



THE MACK'S BIBLE



**How To Have More Women
And Take Back Your Manhood**

BY W. JAMES DENNIS

PREVIEW EDITION

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THE KNOWLEDGE, WISDOM AND UNDERSTANDING ABOUT WOMEN KNOWN ONLY TO AN ELITE FEW, NOW REVEALED...

The Game between Men and woman is as old as time itself. A Mack plays this Game with strength, finesse and unrivaled mastery. He becomes who other males desire to be – and who women desire to be with. He is the ultimate gentleman that wields the irresistible force of raw manhood.

INITIATE YOURSELF INTO THE HIDDEN WORLD OF THE MODERN MACK

A Book Over 15 Years in the Making

There are many, many books written about the subject of seduction but most of them lack true REAL GAME. They have bits and pieces of it, but I can say with confidence that they didn't actually learn them from certified successful Macks. I was in "the streets" for years before I became an author, teacher and lecturer.

Most authors never got first-hand information and experience. Many of these "seduction books" and courses teach you how to ACT like an attractive man – not BECOME an attractive man.

This book will separate the men from the boys.

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~ BEYOND SEDUCTION ~



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WHAT YOU NEED TO KNOW

PLEASE READ THIS FIRST!

First and foremost, this book is not politically correct!

If you're looking for a nice, friendly "dating guide" then please look elsewhere.

This book is based on personal experience and the knowledge, wisdom and understanding I was given many years ago.

Some may find this material offensive or even chauvinistic but I can say with no hesitation that a true Mack has the utmost respect for women. However, a real Mack doesn't look at women in the same fashion as most people do.

Many images of the modern Mack are incorrect and exaggerated. Macking has become a ridiculous spectacle instead of what it was designed to be – a man that has accepted a high level of manhood and lives within this manhood at all times.

This book was not written to disrespect or "bash" women. Quite the contrary. This book was written to get scared males to leave their childish ways behind and become the best man that they are capable of being.

Macking begins as an inward journey to clean-up a lot of mess in the average males head about himself and women.

The average male spends a large part of their life trying to "figure out" women. And they usually fail miserably. I have taken it upon myself to give this layer of the Game the proper attention and respect it deserves.

Many people talk about it, about but no one has ever plainly laid out the modern Mack Game as I will in these pages.

Within this book I will be separating the male species into two classes.

**(1) Male (males in plural) and;
(2) Man (men in plural)**

A *male* is a simply a boy who has grown up. He doesn't understand manhood or his role as a man in everyday life. And he especially doesn't understand his role as a man when it comes to women.

A *man* is a male that has claimed his manhood. He is Responsible, confident, a leader and problem-solver. He is everything he was "created" to be, for lack of a better way to say it.

Macking has changed over the years but the real, true tenets of this layer of Game remain the same. Macking on the "street level" is the perfect balance between the Pimp and the Hustler. Beyond the streets (where Macking should be in this modern day and time) a Mack is a man who rules every aspect of his life with strong Standards, Principles, integrity and focus.

He is forever the ultimate gentleman and a woman's best companion. He understands her and himself on a level far beyond average.

This is part of a Mack's power and appeal. This is also part of his mystery and mystique.

This book was written to educate; not to advocate any particular lifestyle. As you become more familiar with this book, you'll find it a great reference guide.

If you have an open mind, you'll find a lot of wisdom in these pages. But as always, this information will only benefit those that are truly ready to receive it.

THE OUTLOOK

A Forward by the Author

When I look at the abundance of information in the arena of seduction I see some good information but also a lot of misinformation.

The Game of meeting, seducing and holding women has been watered down. Although the principles of manhood are still pushed to the forefront, there are huge gaps in what people are now calling “Game”. Game has turned into how to sleep with women as fast as possible. To a Mack, women have a much higher value than what’s in-between their legs. And this is a huge area that modern “Game” doesn’t teach because many don’t have the necessary information. In this book, you will be given that information.

The foundation of what I’m about to share with you was passed on to me by a great teacher. He was a very powerful and imposing man. I wouldn’t go so far as to call him a mentor, but I learned a ton from him and he helped shape the man I am today.

