blue Pill chump or the chumps who follow him?"

If you've read my latest book *The Rational Male, Religion* you'll already be familiar with the concept of *The Brand of Me*. Today, everyone *is* their own brand. From the frustrated soccer mom, to the 12-year-old girl interacting with "friends" she's never met, to *OnlyFans* girls, to niche marketing *Gurus*, everyone you know is actively engaged in some form of personal *brand management*. Even your grandmother on FaceBook is her own PR agent. Likewise, masculinity/positivity gurus *are* their own personal brands. I'm emphasizing 'are' here because we live our own brand identity as our personal identity in our day to day lives now.

It's becoming exceedingly difficult to separate the 'man' from his brand today. In the *Hustle Economy*, managing brand identity, is managing livelihood, is managing personal identity. Everyone *is* their brand. In the early 2000's it was the likes of Paris Hilton and Kim Kardashian who were the pioneers of being famous for being famous. Neither had (has) any real exceptional talent that made them celebrities; they simple *were* famous. There are other examples, but most of that "fame" was generated via careful personal brand management in a time when social media was nothing like it is today. Then, it took a lot more work and money to curate fame for being famous. Now, in the new order, it's never been easier to create an easily believable perceptions of *fame* ? even if it's just a low degree of it.

It's all *sizzle* and no *steak*. E-Celebrity is now *reality show* entertainment that virtually anyone, any demographic, can create for themselves. In my 2014 essay *Hysteria* I detailed the social experiment of a guy who created his own instant celebrity:

Basically, the guy had a few friends follow him around the mall, one guy filming him and the other two guys (I can't tell if any of his hired guns were women) acting as his 'groupies' or entourage. He goes around identifying himself as 'Thomas Elliot' when people, mostly women, ask him his name. Eventually, he begins to pile up admiring and gawking female attention, which only snowballs into more female attention. Apparently, not

one of these starstruck chicks thought to question if Thomas Elliot was a real celebrity. That's the power of preselection and fame; so powerful, it can disengage a woman's neural logic circuitry.

Remember, the linked videos were produced in 2012. This experiment required a film team, at least 2-3 collaborators to give the guy some legitimacy. You don't need this today. In fact you don't even need great post-production or computer skills now. All that's required to create a similar video is a smart phone and Instagram. Social proof, preselection, status, clout, prestige, indignation and fame have never been easier to manufacture for average people than in the first 20 years of the 21st century.

Never have more people (and mostly women) been so rewarded for so little real work, talent, virtuoso, education or creativity. And rewarded with money, adulation, admiration, "respectability", love, attention and importance. Today, anyone can become influential ? an **influencer**. Potentially, anyone can get paid better and enjoy more status than the career they may have went to years of college to get. As a result, the value of a formal *real* education is debased.

But, who cares about college or education anyway, right? Even STEM fields and the *hard sciences* have been infiltrated by *Wokezis*. Academia is rife with socialists and Marxism at every level now. Post-modernism has owned the humanities and the arts since at least the 1960s if not the late 1800s. *True* education has become a grift too. Most universities are just very expensive diploma mills that supply you with the paperwork necessary to allow you to be considered for an entry-level job ? usually determined by an underpaid *Karen* in the HR department; likely with less "education" than what you paid for just to get an audience with her. Now, is it any wonder that education and "preparing oneself for life and responsibilities" is effectively worthless to the *Lost Boys* generation?

'Cause I'm a twenty-first century digital boy
I don't know how to live but I got a lot of toys
My daddy's a lazy middle-class intellectual
My mommy's on Valium, so ineffectual
Ain't life a mystery, yeah?

Bad Religion, 21st Century Digital Boy, 1990

Damn, that song was prophetic. If an education's purpose is to allow the graduate access to the job (in the working world) he believes will profit him best, and he'd have better results in the *Hustle Economy*, why bother with the investment of time and student debt? If a young woman can make a fortune from the minimum investment needed to be an *OnlyFans* influencer (sex worker) why bother to study nursing? If a guy can make more money and be more attractive as a "life coach" for far less investment than a degree in a *suspicious* major like psychology what's the incentive to be educated?

The motive is profit and the process is profit. In the *New Order* we've become hyper-efficient at commodifying both motive and process. This has led to a mistrust, if not disdain, of education, science (as a method), wisdom and genuine creative inspiration.

"If it doesn't lead to my first million dollars what's the point of doing it?"

