



**DO YOU HAVE TO BE "ALPHA"
ALL THE TIME?**

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It's one of the most oft-discussed themes in all of men's dating advice, isn't it?

Women love a guy who's the "alpha male".

He is, of course, the man who comes off as the leader in a room full of guys. He's the most confident—and competent—dog in the pack, whom all the other pups look up to.

Now let's get one thing straight before we dive into this whole topic. I'm NOT going to dispute that being the "head of the dragon" isn't immensely and inherently attractive to women.

After all, nothing signals "protector" and "provider" more effectively than a man who is respected and followed by his peers.

But here's the problem.

Although most of us can picture what an "alpha male" looks like, most of us have never stopped to consider some of the nuances associated with actually (or at least potentially) BEING "alpha" ourselves.

For example, we may observe other apparently "alpha" guys and wonder how much of it all is an 'act' versus coming from a position of authenticity.

And if it's somehow the latter, how on earth is a guy supposed to be "alpha" ALL THE FLIPPIN' TIME?

I mean, does that other guy EVER feel like a proverbial "fish out of water", or is he somehow blessed with perpetual "alpha-ness" wherever he goes?

Instinctively, we know he can't POSSIBLY be the most competent, confident guy in the room in EVERY CONTEXT life throws at him right?

Indeed, we've all seen race car drivers smoke an entire field of their peers like Christmas turkeys at a big race, only to get an ESPN mic in their face and start stammering awkwardly through the post race interview.

Have we ever.

And here's the danger. Having seen that scenario play out before, we might focus so much on being "alpha"—as defined by our areas of confident competence—that we NEVER try anything new EVER AGAIN.

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What do I mean by that?

Well, let's consider that same race car driver for a second.

He may get used to being revered for his core talent and consider any potential exposure of vulnerability in another area to be a potential threat to his "status", be it social, professional or otherwise.

Therefore, knowing he's not so good at interviews, he stops granting them.

In his mind, this stance would "insulate his 'alpha-ness'".

I think A LOT of us as guys think along these same lines.

We carve out our niche, as it were, and we tend to STAY THERE.

And without question, that helps us to keep looking competent and therefore keeps our "status" secure...at least apparently.

And sure enough, our peers and the pretty women around us love us for the time being.

But see, there's only one problem with all of that.

Running with that method of operation all but ensures that we'll get more and more BORING as the weeks, months and years go by.

And what's arguably worse, it makes sure we'll get more and more BORED as the weeks, months and years go by.

Here's something I've personally learned over time.

Sure, there are some things I'm pretty good at. And when I'm in my "element" socially relative to those skills I have, I can occur to others as "alpha".

But...(and this is a big BUT), as soon as I DIRECTLY equate "alpha" with "competence" I tend to build a cocoon for myself.

This keeps me from trying ANYTHING new. And what a waste of valuable time that is.

So having weighed the pros and cons of "looking competent" versus experiencing amazing new adventures in life, I chose the latter...hands down.

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In the real world, this meant hopping on a plane and turning up in some foreign country—with absolutely NOT ENOUGH competence in navigating from the airport to the city center, let alone speaking the language.

This also meant picking up a lacrosse stick for the first time in 27 years—when most of the guys I'm on the field with weren't even born 27 years ago...only to literally have them run circles around me and knock me on my backside a few times.

And it also meant taking my first flying lesson after years of being an airplane enthusiast—and quickly figuring out I know almost NOTHING after all.

Guess what? In each of the above situations (and many others, believe me) I was NOT the most competent guy in the group. In fact, far from it.

But oddly, Emily didn't lose attraction for me. And odder still, I didn't lose the respect of other men around me.

If anything, the sentiments of other key people toward me improved...as in “for the better”.

How can this be?

Well, here's what I think. Ultimately, being “alpha” really isn't about how COMPETENT you are.

It may not even be about how CONFIDENT you are.

I mean think about it. There's really nothing worse than being the guy who tries to act like a “know it all” when he's really clueless. Geez.

This is where the classic definition of the term “alpha” ceases to be useful, and cool guys know this.

So what's the true meaning of “alpha” for a guy who wants to immerse himself in new experiences?

Well, why not start thinking in terms of what you REALLY want socially? What is REALLY the point?

Is it to be “dominant”? If so, you'd better not stray far from what you're already pretty darned good at.

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But what if what you REALLY want is to be influential among your peers and attractive to women?

If that sounds more like it, then what you want is more CONTENTMENT with your true identity.

This gives you sober judgment in terms of where your competence really lies, and if anything allows you to enjoy and appreciate whatever valuable and amazing skills and knowledge others have to teach you.

That, in turn, is what gives you TRUE CONFIDENCE...regardless of whatever situation in particular you find yourself in.

That confidence is NEVER dependent on outward circumstance, but rather truly comes from within. Very nice.

So ironically, it could be that true “alpha-ness” is built not only on an INNER CONFIDENCE but also on focusing OUTWARD socially rather than INWARD.

You gain all-important social influence by helping others feel better about themselves and their expertise, even as you freely share what you’re competent at with others when you can and should.

Here’s an example.

Consider an incumbent head of state who’s up for reelection. He travels the country visiting various towns and shaking hands.

Along the way, townspeople wherever he goes may be very proud to introduce him to their “favorite sons” and show off what the town is known for.

So when the nation’s leader is visiting that local widget factory, is he going to purport that he knows more about said widgets and their manufacturing process than the resident experts?

Of course not. He’d pretty much look foolishly arrogant if he did.

Then again, is he suddenly unfit to be the “leader” of his nation because someone else knows more about manufacturing widgets than he does? Hardly.

The wise leader pays close attention, asks the widget-meisters lots of questions, and walks away having made others feel smart...all the while getting smarter himself.

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It's a win/win. And make no mistake...he leaves that town infused with greater power than when he arrived.

The irony of it all? Think outwardly, carry yourself with dignified respect and a student's curiosity even when you're not the "expert", and you'll do more for your social status AND your sexual attractiveness than being the classic definition of "alpha" ever will.

And you'll be a heck of a lot more interesting a guy...all while having way more fun in life.

Be Good,



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