Some males are good at business, or have mastered a skill, trade or sport. But when it comes to women, they are clueless. On the opposite side of that coin, some males are extremely good with women but are very bad at managing other areas of their life. My teacher however, was a multi-millionaire business man *and* an expert with women. He was the total package (for lack of a better term).

What he shared many years ago with us young males concerning women was mind-blowing to me back then. At the time my mind wasn’t too focused on women to really appreciate it, but as I mastered the financial side of life, dealing with women became a fairly high priority.

This man never considered himself a “Player” or “Mack” but you couldn’t deny that if there was a definition of one, he was it. One of the first things that I remember he said about women was this:

“When dealing with women, you have to have the mentality of a pimp.”

This is a powerful statement, but... only if you understand what the mentality of a Pimp actually is.

Let me clarify. Macks are NOT Pimps. Pimps have prostitutes (hoes) and make money in their particular layer of the sex industry. A Mack on the other hand doesn't have hoers (although some Macks did) and is usually not involved in the sex industry in any capacity.

A Mack is a refined gentleman that brings women into his life to build something for the future. He is both a ladies' man *and* a business man. He has a grip on these two areas of life. He walks the fine line between Hustler (entrepreneur) and Pimp.

This book is not about the financial aspects of Macking. I have given some of that information in another book entitled, *Unlocking the Small Business Game*. This book is about unraveling the misconceptions, mystery and harmful Perspectives you've been taught concerning women.

It's these backward Perspectives that have left many of you unsure, undecided and overwhelmed when you even think about approaching attractive women. These thoughts break your confidence and therefore weaken your manhood.

This book is the culmination of what I was taught and what I learned by actually using that information. I made a lot of mistakes, bad judgment calls and lost many good women – but you won't have to go through much of that because I'm going to give you what I didn't have. A clear guide.

It's been close to 20 years since I was first taught about this layer of the Game and it's just as relevant now as it was back then; in many regards, even more-so. Men are not men anymore. They are just “grown-up boys” with no back-bone, no integrity, lacking Standards and

Principles. They're used by women – often toyed and played with. If this applies to you and you're fed up with it, then this is the knowledge you've been seeking.

When I make the claim that this information has only been passed along to a select few, that's the truth. That wasn't a sales pitch or an embellishment.

As you go through these pages you will come across concepts that have, to my knowledge, never been given to the general public. I made every effort to give you this layer of the Game in simplicity and without weakening it. I guarantee this book is well worth your time, money and study. As you'll soon discover, this book will “blow out of the water” any similar book on the subject.

All this information is presented in a unique way. I will slowly introduce basic concepts and Perspectives and as you continue to read, I'll build upon them. By the end of this book everything will be put together and you'll behold something outstanding. So take your time and do the necessary work.

Don't just read this, study it! This book means absolutely nothing if you don't *use* what's in it. Don't cheat yourself, use this information and master this area of your life. You deserve it and you're worth it.

I welcome you with open arms into the power and mysteries of the modern Mack Game.

W. James Dennis – 2016



BOOK 1 – MEN, WOMEN & THE GAME

CHAPTER ONE

The Natural Order

- 1 According to the *original* Game, the story of Adam and Eve presented in the Old Testament of the Bible (the Torah) and the Koran, is symbolic.
- 2 Adam represents the mind state of strength while Eve represents the mind state of weakness.
- 3 Eve was easily tricked by the Serpent, who some call the Devil. He appealed to her vanity. In this story the serpent was the one with Game; and this Game came from god because god was the creator of all things.
- 4 The serpent was able to bypass Eve's logic and reasoning and "move" her on an emotional level. Her emotional decision caused her to do the one thing she was told not to do; eat from the Tree of Knowledge.
- 5 Then she brought the fruit of that tree to Adam. Appealing to Adam's weakness, he fell weak. He then ate the fruit and broke the one and only commandment.
- 6 This was the fall of man. Adam lost his position of authority because he listened to his "weaker state of mind". In the Game this is a strong reminder that emotional reactions are generally weak and should be constantly checked by logic and reasoning. This should be done before any firm decision is made. Again, this is all symbolism.
- 7 It's been said that one of man's greatest weaknesses is women (or sex) and that's not true. One of man's greatest weaknesses is the way he *thinks* about himself. This reflects in the way he thinks about himself in relation to women.