"Fuck it, I'll just be a ~~stripper~~ OnlyFans girl or entrepreneur."

Anonymous (ID: Ga8ZRqbr)

OnlyFans is now the top career choice for young females

09/07/20(Mon)19:47:10 No.276398114



192 KB JPG

My mother is a guidance counselor/adviser at a community college and she told me they just had to have an administrative meeting because so many teenage girls are on OnlyFans and the school does not know how to deal with the issue. She told me nearly every girl she talks to coming into college has an OnlyFans and that their entire future is based around that. When asked what they want to do as a career, most of the young girls now say they want to become rich off OnlyFans.

What impact will this have on society?

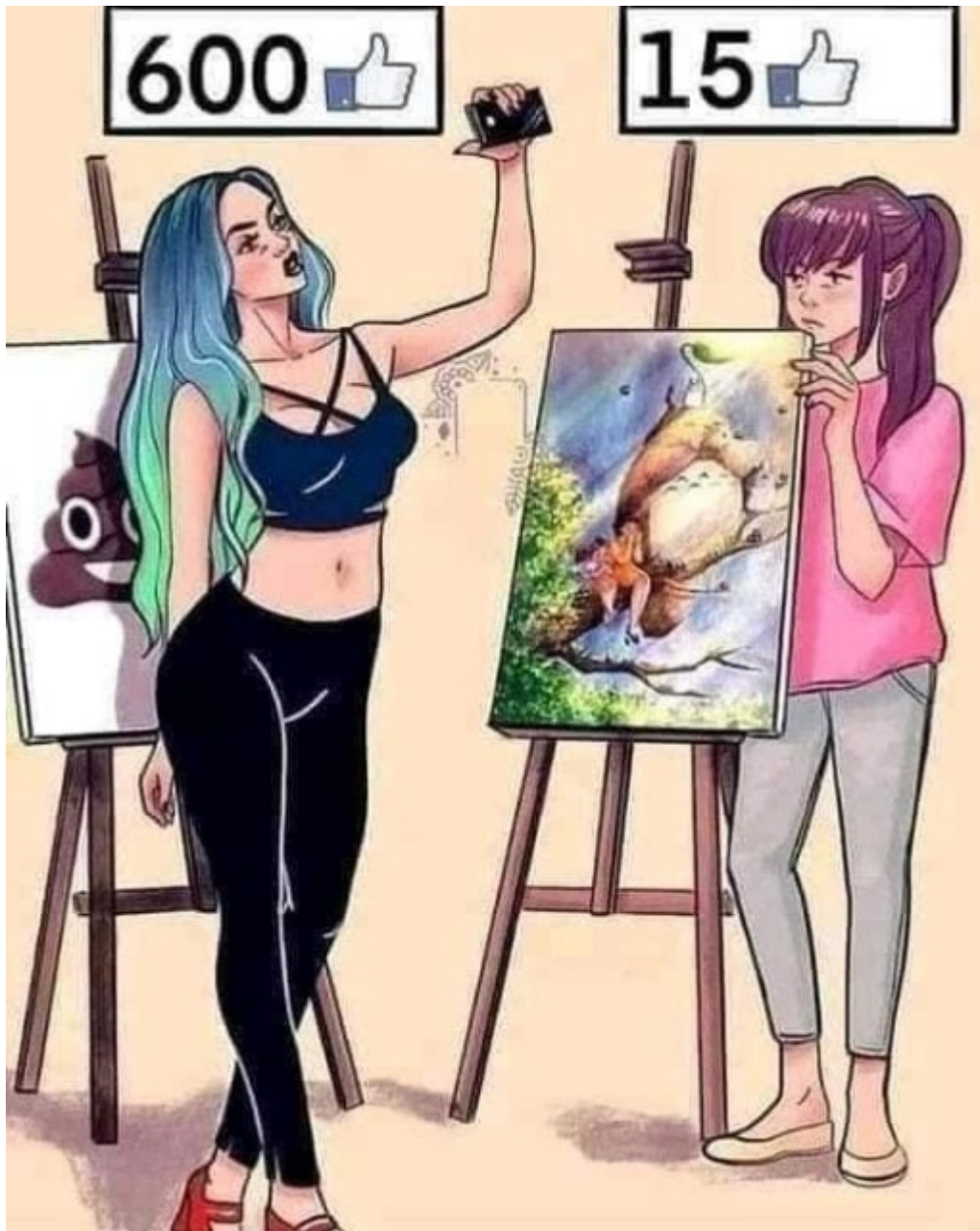
As a result the *Hustle Economy* tends to attract pathological personalities. As most of my readers know, crazy tends to draw more crazy into its orbit. Pathological doesn't always mean criminally insane. Guys like Steve Jobs or Elon Musk had/have pathological *reality distortion fields* about them. And while they are what we'd excuse as *eccentric*, maybe asocial, they weren't destructive malcontents. Unfortunately, they're the rarer exceptions. Get rich quick, get fit quick, get clout quick, get love, adoration, props, respectability, attention, concern, empathy/sympathy, and commiseration instantly, with the least amount of money and personal investment is an irresistible pull to pathological personalities. In any other era, these guys would have to be supremely creative and driven to get up and over the *loser* status barrier to become more than they started as. And only then after a constant learning from defeat and setbacks. For today's TL;DR generation, if it can't be delivered instantaneously why else would you bother doing something?

