

Get Used to Rejection

The Rules Revisited | 1 June, 2012 | by Andrew

If a man isn't getting rejected by women regularly, he will probably never find one that satisfies him. Because all women have different taste, men need to approach a large number of women that they find attractive in order to find one that reciprocates that attraction. This requires serious balls, thick skin, and persistence. I think most women appreciate this fact.

In general, a man has to get rejected many more times than a woman in order to succeed at dating. When a girl complains about a guy who stops returning her calls, my first instinct is to tell her "You think that's bad? I was rejected more times in the last month than you've been rejected in your entire life. Try being a dude for a week, then come back and complain to me." However, I don't, because I realize that the rejections a man endures - although no less damaging to his pride - are easier to bear in light of the knowledge that he can approach more women in order to find a new girl. A woman has less direct control over new dating opportunities. Although she can improve her chances by [making herself more attractive](#), she can't just approach men at will without being seen as crazy or desperate. She has to wait until another man (that she likes) approaches her. Though she faces fewer rejections, she also faces fewer opportunities, so the rejections she does endure have more impact.

While women typically get rejected when a man walks away after an initial encounter or date, men typically get rejected when they approach. A woman has to have the courage to let the man walk away, while a man has to have the balls to approach in the first place. While men have to become confident enough to approach without knowing how a woman will respond, women have to become confident enough to let a man act according to his true feelings for her, without knowing whether he will stay with her or leave.

So although the nature of rejection is different for the two sexes, it is equally necessary for both. A man gains nothing from staying on his side of the street when a beautiful woman passes on the other; a woman gains nothing from perpetuating a relationship in which she constantly initiates. A man needs to initiate with the possibility of being rejected, and a woman has to [let the man initiate](#), with the possibility of being rejected (i.e. the possibility that he will not initiate). Both sexes have to take risk and face rejection if they ultimately want success.

All of this is to make the point that rejection, while difficult for both sexes, is a necessary part of the dating landscape. You can't avoid it, so get used to it. [As I've said before](#), if you aren't getting rejected, it probably means you aren't dating up to your potential. You are [the only one responsible](#) for your dating success. And like in all other aspects of life, you can increase that success by taking risks, enduring rejections, picking yourself back up and trying again.

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