8 He has also been taught that in order to get women he needs to be physically attractive, have money, nice possessions and also make sacrifices for her.

9 This is his Perspective about women. The way you perceive something produces emotional responses, a male often makes bad decisions when it involves women; giving up his all important manhood in the process.

10 With no (or limited) knowledge about what manhood really is, he's susceptible to listening to his woman and doing what she wants versus what he knows is best (or better) for himself.

11 What most males have been taught that women want isn't true. And sadly, what most women have been taught they *should* want isn't true either.

12 When we talk about the "Game of the Sexes" we have to go far beyond the outward appearance of things and look at what's really going on inside a person's very nature.

13 The Game itself deals heavily in human nature. It's part psychology, sociology but yet something more.

14 The Game is an anomaly. It can't be defined by normal description or rules. It's not something you can put in a single category and label.

15 Although this book is not about the *original* Game, you have to understand what the Game is in order to understand what is going on "behind the scenes" between males and females.

16 The way I teach The Game is in 9 Principles. These are the foundations on which every Game in existence is built upon.

17 I'll briefly give you those here because you'll need these vital points as we continue to explore just who and what a Mack is. You may want to bookmark this because I'll be making many references back to them throughout this book.

The 9 Principles of the Original Game

18 Principle One – Justice: *Justice is word for word, action for action and thought for thought. What comes back to the initiator is not just what they've done, but also everything that grows out of what they've done.*

19 Principle Two – Purpose: *The cause you choose must be higher than yourself. A purpose is the end destination of a journey. You must always know where you are headed or you will never get there.*

20 Principle Three – Reciprocation: *You must give in order to receive. You cannot get something for nothing and truly call it yours. You must earn the right to have or possess anything in your life.*

21 Principle Four – Perception: *Perception is King and emotion is Queen. How you look at things and events will determine what they mean to you. Perception can open and close doors.*

22 Principle Five – Value: *The idea of value is one of life's most powerful motivators. When you value something you will go through more trials to have it and accept more from it. If you do not value yourself, no one will value you.*

23 Principle Six – Advancement/Growth: *Anything that does not grow and changes, dies. In life you should be constantly progressing, learning and experiencing new things. Advancement is growth into bigger and better situations in life.*

24 Principle Seven – Responsibility: *You can only be accountable for yourself; you are responsible for everything you know and every possession in your life. You must be self-reliant.*

25 Principle Eight – Contrast/Duality: *Everything is opposite. There are two extremes and a middle ground where the extremes meet. When you bring something into your life it comes with both the good and the bad. These two are an unbreakable pair.*

26 **Principle Nine – Use:** *Everything has a use. Everything is a tool that has one or more specific jobs it can perform. If you do not use it, you lose it. Or if you use a tool incorrectly, it can break.*

27 These Principles apply to everything outside of you and inside of you as I'll explain as you learn about Macking. These are tools that you will put in your toolbox to build you and your manhood (Mackhood).

28 We won't be going into depth with every Principle although they're *all* relevant to becoming a Mack. However we'll spend a lot of time with the most important ones.

29 As you develop yourself, you'll start seeing the importance of the others.

30 Think of these Principles as laws of your personal government. You can stretch them a little, even bend them but you should never break them.

31 They are boundaries; lines that should never be crossed under any circumstance. You can do (and be) whatever you want inside these boundaries but violating these have some very harmful side-effects. The biggest is you'll create problems for yourself. The fewer problems in your life, the better – I'm sure we can agree on that.

32 When you strip away all the mystery and glamour of Macking, all that's left is raw manhood.

33 And what is manhood exactly? Thousands of books and songs have been written on the subject but it's still never been made completely clear. Not because people don't know it but because they're afraid to say it. It's not considered "politically correct". But here it is, as simple and as plain as I can make it:

34 When you conquer the feminine aspects of your behavior, you become a man. This is because you polarize to become a woman's exact opposite.