"Only the insane have the strength to prosper. Only those who prosper truly judge what is sane."

Part II, next week,?

Sizzle & Steak: Hustling the Hustlers

July 3, 2021 | by Rollo Tomassi | [Link](#) | [Original Link](#)



Hustlers and the Hustled

Today's Hustle Economy is measured in market shares of '*influence*'. How many *Followers* do you have? How many subs (subscribers)? Comments? Likes? Views? What's your *engagement* like? In an age when anyone can have a free digital soapbox to prosthelytize from our egos become our *brand*. So, when you attack an idea you also attack the brand; and when you attack the brand you also attack the ego whose identity *is* the brand.

Our livelihoods, our wellbeing, are vitally connected to with a ***Brand of Me*** which in turn is intimately connected to the self. The separation between man and brand becomes more difficult when his revenue stream(s) is dependent upon man and brand being synonymous. That brand's value is also quantified and qualified by the platforms (*soapbox*) it's based on. Lose followers, lose viewers, lose money and lose self. As a result you get pathological hustlers grifting on other pathological

hustlers by selling them access to exposure, influence and **insurance** for their very precarious-but-lucrative *brand of me*. In turn, this “insurance” is a buffer against losing an equally precarious sense of self.

From 2000 to about 2015 organizing live events and conventions was a fairly lucrative proposition in the burgeoning Hustle Economy. Being a speaker at a TED talk held a certain gravitas for the *Brand of Me* who was invited to relate his *very important*, self-affirming ideas to a rapt audience. Today, not so much. The TEDx series saw to it that anyone could pay-to-play and thus debased any legitimacy the original TEDs started with. I remember the pay-to-play graft that destroyed the late 80s’ metal scene in Hollywood. Show promoters would buy out a classic venue like Gazzari’s or the Troubadour for a night and then talk “up-and-coming bands” into playing the gigs. All they had to do was sell enough tickets to cover their portion of whatever the promoter had paid to reserve the venue. Whether the bands decided to sell their tickets at a profit or a loss was irrelevant to the promoters ? they just had to cover the rent on the club for that night. Most promoters were making their money on marking up that rent, and a percentage of the alcohol sales they’d arrange with club owners. It didn’t matter if the bands were great or they sucked, just that they covered the rent with ticket sales ? usually to friends and family to come watch them play on the same stage that Van Halen and Ratt got their start on. The promoters weren’t selling actual talent, they were selling the fantasy of playing on historic stages in L.A. to guys who believed they were good enough to play them. By 1989 pay-to-play was killing what was once a vibrant music scene that naturally culled the talentless bands from the great ones.

Hustle Economy conventions today are following the same pay-to-play graft. It makes little difference what the nichis ? masterminds, hotseats, summits, etc. ? conventions have become *Brand Showcases* replete with (gumroad) book signings and the hot girl “*Booth Candy*” to prove proof-of-concept (i.e. *Receipts*). Convention promoters care less about the messages of the personalities who speak at their events and more about the gravitas it brings to their event (which is also part of their own *Brand of Me*). And the loudest most extroverted (pathological) *brands* of that year always draw attention.

