

4 Disturbing Trends In Men's Dating Advice - SFTS50

Scot McKay: You're listening to Snippets from the Summit with your host, Scot McKay. How's it going, gentlemen? Welcome to another Snippet from the Summit as part of the Mountaintop podcast from X and Y Communications. My name is Scot McKay, as always, and I'm your host. Today I want to talk about something that happened a lot during the pickup artist era, probably from about 2003 to say, 2011 or 12, that seems to be enjoying a bit of a resurgence right now. And it's the kind of marketing surrounding getting better with women that really is a little over the top, a little extreme, and is built around taking the most prurient, wrong headed elements of how we may be thinking as men about women and leveraging them really just to make money, not really to help anybody. This used to happen all the time. I think you guys remember even before those annoying hypnotic videos where they show you words on the screen and they make a promise to you that 40 minutes into the video they're not about to keep all, to get you roped in and psychologically prepared to buy something that probably won't help you anyway. Even before that started happening, there was at least one dating guru who had a newsletter list, kind of like I do, and would mail out to his guys. And he had a rotation of emails that included a few that he would send out literally about every two or three weeks. I mean, we're talking about the same exact email, word for word. And so the clue there is if this guy is sending an email list of thousands and thousands of guys, the same exact email every two or three weeks, it's got to be working, it's got to be making him money. It's got to be converting, as they say in the Internet marketing world. And the title of that particular email, you know, because I was on his email list and I probably got it four dozen times, was have her begging for it despite a boyfriend. Now, I want you to consider the message of that title. All right? First of all, we're talking about getting women to beg for sex from us, and we're also talking about her already having a boyfriend and wanting us instead anyway. Now, see, that appeals

to our most primal elements of two things. When we're the kind of guy who is not getting any success with women. See, because perhaps we're starting to get a little bit angry, we're starting to blame women a little bit for not wanting us, and we're really, really starting to get jealous of these other douchebags out there who seem to be getting women, even though we don't. So that email subject line, and I don't remember the actual content inside it, but presumably the content within the email once you open it, is all about feeding that disease. And that's exactly what it is. Guys. If you're interested in having those women who've rejected you beg you, so you have the freedom to now reject them. If they're begging you because they want you so bad, and if you succeed at having her cheat on or even leave one of those D bagged guys who's our boyfriend, well, then what do you do? You win and you get revenge. And this is all feeding our anger and our discord, not only with our own dating lives, but with women. So guys, you know that's a negative. And I'm going to tell you straight up, the more you are angry and vengeful, the less you're going to be able to make women feel safe and comfortable and the less women are going to want to be a part of that agenda. I mean, think of it. If a woman doesn't like men and she's trying to get you to cheat on your girlfriend or your wife even, because she somehow derives great joy in being a homewrecker, what good is that woman? Do you really want that woman in your life? Is she really good for you? Well, you know, maybe if she has a nice ass, some of us might fall for it. But I'm telling you, as a man, getting a woman to beg for it despite a boyfriend is a pretty messed up goal. And it's not a mindset that, if you hold it is going to be attractive to the kind of women you really want. And there's another factor that's starting to creep back into the marketing pos you see, trying to get us as men to get better with women. And it's fear based. And what it does is it triggers one of your deepest fears and the next thing you know, you're falling for a cheap psychological trick. Just recently I was subject to yet another, what I'll call arrest video. Well, all I did was talk to this woman. And the next thing you know, the police are arresting me. And I'm writing this

from jail because I tried to talk to a woman, I approached her, and the next thing you know, that's apparently illegal and I'm, you know, being charged with sexual harassment or even sexual assault because I talked to a woman. Woman. And then what's the solution for this? Well, gee, if you would have known what you were doing, you would have whispered four little words into her ear instead, that made her, you know, want to leave the grocery

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Scot McKay: store right now and go to a hotel with you and bang your brains out. Guys, it doesn't make any sense. All right? First of all, if you're respectful to someone and you start a conversation with them, there's zero percent chance you're even going to be called out for it, let alone have the cops called and you get arrested and thrown in jail overnight. It's not the first time we've seen this sort of video. What this does is it prys on men's fears of approaching women, bothering them, getting rejected by them, and plays out the worst case scenario just to get you really, really antsy and to really drive those emotions, right? You're afraid. Well, we as men don't like feeling afraid. So let me give you this easy button example that will cure this forever. Well, first of all, that's not reasonable at all. There is no easy button for you to be able to go out and meet women and make them attracted to you wildly, immediately. It's all about deserving what you want, right? It's all about being the kind of man who attracts women, which is what we talk about all the time around here. That's what's real. Okay? The easy button is something that's starting to come back into vogue with men's dating advice because, well, it's a marketing ploy that works. None, of what the problem is, is your fault. All you have to do is this one simple thing and you will get massive results. You see it in weight loss. You know, eat what you want, eat pizza and ice cream, and you'll still lose £20 a week. You know, I saw an email one time that said, lose £30 by tomorrow morning. You

know, and I'm sure a lot of people opened it. Now, were people drawn in for their desperation to lose weight enough to buy whatever product that was behind it? Who knows? All I know is it's cheap, it's dirty marketing, it doesn't work, it's unreasonable, and yet it's starting to see, a resurgence in men's dating advice. The last example that I'm going to share with you about what you guys have to be smart enough to avoid when it comes to men's dating advice is you can't get sucked into a marketing pitch that distracts you from your real goal. One time I was talking to a guy about coaching, and he said he was either going to hire me to be his coach because he wanted to get better with women, one on one. Okay. That I was going to work with him, you know, to get over his approach, anxiety to meet women, to succeed where there were no women in his life. And I asked him, you know, what else he was considering. And what he told me was there was this guy out there who seemed really cool and charismatic and stood in front of a Ferrari, and he said that I should build an email list of subscribers. And when I get a real large email list of subscribers, my life will change and women will love me. I said, well, do you have a product? Do you have a message that you want to give to people via email marketing? Because that's an email marketing thing, not something that's directly related to you getting better with women. And what he said to me was, well, but it was really convincing. And, you know, it seemed like I'd be one of the cool guys if I do this. Well, I'm sure you can imagine what I suggested to them from there. you know, it seems pretty basic that if you have a goal you want to accomplish, you need to focus on that goal of getting better with women, not going down some rabbit hole of accomplishing some other goal you haven't even thought about or don't even really feel prepared to get started with and flatly may be unreasonable for you to even attain anytime soon, because somewhere along the line, that will then turn into some kind of easy button where you attract women. And I also for sure shared with the guy that I'd already been there and done that and had 62,000 people on my email list, and it really didn't have a measurable effect on my success with women. What had a

measurable success with women was understanding women, being the man women want, and getting a mindset of confidence whereby I was approaching women without that fear. And what do you know? That combined with being a masculine man and the way women define it flat out works. And, gentlemen, that's what's going to work for you. If you want to keep it real. If you want to talk about what actually works, well, then I'm your guy. And stay tuned because that's what we talk about all the time here on the Mountaintop podcast. And by the way, guys, if you haven't join my newsletter. My newsletter is fluff free and talks about practical, actionable ways to get better with women. You can sign up there@mountaintoppodcast.com of course, as always, want to talk about this or anything else, write me at scott@mountaintoppodcast.com. be good out there. As always, visit mountaintoppodcast.com for more.

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