35 As many of you are already aware, women are more emotional than men, while men are naturally more logical. There's nothing wrong with women being emotional. Honestly, it's a beautiful thing and it will work to your advantage. They're that way for a reason which I'll reveal to you later.

36 If what I just said is true, then to truly become a man, you have to understand exactly what a woman's *nature* is. This will give you an Aura of power that will make you naturally attractive to women.

37 Women who are sincerely attracted to males, want men. They don't want a male who behaves and thinks like a woman.

38 Have you ever really listened to the way women talk about other women?

39 Women seldom trust other women. They're also very judgmental of other women. They comment on their clothes, their bodies, their physical appearance, how they talk and how they carry themselves. This stems from a woman's natural insecurities and jealousies. These are traits that a real man should never have.

40 At the same time, which may sound like a contradiction right now, women are very easily influenced by other women. We'll explore this later in more depth as well.

41 For now you have to understand how the Game works because you're going to set up what's called a Program. It's through this Program that you'll be able to attract women in your life; and more importantly hold them.

42 The "street term" for holding a woman is "locking" or "handcuffing". As a Mack it's not about just sleeping with women (although you'll have more than enough power to do so), it's also about locking down women in your life for the long-term. You should want to grow and build something meaningful with them.

43 So, what is The Game? The Game is a structure of power. It's the pyramid structure. The one with power sits at the very top, the capstone, and this power is secured by everyone beneath him.

44 Think of any form of government, past or present. They run on this structure. The rulers (by whatever name you wish to call them) make decisions that dictate how those below them live and function.

45 Think of any corporation in the world. They also run on this structure.

46 You have the President/CEO who has the vision of the company. He's seldom seen but his rules and regulations are followed without questions by those below him.

47 As long as those below him agree to follow his lead, he'll remain at the top of his pyramid and continue to wield power.

48 Below the President you have many levels of management – Vice-President, Chief Executive Officer, Regional Vice Presidents, etc.

49 Its management's job to enforce the rules set forth by the President. They're also there to keep those employees at the very bottom of the pyramid in line.

50 How can this "king" lose power? If all the employees were to suddenly quit, the company could not produce what it needs for their customers.

51 Also, if all the customers stopped buying what the company produces, there's no cash flow and therefore no "life-blood" for the business to survive.

52 In the Pimp Game, the Pimp is the President/CEO of his company; the king of his kingdom if you will. He has a bottom woman (bottom bitch) who functions as middle management. It's her job to train and keep the other prostitutes (hoes) in line and make sure they're following the Pimp's Program at all times.

53 What does a Pimp produce and sell? Sex. And the person who buys sex is called a “trick”, or “john”. Without the trick, there’s no business. If there’s no business there’s no reason for the prostitute. They’re selling something no one is buying.

54 With no reason for the prostitute there’s no reason for management. This means there’s no reason for the Pimp.

55 In other words, this pyramid structure of power will have **no power**. There’s nothing being consumed so there’s no point in producing anything for sale. Meaning, there’s no reason for the “company” to exist.

56 Think about you as an individual for a moment.

57 Do you sacrifice to buy the latest electronic gadgets, clothes and other “hot” new items on the market? If so, you’re a trick. You’re buying what someone else’s power structure is producing.

58 At your job, do you buy into the company Mission Statement? Do you abide by their rules and policies without question? Are you motivated by those company “pep-talks”? If so, you’re a ho. You’re part of someone else’s power structure and your time and energy are being used to keep that structure intact.

56 Now you may be asking, what does this have to do with Macking and manhood?

57 Macking is a layer of the Game itself. The Game has many layers, different Games played in different ways with different rules and regulations. But regardless of what a particular Game may look like on the outside, every Game is built on the pyramid structure on the inside.

58 At the top are those in power (pimps), kept there by those below them (hoes) and those that consume what they produce (tricks).

59 As I mentioned earlier, every real concept and Principle of the Game works both *outside* of you and *inside* of you at the same time. This is one way you can differentiate **real Game** from **fake Game**.