What you get then is a competition of escalation. Punch the biggest guy in the face as soon as you arrive in the prison yard or you’ll end up as his bitch. If you want to make a name for yourself as a nichmarketer (especially as a noob in the Manosphere) you have to punch up. Call the biggest name in that sphere a charlatan or a hack and some of his *followers* might defect to your cult out of spite. Grifters sell other grifters programs and templates to ensure their brand’s value, which increasingly is tied to their own sense of personal worth. Mastermind sessions and “hot seat” workshops become psychotherapy for the Hustle Economy “*Guru*”.

Insurance of personal *brand value* will be big business in this decade. It will be sold using the same perception marketing that Instagram influencers use. It will be based on the same insecurities the Hustler sells his *products* with. Image is all ? the Hustler becomes the hustled ? but image is fleeting. Even mediocre minds can figure out how to jump on a current trend. Copy & paste a viral tag, aligning with something trending; all that is easy to do, but most nichmarketeers lack the talent and insight to understand (much less foresee) a *zeitgeist*. Good hustlers borrow, great hustlers steal, but the true “ideas guys” are exceptionally rare in the Hustle Economy. Innovators and *New Thinkers* are the carrion that draws the *Brand of Me* vultures out in the open.

Ideas Guys

Hustle Economy carpet baggers live a very insecure and unpredictable existence. They are not innovators ? they are fast followers. Not only is their sense of self fused to their brand, but their brand's success is their metric of self-esteem. Their (often tenuous) mental health is measured in *Followers*, subscribers, views, comments, likes, engagement, analytics and clicks-per-minute (CPM). It's never quality of ideas that define value; it's only numbers. Money in the payment processor or number of email addresses on your list. It's never ultimate causes / effects, it's only proximate causality. It's the number of trees over the health of the forest. But the numbers don't lie, so the new teachers give the *Lost Boys* cigarettes, candy bars and cheap booze ? or their emotionally proximate equivalents (hope). It's what they really want, it's what makes you money and it's what your ego-brand's long term security needs. Besides, if you don't give the temporary salve for their miserable lives another *Influencer* has already copy & pasted your tags to lap you on the Hustle Economy racetrack.

Insecurity in self, brand, livelihood, sustainable 'lifestyle creep', even family relations are what define the Hustle Economy today. Most personal brands rarely last more than two years ? at least in their initial incarnation. As such, there is a constant need for belief pivots and "brand makeovers" for influencers. Reinventing one's "*self*" becomes a vital part of existence for the career grifter. And there's a lot of money waiting the clever guy who figures out how to cater to this pivoting need. Those unable to adapt, or those who miss the cues of the rapidly changing zeitgeist, will become extinct. Only true innovators ? the *Ideas Guys* ? have any kind of real staying power, and that's *if* they can roll with the social changes; *if* they can put off the ennui of seeing their ideas cannibalized and bastardized by the next wave of hustlers who will plagiarize their work with impunity.

Continued in part III next week,?

Explaining Game to Women

August 5, 2022 | by Rollo Tomassi | [Link](#) | [Original Link](#)



I've been collecting my thoughts about my recent talk with **Jedidiah Bila** and a few topics of discussion stood out in this show. People wonder why I don't do "debates" with every new *influencer* who wants to make a name for themselves by challenging my character "rarely my work" and then proceed to talk over and past me at every uncomfortable point I make. Going on Jedidiah's show and then playing "gotcha!" with **Ruslan** for two hours on *Adam Sosnick's* show reminded me why I don't bother with disingenuous critics.

Jed blanketed me with "Not all women are like that" (NAWALT) responses to every assertion I made. After 20 years in the sphere, the rationales and cope never change. Women will *always* presume their experience is the universal one. Any woman can speak for *all* women because solipsism is baked into their psyches. An unflattering collective truth about women's nature is an attack on the individual woman's ego. Whataboutism, thy name is woman.

One thing I was reminded of in my 3 hours and 10 minutes with Jedidiah was the importance of never revealing the *Game* to women. It is **always** a mistake to explain the game of intersexual dynamics to women. I've written essays about this since 2014. Back then I added a caveat; never talk about *Red Pill* concepts with women you want to get intimate with. If you didn't care whether you ended up in bed with her or you were trying to hold a woman accountable for whatever reason, then have at it. By now you should know you'll never *reason* a woman into bed with you. Reason and virtue are anti-seductive because they rely on logically convincing a woman to sleep with you. Seduction is about emotional appeals. Women want to *feel* like they want to bang you. That means *playing* the Game with them to prompt those *feels*. Explaining Game to women triggers the observer effect.

Women want to play the Game, they don't want to have the Game explained to them.

