

## 90/10 - SFTS53

Scot McKay: You're listening to Snippets from the Summit with your host, Scot McKay. How's it going, gentlemen? My name is Scot McKay, and you are tuned into another Snippet from the Summit as part of the Mountaintop podcast from X and Y Communications. Today, I want to talk about something that in general comes up quite a lot when we're talking about men's dating and relationship advice, but maybe not so much this particular aspect of it. The title of this episode, of course, is the somewhat cryptic 9:10. And what I'm referring to is, a 90%, 10% ratio. If I was going to get really technical, the better name for this particular episode would probably have been 95.5. And here's why. Well, it all starts out with we as men kind of judging ourselves the way we tend to judge women, regardless of how women judge us as men or not. And maybe judge is a strong word. How about evaluate the sexual potential or the attraction thereof? Well, we as men obviously look at a woman and decide she's hot or not. And it is widely rumored, and I believe with plenty of validity, that women look at more than just looks when it comes to us as men. And that, of course, has been the topic of lots of podcasts we've done in the past. But the point here being that we as men tend to gravitate towards a belief that our looks, whether that means we're genetically handsome, whether we've been to the gym and, our cut, anything like that, is what women prioritize the most when considering a mate or even someone to go out on a date with. Right? Well, here's the thing. Most of us as men are not really designed to be quot, unquote beautiful. If you think about femininity and what it represents. Feminine energy is all about beauty and play and joy, joy and comfort and pleasure and things like that. We as men are built to provide and protect. So when you really shake it out in real life, we may be biased in terms of our selectivity in terms of who we notice or whatever. For example, we may say every single woman in this entire grocery store is incredibly hot, when really we're ignoring about 70 or 80% of the women we're looking

at and only about 20 or 30% of them attractive to us at best. Well, when it comes to us as men and our actual physical attractiveness, I would say 90% of us are pretty much normal dudes. We're neither incredibly ugly, nor do we have, like, unbelievable movie star good looks. Right? And hence the title of this podcast, 90, 10, 90% of us guys are in the middle. And that leaves 10%. Now, the 10%, I would roughly guesstimate that 5% of us as men are really incredibly gorgeous male human beings who would catch the eye of a woman and have her say to herself, wow, that guy is just incredibly handsome. And the other 5% of us, for better or worse, look like we've been hit with an ugly stick. So why am I telling you this? Well, first of all, if you think that only 10% of all men out there will ever be successful with a woman specifically because they're good looking, I want you to guess again. That is a meme that's an old wives tale that's propagated by men who are very cynical and perhaps angry at women for whatever reason because they feel like they've been rejected by moto members of the other sex. Right. Well, here's the wrench I want to throw in the works today. All right, let's take all of us who are 90 percenters and consider ourselves, you know, on an even playing field. We could do the self work necessary to know how to flirt, to be confident, to be the kind of men who are charismatic and charming, like I talked about in my most recent masterclass, and that will indeed give us a tremendous leg up when it comes to attracting women. Another factor there, of course, is being masculine, understanding how masculinity and femininity work, and knowing how to be a provider and a protector, and making women feel safe and comfortable. Humor, the art of making women laugh, is a superpower. We all know these are legitimate X factors that we can cultivate. They're all about mindset and learn skill. Right? So that we in the 90% can do better with women than guys who have not given due diligence to such self work. Right. Well, let's talk about the other 10%. Okay. In my travels as a, dating and relationship coach, which is over 19 years now, here is what I have found out over and over and over again. First of all, if you are in that bottom 5%, if you've been hit with an ugly stick, the more due diligence you give

to being confident, to being charming, to being funny, to being charismatic, the more likely women are

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Scot McKay: going to credit that to you as something amazingly attractive. Because, hey, you don't have the genetic gifts, but you really, really shine in all those other areas. Somewhat ironically, a guy who shines in all those areas we've talked about that are attractive to women will shine even brighter if he's not necessarily physically attractive. Now, if you're doubting me, you see examples of this all the time. Just look around. You'll see, for example, Marines who have come back from active combat duty with burn scars on their face. You'll see guys who aren't all that tall. You'll see guys who are a little bit nerdy. you'll see guys have a big nose. But when they're confident and when they show signs that they have overcome obstacles, then women credit to them almost a superlative level of virtue in the attractiveness department. If you know who Nick Voyucich is, he's a man who was unfortunately born without arms and legs. But he's so amazingly confident, charming and charismatic that he indeed, women love him. I mean, he's got a beautiful wife. Last I checked. Seann Stevenson was another example of a guy who, you know, in terms of his looks, was certainly no Hollywood stunner, but indeed ended up having a wonderful wife who adored him after years of being attractive to women for the reasons we've already discussed. If you're willing to see these examples that're out there, gentlemen. Okay, now let's talk about the curious case of the 5% or so of guys who, really are genetically gifted. Here's the thing about those guys. When a guy is really a pretty boy, when he's really handsome, a lot of women, and I've noticed, especially the attractive, sexy women, are really wary of that guy. They stereotype him as a douchebag who's gonna be kind of narcissistic and all out for himself. And women roll their eyes instinctively at that guy without even giving him a chance. So

hold on a second. This isn't all women I'm talking about, but I've talked to and I've heard from a lot of women who make this assumption, whether it's fair or not, about really handsome guys without even giving them a chance. So put two and two together here, and you're talking about that top 5% of guys who we all wish we could be like, or most of us wish we could be like because they're so darn handsome and genetically gifted. Sometimes it's because of that genetic giftedness itself that they have a harder time with women. They've got to overcome that preconceived notion, that cognitive bias that a lot of women have simply to get anywhere with them. And of course, if the halo effect of being a handsome man is not followed through with on a first date with a woman where he isn't intelligent, he isn't socially gifted, he's boring. Anything like that, women will absolutely drop him like a hot potato without giving him a second chance. Whereas perhaps, ironically enough, if he was one of the 90%, they would have forgiven that and given him another chance. Again, if you listen to women, if you read articles from women, you'll notice that this is absolutely played out over and over again. In real life. The guy who's got those natural, genetically gifted good looks faces this obstacle time and time again where the rest of us, whether we're part of the 90% or the other 5%, frankly, wouldn't have to deal with that. So what's the bottom line here, guys? Forget about it. I don't care whether you've been hit with an ugly stick, whether you're Gorgeous George or anybody in the middle. Work on those X factors that absolutely are proven to be attractive and irresistible to women. And guess what? That's when you'll be head and shoulders ahead of any other guy competing for the girl that you want. Want to talk about this or anything else, Scot, at, [mountaintoppodcast.com](http://mountaintoppodcast.com). be good out there. As always, visit [mountaintoppodcast.com](http://mountaintoppodcast.com) for more.

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