60 And you are now the owner of some authentic **real Game**. But we're just getting started.

61 Back to the question... Since Macking is based on The Game itself and the essence of Macking is manhood then you must realize that what you must become is the king of your own kingdom. The most powerful and dominating force in your own life.

62 When you take this "throne" as a man, the women who accept you in that position immediately give you power; power over what you can "touch" (your Purpose and/or goals). Because of this, it's your Responsibility (Principle number 7 of the 9 Principles) to wield that power correctly. You must become a knowledgeable, wise, understanding and indomitable leader.

63 This is one of the most attractive traits that women respond to in men. It's the cornerstone of becoming irresistible to women. Women are naturally good administrators. They can manage life fairly well because of their inherent survival instincts. But she will submit to a man who is capable of leading and teaching her.

64 But before you learn to wield this power *outside* of yourself, you must first learn to wield this power *inside* of yourself. You must be able to lead yourself before you lead others. Every great leader is forever a great student – you must never stop learning, growing and developing.

65 Realize this: Everything begins and ends with you because you are at the center of your own little world.

66 I mean this figuratively and literally. Look up from this book for a moment. Everything in physical existence is a certain distance from you. And it has always has been.

67 Your reality is literally revolving around you. You are its very center.

68 If your Inner Game is weak, your Outer Game will be weak. So we'll first develop your Inner Game and then we'll develop your Outer Game. Your outer results with women are a direct reflection of your inner thoughts and beliefs about yourself in relation to them.

69 Some people that teach on this subject will urge you to become more arrogant, bolder, more selfish and in some cases a certified asshole.

70 A Mack however is the ultimate gentleman. He respects women because he understands them better than they might understand themselves. He can be caught pulling out chairs, opening doors and standing up for his woman all the while never looking like a weak insecure spineless punk. She respects him to the fullest. But how does this work?

71 The strength and coldness of a Mack doesn't come from his aggressive tone or from his overly inflated (and often false) ego.

72 A Mack's strength is his willingness to never, under any circumstance, violate the Standards and Principles he sets for himself (I'll teach you how to develop these in Book 2).

73 He will not violate these even if it means losing the woman in the process. This is a hard pill for some to swallow but this is what manhood is all about; having character and integrity and the power to stand on them despite losing something because of them.

74 This is real strength; a strength that women, males and men respect because most people lack it. Again, what's inside radiating to what's outside; everything begins and ends with you.

75 Before we begin to explore the very nature of males and females you first need to grasp the concept of the Game that's being played "behind the scenes" – the Game of the Sexes.

76 It's quite simple really. A woman will constantly test a male's *inner* strength. She does this because she must feel confident in her choice of man. This is part of her survival instincts. Why risk her life and the life of her children by choosing a mate as weak (or weaker) than herself?

77 Despite what you've been taught, women are **not** made up of sugar, spice and everything nice.

78 Women are **not** naïve, weak or helpless.

79 Women will lie, cheat, deceive and create scenarios and situations to manipulate things in their favor. That includes the male in her life she chooses as a mate. She's usually very indirect about what she does and how she does it; and some women are very skilled in this area. Without the knowledge of this part of The Game, you'll never see it coming.

80 A woman will constantly look for areas of weakness in a male so she can find points of leverage (advantage) against him. These points of leverage are what she uses to manipulate the males in her life. Not just her boyfriend or husband, but any male she can.

81 The reason why a Mack can be a gentleman and be respected and loved by women, while the average male can do the exact same things and be treated like a sucker, is because of what a Mack understands.

82 A Mack understands that he has boundaries; the Standards and Principles he will not violate. These are not something he just says, he lives them and teaches these to the women he invites into his life.

83 This is one area where weak males fall short. Weak males hope and wish for things. They hope a woman will understand him. They wish a woman would finally stop rejecting him and give him sex. They fantasize that an attractive woman will give him the time of day. They dream that their woman will grow to respect him because she says she loves him.

84 A Mack does none of these things. He doesn't wish, hope and dream that these things will happen; he makes them happen.