Even the women you don't want to end up in bed with. This explanation has been the downfall of every Blue Pill guy who's ever agonized over how his crush just can't see that he's logically the best choice for her to invest her sexuality in. These are the guys who do all the in-depth analyses and spreadsheet breakdowns of their qualifiers that would make them a woman's best bet for future love, security, and parenting. They're also the guys women want nothing to do with because the very act of explaining why they should fall in love with them, have sex with them, and reproduce with them grates against women's feminine intuition. Engaging her intuition is part of the play. *Vox Day* once said that women can't explain why they feel a barely repressible urge to punch Gamma males in the face. That urge stems from the feeling that Gamma men are trying to *trick* women into selecting him by logically explaining why he is her best option. This is effectively negotiating desire with a woman that a Gamma male isn't in a relationship with. It's like convincing her that she has an obligation to fuck him and settle on him for the long term even if she has no real desire for him. It's akin to controlling her body and removing her choice in the Hypergamous process.

Every time I've been on shows discussing Red Pill topics with women we always reach the point of diminishing returns. The conversations begin with explanations of female nature and the point-counterpoint proceeds from there. This is usually the most productive phase of the 'debate', but eventually, we get to the point where women run out of logical counterpoints to defend themselves and the *sisterhood*. This is when we enter the NAWALT phase. This is the phase where selection bias and individual qualities of *real* women enter the conversation. Disqualifiers, *No True Scotsman* logical fallacies, and then universalizing of personal anecdotes and 'lived experiences' as the objective truth usually crop up in this phase. This is when one woman speaks for *all* women; or all women who are of the standard she believes she sets in the sexual marketplace.

When these rationales fail we finally reach the point of the **emotional reframe**. This is the point of diminishing returns. 'Who hurt you?', 'Have you ever actually been in love?', and 'What was your childhood like?' are all variations of the emotional reframe. If you ever hear these questions or accusations in the course of explaining the Red Pill to a woman, you've reached the point of diminishing returns and nothing more productive will really come from continuing the talk. If you continue past this you enter into the **point of negative returns**. At best you'll look like you're beating up on helpless women with logic they can't refute. At worst your detractors will take the best 30-45 second video clips of you out of context to use against you in a Reel, TikTok or YouTube #short to build their own *White Knight* brand.

The mistake in all this is expecting any contrition on the part of women. Why? Because you're explaining the Game **to** them rather than playing the Game **with** them. You're essentially assuming the role of the Gamma male explaining to women how *they* do *their* magic tricks. It's not really magic. All their fascinating tricks are explainable and have logical purposes that benefit them or have some practical function. Explanations kill the faith and the *feels* necessary to play the Game. All women cease to be special in the light of rational explanation. Belief ceases to be faith when you explain the machine behind the magic.

This is why women think you're creepy and want to punch you in the face when you explain the machine to them. They literally cannot argue against why you are the right (or wrong) choice to fuck and procreate with. This is exactly why *Mikhaila Peterson* complained of 'Not getting a good feeling?' after my talk with her back in December of 2021. Contrary to popular opinion I don't actually want to fuck *Mikhaila* so I have no reason not to explain the Game to her. But I can't make it feel good after I do, nor would I want to. The point of the talk wasn't to *feel* good after the show; it's

to debate the strength of ideas. However, she'd probably like to punch me in the face for ruining the magic for her.

Observing a process will change that process. This is called the *observer effect*. It's why there are certain phenomena that have to be observed in the wild rather than in the lab. I honed my people-watching skills while working in the casino marketing and liquor promo industries. This was my fieldwork for decades. It's also why I focused on behaviorism in college. Organic, unsolicited behavior is a good metric for genuine desire. But negotiating desire or discussing desire on a talk show triggers the observer effect. You cannot negotiate genuine desire, but there are *many* ways of negotiating it that seem like logical, female-correct methods of forming a healthy relationship. I've heard every pop psychologist from Dr. Phill to Dr. Peterson blather off some variation of negotiating desire as a key to a good relationship. I argue this is the kiss of death to any relationship. Why? For all the reasons I learned and described after debating Red Pill topics with a myriad of women whom I'll never have any desire to bang.

Negotiating desire is always rooted in *reasoning* a woman into bed with you. Thus the obligation to fuck you is based on the same reasoning.

Likewise, explaining the Red Pill to women is negotiating desire based on similar logic.