85 A Mack, as the leader of himself and king of his kingdom, or President of his company (use the analogy that makes the most sense to you), makes sure his intentions are known and understood. He instructs his women about his Standards and Principles and explains why he thinks this way and why he has them.

86 His boundaries must be respected and his boundaries become her boundaries if she's to be with him. This is one of his requirements. He sticks to them no matter where he is; at home, at work or anywhere in public.

87 The average male is too afraid to share these things with his woman because he fears running her away. So by not doing these things he may get her, but he'll lose the most important thing in the process – her respect.

88 A woman likes boundaries and she respects them if she feels they're reasonable. If a male doesn't have any of his own, she'll implement hers into their relationship. This allows her to take the "throne" so to speak, and the weak male now exists in *her* kingdom instead of her existing in *his*. Remember how the pyramid structure of The Game works?

89 This is the "Game of the Sexes" – and although there's a lot more involved with this, the basic understanding of the subtle power struggle must be realized.

90 Let me emphasize, a Mack thinks **highly** of women. He shouldn't feel like a woman doesn't deserve equal rights in society. He shouldn't feel like women are beneath him or unworthy of simple respect. Macks are not sexist chauvinists, despite what you may have been led to believe.

91 A Mack understands women, himself as a man, and would rather lead than follow. Any woman that disagrees is not the woman for him. He'll leave her be and move on to find the right woman for him.

92 Let's look at cats and dogs. I know, sounds strange, but we're talking about the nature of things and this coincides with the Game you must have.

93 A dog will bend to his masters will. He'll wait for his master to bathe him, feed him, walk him, play with him and show him affection.

94 A dog will risk his life to protect his master and his master's home and possessions if need be.

95 A cat on the other hand does almost none of those things. Cats are very independent and seldom wait on their masters to do anything for them (unless they're highly domesticated).

96 A Mack is similar to a feline in this regard. And a lion is also a feline. A lion is one of the most respected and feared animals in the animal kingdom. Yet you've been taught that felines are weaker than canines. Again, you've been given the wrong information.

97 A male lion conquers territory and gathers a pride, a group of lionesses (female lions). These lionesses do the majority of the hunting and return with the spoils. They often give this to the male lion and usually allow him to eat first.

98 In return the male lion fornicates, sleeps and protects his pride from any invaders or other threats.

99 Don't misinterpret what I'm sharing with you. We're human beings, not lions. But again, we're talking about the nature of things. When we talk about the nature of things we're also talking about the *natural order* of things.

100 A Mack establishes his own kingdom (company) with its own laws, rules and policies. This is the natural order of things. His structure

(Game) must be strong from the foundation so that he can maintain his power on top.

101 Like a king (President of a company), who in reality is nothing but a high level manager, he must not allow anything to threaten this position. Whether from the outside or from any weakness he has within himself.

102 Going back to Adam and Eve, Adam representing the strong frame of mind and Eve representing the weaker frame of mind, you cannot fall victim to a weaker state of mind and “eat the fruit”. When this happens, your kingdom (company) will be destined to fall apart. To put it simply, don’t cross your boundaries and break your own “commandments”.

103 With women, what you present yourself as must be what you are. A woman will test this constantly. She has to know that she chose wisely. Women never want to look foolish to other women and to other people they care about.

104 When she discovers the image you presented to her was a lie, you deserve the results of what you earned; her disrespect and her distrust. There’s no one to blame but yourself. Yet, weaker males think this is the best way to get women.

105 There’s some truth to what you were taught. You should be yourself with women. But if who you are is not getting you the results you want, then it’s time to learn how to improve yourself.

106 This improvement starts with the fourth Principle of the Game (the way I teach it) and that Principle is Perspective.

107 Let’s shatter your negative and weak Perspectives and replace them with ones that’ll be more beneficial when dealing with women (and life in general).

CHAPTER TWO

The Mack's Perspective

- 1 As we grow up and are inundated with movies, cartoons, stories and music our Perspectives on life are programmed.
- 2 The way you perceive something, determines how you react to something. I'll give you a simple example:
- 3 Let's say you're downtown in a large city. As you're walking you see a man handcuffed on the ground. He's sweating, bleeding from one cheek and his hair is in disarray. There are two policemen standing over him. They're calling in codes on their radios and keeping onlookers at a distance.
- 4 What are your initial thoughts about this man on the ground?
- 5 You most likely assume that this man got caught stealing or something else that was criminal.
- 6 As you continue observing you see a woman run up to the police. She has tears streaming down her face and her tone is one of fear and anguish. You also notice she's pregnant.
- 7 Through all her crying and heavy breathing you can hear her pleading with the police to let her husband out of the handcuffs. She's telling the story about how he was trying to protect her from a couple of men who attempted to snatch her purse. These men also pushed her to the ground in the process.
- 8 Now, has the way you viewed the man handcuffed on the ground changed? Has your Perspective of the entire situation changed?
- 9 Like many of you, I learned a lot about women from all the movies, television shows, music and books I was exposed to growing up.

10 My mother also tried to teach me about women. But learning about women from women is a terrible way to become educated about the topic. Mainly because a woman will only explain the “good guy” traits she likes in men. Even if she, herself, is attracted to men with “bad boy” traits. She wants a gentleman, but not a weak male. She can’t explain it, but instinctively she knows it.

11 Where does all this confusion come from? It comes from Social Conditioning. This conditioning is perpetuated by all those movies, television shows, songs, etc. that I mentioned earlier.

12 Social Conditioning (or socialization) is not necessarily a bad thing. It’s the act of people wanting to be liked and accepted by others. This is how a society functions. We want to be around people who understand our ways of doing things and have a similar culture and background.

13 We want to identify with the crowd and for the crowd to identify with us. This is human nature and there’s no changing it.

14 The problem comes in when what’s taught through socialization is wrong and/or manipulative. People just accept it and live it although it keeps them from what they really want. Only a few people stop to examine that what they were taught may be wrong to begin with.

15 Like most young boys, you were probably taught that to think sexually about girls was wrong and disrespectful. Yet as you got older you couldn’t stop some of those thoughts even if you wanted to.

16 Those thoughts broke your Social Conditioning (programming) and you probably felt a sense of shame or embarrassment.

17 You were taught not to stare at women’s breasts although they wore low-cut tops with bras that pushed up and squeezed their cleavage together.

18 You may have been taught that you shouldn’t look at a half naked woman – like a woman in her underwear for instance. You should turn

your head because she's not dressed "decently". Yet, you can go to the beach and see crowds of women in bikinis which cover up just as much flesh (sometimes less) than what a pair of underwear would cover up. Where's the logic and reasoning in that?

19 You were probably taught that women shouldn't be looked at as just sexual objects. But when you turn on the television, surf the internet, or look at music videos there are many women blatantly (or indirectly) making sexual gestures and movements.

20 What you've learned sub-consciously through Social Conditioning is that it's OK for a woman to exude a certain amount of "sex appeal". But, it's improper to notice it and make comments about it. For example: It's OK for women to use sex to sell products and services in advertisements, but it's wrong for a man to pay too much attention to them.

21 In other words, it's OK for a woman to be sexualized but not for a man to find that attractive. It's also OK for a woman to act very "feminine" but not for a man to act too "masculine".

22 The fact is because of this type of Social Conditioning you have been stripped of your manhood. This is because Western society is built to cater to women. And since this is the "status-quo", you also feel it's *your* duty to cater to women.

23 Although some women would argue and disagree with this point, let's look at some realities.

23 A woman can have one or more children out of wedlock and receive assistance from her family, her friends and the government. But a single father in a similar situation probably wouldn't.

24 A woman's car can break down on the side of the road and a male will stop and go out of his way to run in and rescue her. But if a male was in a similar situation, the chances of a woman stopping to help him are nearly one-in-a-thousand. Sometimes other males won't even stop to help.

25 You were taught that women are weak and often times helpless and that they must be saved.

26 In the older action movies, the man had to go make plans, kill people, risk his life and at the end of the movie he *finally* got to sleep with the woman.

27 In video games it's the same thing. In novels it's often the same thing. And the constant reinforcement of this idea is what has created your Perspective of you as a male and how you should relate to women.

28 You're under the impression that women need to be rescued, saved, protected and catered to.

29 You're under the impression that it's OK if a woman makes many mistakes but a man can't make any.

30 You've been programmed to think that being attracted to beautiful women is something to be ashamed of and something that shouldn't be talked about in public.

31 You've been programmed to think that a woman must be earned and that you must have some magical quality to even be worthy of her time and attention.

32 You've been led to believe that you need to make personal sacrifices to please women, because again, you have to do something worthy of earning her.

33 This all breaks down to Value (Principle number 5 of the 9 Principles). All things in *every* Game spin around Value. Without Value on the table, there really is no reason to play the Game to win. There's no prize important enough to be won so there's no real motivation.

34 Since Western society caters to women, they naturally assume that they're more valuable than males. They accept that they're automatically worth being protected, sacrificed for, forgiven for their mistakes and

allowed to display their bodies without expecting the same consequences as males.

35 Males put up with this Social Conditioning because he places entirely way too much Value on a women's vagina.

36 Value works like this: When you Value something you'll sacrifice for it, accept more from it and often times put aside your own needs because of it.

37 A woman's vagina is one of her greatest weapons against males. Like a dog, she can make a male wait and string him along. During all this "waiting" he must accept all of her moods, changes of mind and unacceptable behavior. All the woman has to do is create the *illusion* that she'll eventually have sex with him; and sex itself rarely happens.

38 The Value of a woman's vagina is only a Perspective. It only has the Value you choose to place on it. To a Mack, a woman's vagina has little Value. A Mack demands more from a woman than just her sex. A Mack wants the woman in her entirety – **mind, heart, body and soul**.

39 To re-emphasize, a Mack wants *all* of the woman – not just her sex. When you get *all* of the woman, everything she has in her possession comes with her. She can't just leave her vagina locked up somewhere; she has to bring that with her too.

40 When a Mack gets the whole woman he gets every material possession she has, every thought she has, every choice she makes, every ounce of love she can give, every dollar she earns, all of her moods, all of her emotions and yes, also her vagina.

41 **Mind, heart, body and soul** – the good comes along with the bad and a Mack accepts it all.

42 Going back to Social Conditioning, the sad truth is not only have *you* been made to think women are more valuable than you, women *also* think they're more valuable than you.

43 Women have been conditioned this way, so this is what they think a male is supposed to be – someone that holds less Value than them. But this confuses the average woman because she's not attracted to males that think that way. The male that **over values** her, she'll often see as weak...

(End Of Preview)

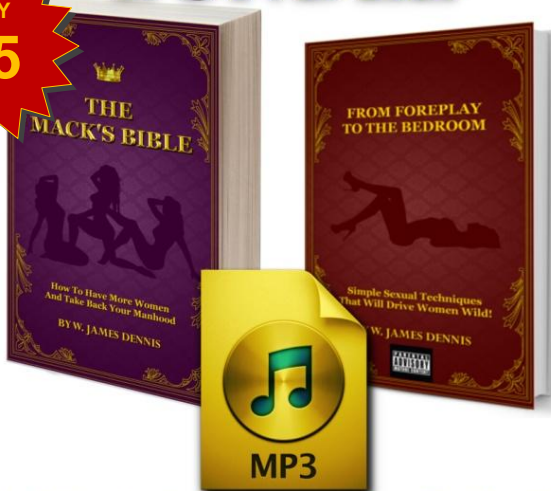
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About the Author

W. James Dennis started his first business when he was 17 years old. It failed. He then started his second business in his early-twenties, which failed too. But just a few years later with an example of business success to learn from, his third business did succeed and he operated it for over 10 years. During this time he was a dedicated student of the “Game”, something which he calls, *Uncommon Sense*. Realizing his passion was writing and educating, he changed gears in his life and is now an author, public speaker and small business consultant living just outside of Atlanta, Georgia – United States. His favorite quote is, “Keep it moving and keep it simple in the process.”

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